pmp genesis

Ipswich Borough Council - Culture and Leisure needs analysis

A report by pmpgenesis

IPSWICH
BOROUGH COUNCIL

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1. Introduction

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Background

1.1 pmpgenesis was appointed by Ipswich Borough Council ('the Council') in July 2009 to complete an analysis of current and future cultural and leisure facility need in the Borough.

1.2 The primary aim of the needs analysis is to provide a comprehensive overview of current and future facility need, to support the Council in developing a new cultural strategy for the next 15 years, which will replace the existing cultural strategy.

1.3 In recent years Ipswich's current cultural strategy has delivered significant investment and improvement in the Borough's facilities and in so doing made the town a more vibrant and exciting place for residents and visitors alike. The Council is therefore keen to ensure that this momentum is maintained and that facilities are developed to meet specific needs, whilst also positioning culture and leisure at the forefront of the town's brand in coming years.

> **"We have achieved great things in recent years and I want to make sure that Ipswich is known regionally and nationally for its cultural offer."**
>
> Cllr. Judy Terry (Portfolio Holder for Culture, Ipswich Borough Council)

1.4 Ipswich Borough is also identified in the Regional Spatial Strategy as a key centre for development and change, and is intended as a growth point. The Regional Spatial Strategy requires the Borough to accommodate 15,400 additional dwellings and around 18,000 new jobs over the period from 2001 to 2021, with the population expected to grow by over 20,000 to 139,000 over the same period.

1.5 Together with the necessary accommodation, health and educational infrastructure, it is important to ensure that these new and existing communities are adequately provided with appropriate cultural and leisure facilities. The needs analysis and the proposed cultural strategy will therefore play an important role in shaping the nature of this provision.

Study objectives

1.6 The key objectives of the needs analysis, the findings of which will be used to inform the development of the Council's new cultural strategy, are as follows:

- the identification of need for cultural and leisure facilities now (2010) and through to 2025, taking account of anticipated population growth, based on a comprehensive review of current and future supply and demand
- prioritising need to inform the Council's strategic priorities for investment in culture and leisure over the next 15 years, and ensure that any investment is directed towards areas of greatest need and greatest benefit
- to inform the Building Schools for the Future (BSF) programme – linked to wider development and delivery options

- to inform the development of policies and proposals in the forthcoming Local Development Framework for the Council.

1.7 In terms of the scope of the needs analysis process, the following was agreed:

- the facilities included within the needs analysis (categorised as sport, heritage[i], cultural and other facilities for the purpose of this needs analysis) includes public, private and voluntary sector provision of the following types:

  Sports facilities:
  - sports halls
  - swimming pools
  - health & fitness gyms
  - indoor tennis
  - indoor bowls
  - Synthetic Turf Pitches (STPs)
  - sports pitches
  - gymnastics facilities
  - cycling tracks
  - athletics tracks

  Heritage facilities:
  - museums
  - libraries
  - churches

  Cultural facilities:
  - theatres
  - live music venues
  - dance facilities
  - cinemas
  - art galleries
  - other arts performance spaces

  Other facilities:
  - community halls
  - visitor attractions
  - commercial leisure
  - parks and open spaces.

- the needs analysis is primarily quantitative in nature, drawing upon supporting qualitative research findings, eg consultation and survey feedback, where appropriate
- the study is facilities focused and is not intended as a detailed review of services and initiatives currently in place, although we have drawn out key issues relating to these where appropriate
- the needs analysis is primarily focussed on Ipswich borough and its resident population, whilst also taking account of visitors to the borough, people travelling into the borough for work purposes, and those living close to the borough boundaries
- the needs analysis aims to draw upon existing research where possible, recognising the range of research already undertaken, supported by additional research and consultation as appropriate to address gaps in information.

[i] Heritage facilities include built heritage. It is acknowledged that other components contribute to the area's heritage but this report does not include specific reference to, for example, public art or similar offers.

Methodology

1.8 Our approach to the needs analysis is illustrated in Figure 1.1 and key stages are summarised below.

Figure 1.1 Cultural and leisure needs analysis process model

1.9 This process can be summarised as follows:

1. Strategic/ local development context

- following the project briefing meeting, the process started with a comprehensive review of existing strategic documents (research, plans, strategies etc). This aimed to establish the context for the needs analysis, identify supply and demand research already undertaken, and highlight existing development options being considered. The key findings of this review are detailed in Appendix A.

2. Assessment of current and future supply

- a thorough audit of all current and planned cultural and leisure provision was undertaken to establish the level and nature of supply, the findings of which are detailed in Appendix B

- GIS mapping of provision was then undertaken to support our understanding of the geographical spread of provision. This process has supported identification of parts of the Borough without access to facilities, as well as opportunities for rationalisation.

3. Assessment of current and future demand

- having identified existing supply, we then focused on establishing current and future demand through a combination of consultation, demographic analysis and supply and demand modelling, as well as drawing on relevant strategic review findings

- the consultation process has involved:

    - telephone and face-to-face consultation with a variety of stakeholders, as detailed in Appendix C. These include Council Officers and Members, existing facility operators and other relevant stakeholders

    - a half day stakeholder workshop attended by 50 stakeholders to explore current issues, future aspirations and development opportunities, the key findings of which are detailed in Appendix D

    - a public survey advertised on the Council's website and in the local press, providing an opportunity for the public and wider stakeholders to feed into the needs analysis process. A total of 180 surveys were completed. It should be noted that, due to the nature of this survey, a copy of which is provided in Appendix E, the findings are not statistically robust and should therefore be used with caution. Its findings have been used to provide qualitative information to further inform the analysis of local need

- analysis of current and future population and demographic information for Ipswich Borough and the wider catchment (specific to facility/venue types as appropriate) was undertaken to reveal trends impacting on engagement and propensity to participate in/ access events, venues and facilities

- supply and demand modelling, the findings of which are detailed in Appendix F, has involved:

    - modelling demand (based on total population and demographic factors) against supply to identify surpluses/ shortfalls in Ipswich, using relevant models and other data sources as appropriate to each facility type
    - for sports halls and swimming pools we have used Facilities Planning Model (FPM) reports generated by Sport England. This provides an overview of the supply/demand balance based on Sport England-approved parameters to give robust outcomes that can be used in the planning process. Sport England's Sports Facilities Calculator (SFC) has been used to project demand for indoor bowls
    - sports pitch and STP needs are analysed using Sport England parameters including, in the case of pitches, the playing pitch assessment model set out in 'Towards A Level Playing Field'
    - for health & fitness as well as indoor tennis, for which FPM and SFC runs are not available, we have used in-house demand models (using established industry assumptions) to project demand
    - appropriate models are not available for cycling, open spaces, 5 a side football, gymnastics and athletics and therefore we have undertaken a qualitative appraisal of the relative supply and demand of provision, drawing upon our industry experience
    - with heritage venues, and arts and cultural provision such as theatres and music venues, it is not possible to project facilities demand in terms of number of seats required or size of facility. In these instances, pmpgenesis has sought to identify demand based on consultation, demographic profiling provided by Arts Council England (ACE) and comparison with best practice.

- CIPFA nearest neighbour comparisons have also been undertaken where appropriate to establish levels of provision in Ipswich relative to comparable local authority areas elsewhere in England. These authorities are those identified by the Chartered Institute of Public Finance and Accountancy (CIPFA) as being 'closest' to Ipswich on a range of indicators (including total population size, demographic profile and employment levels). This analysis allows Ipswich to gauge its provision relative to other comparable cities/towns. CIPFA has developed a Nearest Neighbours Model in an attempt to adopt a scientific approach to measuring the similarity between authorities. The model takes into account their social and physical characteristics, traditions, organisation and practices, using a number of different indicators to compute a statistical distance between 0 and 1, between authorities. Ipswich's 'nearest neighbours' are:

1. Derby
2. Gloucester
3. Dudley
4. Gravesham
5. Chesterfield
6. Bury
7. Darlington
8. Stoke-on-Trent
9. Doncaster
10. Stevenage.

Report structure

1.10 Following an initial review of the cultural and leisure needs context, the following report aims to summarise the key findings emerging from the above research in relation to sport and leisure, arts and culture, heritage, and other facilities. These categories have been developed for report writing purposes but it is recognised that there will be some cross-over between them, and this is highlighted and explored where appropriate.

1.11 The report is structured as follows:

- Section two – a review of the cultural and leisure needs context
- Section three – sport and leisure provision needs analysis
- Section four – arts and cultural venues needs analysis
- Section five – heritage venues needs analysis
- Section six – other facilities needs analysis
- Section seven - summary.

1.12 Additional supporting information is provided in the appendices as appropriate, and referenced in this report accordingly.

2. Cultural and leisure needs context

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Introduction

2.1 This section provides an overview of the local and regional context, within which this needs analysis has been completed. This helps to contextualise the findings and recommendations of the study. A selection of key context issues are considered in turn under a series of headings.

Demographic context

2.2 Alternative population projections have been prepared for Ipswich by the Office of National Statistics (ONS) and by Insight East for the Regional Spatial Strategy (RSS). Although using the same base point of 120,400 residents at mid-year 2006, the projections diverge considerably to 2025. The RSS projections estimate that Ipswich's population will rise to c.151,500 by 2025 whilst ONS projections estimate that the population will rise to c.144,800.

2.3 The Council's Planning Team has indicated that Suffolk considers the ONS population projections likely to be an underestimate for Ipswich. As such, the RSS projections have been used to inform this needs analysis as required.

2.4 These population projections reflect Ipswich Borough's status as a growth point and key centre for development in the Regional Spatial Strategy. This strategy requires the Borough to accommodate 15,400 additional dwellings and around 18,000 new jobs over the period from 2001 to 2021, with the population expected to grow by over 20,000 to 139,000 over the same period.

2.5 As noted in the introduction to this report, together with the necessary accommodation, health and educational infrastructure, it is important to ensure that these new and existing communities are adequately provided with appropriate cultural and leisure facilities. The needs analysis and the proposed cultural strategy will therefore play an important role in shaping the nature of this provision and the supply and demand modelling process has taken these future projections into account.

2.6 Demographic profiling provided by Arts Council East (ACE) to illustrate the make up of the Borough's population as at 2010, and its relevance to this culture and leisure needs analysis process, is summarised below:

Table 2.1 Relevance of local demographic profile to the needs analysis

Profile characteristic	Relevance to the needs analysis
A total Borough population of c.124,000, of whom 100,000 are adults (15+)	Ipswich Borough has a relatively small resident population which limits the market for larger, bespoke facilities. The town's 30 minute catchment area is 310,000 but this is unlikely to be sufficient to sustain major arts and cultural venues.

Profile characteristic	Relevance to the needs analysis
A fast-growing population, projected to increase to over 150,000 by 2025	The new population will place additional demands on cultural and leisure provision. It is therefore important that new provision is developed to meet local need and that, in light of the aging leisure stock, improvements are made to meet changing expectations.
49% male, 51% female	The Borough's gender profile is in line with the national average.
An above national average number of people in the 15-34 age groups and over 65 age groups, with below average numbers between 35 and 64	The higher numbers of younger residents have the potential to produce demand for sports and leisure facilities in particular. The development of University Campus Suffolk (UCS) is likely to further increase the percentage of young people in the Borough. It is important that suitable facilities are developed to attract and retain these groups. Due to the age profile of the borough, there is likely to be a lower base demand for performances, which would need to be developed through initiatives and suitable facilities to stimulate higher engagement in the future, and best capitalise on the positive role that the arts can have.
An above national average percentage of residents classified as social class C2DE (50.1% of the Borough's population compared to the national average of 45.5%).	These groups have a lower propensity to attend arts and cultural performances, as well as participate in sport and leisure activities. Appropriate marketing, programming and the availability of lower cost opportunities will therefore be important in engaging with these groups.
A significantly lower than national average percentage of students *(though with the development of additional educational establishments in Ipswich this may help to retain students).*	In order to attract greater numbers of students, and retain educated young people post graduation, it will be important for Ipswich to develop cultural and leisure facilities that meet the needs and expectations of these groups. This is likely to include modern sports facilities and an appealing cultural offer ('a scene') that combine to deliver a high quality of life, attracting educated future residents and contributing to the local economy.

Geographical context

2.7 Ipswich is Suffolk's county town, located 10 miles from the major port of Felixstowe. The town is easily accessible, with excellent road and rail links. By train, Ipswich is just over an hour from London (Liverpool Street), and has convenient links with the north and west (via Peterborough). It is also well served by road and is located where the A12 (from London and the South East) meets the A14 (from the north and west). Central London is just 70 miles by road and Ipswich is one hour away from Stansted Airport.

2.8 As noted in Section 1, this needs analysis is primarily focussed on Ipswich borough and its resident population, whilst also taking account of visitors to the borough, people travelling into the borough for work purposes, and those living close to the borough boundaries.

2.9 This approach recognises that due to the largely rural nature of the catchment outside of the Borough boundary, there is heavy usage of Ipswich facilities by people living beyond the borough boundary, who do not contribute to this provision through their Council tax. Indeed, Ipswich's 30 minute catchment area has a population of around 310,000. This places additional demands on Ipswich based facilities which borough based supply and demand modelling does not necessarily reflect and this is therefore taken into consideration in this needs analysis.

2.10 Ipswich's access to London is regularly cited as both a benefit and disbenefit for local leisure and cultural provision. One the one hand, access to/ from London makes it easier to attract certain leisure and cultural products, but conversely, residents are easily able to travel to London to experience its more extensive leisure and cultural offer, which impacts on local market need. This has also been taken into account in considering cultural and leisure need in Ipswich.

Financial and political context

2.11 Ipswich Borough Council currently has a joint administration made up by Conservative and Liberal Democrat members. This administration is highly supportive of the borough's cultural and leisure offer, which is reflected in the 2008/2009 Corporate Plan's 'Vibrant Ipswich' Goal, which states:

> **'We will enrich and protect the town's historic assets and diverse cultural offering, whilst working to attract award-winning architecture, and increase the availability of public art and live performance opportunities, as well as encourage participation in all sport and leisure pursuits to create an even more vibrant town'.**

2.12 As across the public sector landscape nationally, and within the context of the global financial crisis, the Council is seeking to realise financial savings from its service in light of budgetary constraints.

2.13 The Council has a target saving of £600,000 for 2009/10 from leisure and culture, and a further £944,000 for 2010/11. The Council has already taken steps to address these requirements but further steps will be needed to realise these savings.

2.14 Identifying opportunities to effectively meet local cultural and leisure need, whilst also improving the value for money and cost effectiveness of Council-led cultural and leisure provision is therefore an important component of this needs analysis.

2.15 There are a number of providers currently operating in Ipswich, and we would note that no one provider can be expected to provide all of the Borough's requirements, but rather a partnership approach is likely to be preferable. The Council need not necessarily be a direct provider of services in all cases, and it is important that the Council therefore seeks to work with other providers, including from the private and voluntary sectors, to deliver the range of cultural and leisure provision for which there is a need.

2.16 A full range of development and delivery options should therefore be considered to meet identified needs, including potential rationalisation, partnering and outsourcing arrangements, where appropriate, reflecting an increased focus on acting as an enabling authority, rather than direct provider.

Local development context

2.17 Over the last 10 years, Ipswich's cultural strategy has delivered significant investment and improvement in the Borough's facilities and in so doing made the town a more vibrant and exciting place for residents and visitors alike. Notable successes include:

- medieval churches such as St Lawrence being brought back into community use
- Green Flag public parks
- 100,000 people per year attending Ip-Art
- the new Colchester and Ipswich museum service increasing visitor numbers
- the refurbished Regent Theatre attracting acclaimed shows
- Team Ipswich leading Olympic legacy work and masterminding £4m investment in the pools
- vibrant Town Hall Galleries
- new (such as Dance East and New Wolsey Theatre) and existing (Regent Theatre) facilities and arts groups going from strength to strength.

2.18 Current local developments that will impact on future cultural and leisure provision in Ipswich, and have been taken into account in considering local needs and associated development and delivery options, are summarised below.

Waterfront

2.19 Over the last decade Ipswich Waterfront has been the site of intense construction activity, beginning back in 1999 with the completion of 69 luxury apartments at Neptune Quay by developer Bellway Homes. More recently, huge demolition and construction has taken place on the various large-scale developments, which are now moving towards completion.

2.20 The area is now the site of the largest single regeneration project in the East of England, with over a billion pounds already spent on, or earmarked for, this development. The once industrial dock area is now the focus of this huge investment, aiding growth in both jobs and housing.

2.21 There is a variety of schemes taking shape, including housing, retail, restaurants, offices and community areas that are turning this once tired industrial area into a vibrant new cultural, residential, business and leisure area, complementing the marina facilities already available.

2.22 The impressive new developments have been deliberately designed to integrate new buildings with the historic architecture that is being preserved, so retaining much of the Waterfront's special character.

2.23 The large-scale regeneration of Ipswich Waterfront has also encouraged increased interest from businesses. On the western bank of the river, Felaw Maltings and the hi-tech IP-City Centre are both now in high demand for their top quality business space, whilst on the Waterfront itself, a top Ipswich law firm led the way, relocating its offices to pride of place in Waterfront House.

2.24 Key projects at the Waterfront include DanceEast, Isaac Lord Complex, Orwell Quay, Regatta Quay, Salthouse Harbour Hotel, St Peter's Church and University Campus Suffolk.

University/ college development

2.25 University Campus Suffolk (UCS) opened in August 2007 with centres in Bury St Edmunds, Great Yarmouth, Lowestoft and Otley, complementing the major new campus development in the Ipswich Education Quarter. Planning is now well underway for the second phase of building developments on the Ipswich Waterfront at University Quays.

2.26 These are exciting times for the students, graduates, staff and stakeholders. UCS is working with a number of partners to develop a network of smaller centres across the County. Beyond the immediate cultural and leisure facilities that UCS directly provides for Ipswich, it will also have an increasingly strong effect on the composition of Ipswich's population.

2.27 The availability and appeal of quality cultural and leisure provision in Ipswich is likely to play an important role in attracting students to the town to continue their education. Manchester, Leeds and Sheffield, for example, have developed renowned music scenes over recent years which clearly act as a USP for the universities in each city. It is important for Ipswich to ensure that its facilities therefore meet an existing local need and also, where possible, appeal beyond the Borough and beyond East Anglia. This has the potential to significantly increase the appeal of the town as a university destination as UCS continues to develop its educational offer and increase its student numbers.

2.28 With the development of new Further Education and Higher Education facilities in Ipswich, the Borough has a better chance of retaining and educating residents, as well as hoping to appeal to students to continue to live in the Borough on completion of their degree. Over time, this has the potential to result in a reduction in the average age of Borough residents and the development of a more educated population.

2.29 By retaining these skills, the Borough can hope to realise a strong economic impact and also to see an increase in demand for entertainment, cultural and leisure facilities generated by these groups.

Building Schools for the Future (BSF)

2.30 BSF is the biggest single Government investment in improving school buildings for over 50 years, with the overall aim being to rebuild or renew every secondary school in England over a 10-15 year period. For Suffolk, this will be facilitated by c.£750m of investment in its secondary schools, special schools and PRU (Pupil Referral Units). Around £150m has been earmarked for the rebuilding or refurbishment of schools in Ipswich and Felixstowe as the starting point for this investment.

2.31 BSF's objective is to not only transform the learning experience of schoolchildren, but also to explore opportunities to deliver valuable resources via opening up to wider community use, delivering valuable facilities and encouraging the public to use school sites. Suffolk's BSF programme aspires to be ambitious and include facilities such as IT provision and sports facilities open for community use.

2.32 The County Council is developing the BSF Outline Business Case (OBC) ahead of its submission in mid-January 2010. This includes refining the facility mix at each site, identifying the levels of Facilities Management, and starting to formalise assumptions around community access for incorporation into the OBC and the procurement documentation.

2.33 Five schools will be developed in the initial phase of the BSF programme for Ipswich, including:

- Chantry High School, scheduled to open Autumn 2013
- Stoke High School, to open Autumn 2013
- Holywells High School, to open Autumn 2014
- Thurleston High School, to open Autumn 2014
- Westbourne High School, to open Autumn 2014.

2.34 The BSF programme provides funding for a 'standard' facility mix calculated on the basis of formulae provided by Building Bulletin 98 (BB98 - Briefing Framework for Secondary School Projects). As an indicative minimum this is likely to include a four-court sports hall, four grass playing pitches and a Multi Use Games Area (MUGA) at each site.

2.35 BB98 sets out simple, realistic, non-statutory area guidelines for secondary school buildings and grounds. Funding from the Department for Education and Skills (DfES) in 2005-06 and beyond will allow all new BSF buildings to be built to these standards. Graphs and formulae can be used to check that the number, size and type of rooms in both new designs and existing buildings are at least that recommended for six categories of usable space.

2.36 There is scope for the facility mix to be extended where local need is evidenced and where funding is available. This has the potential to extend the benefits of BSF provision, since authorities requiring, say, a 6-court sports hall for strategic purposes would need only identify the funding necessary to meet the cost differential between a four-court and a six-court hall.

2.37 BB98 states that the level, frequency and likely timing of community use should be assessed early in the briefing process, in conjunction with the relevant Local Authority's strategy for sports and leisure.

2.38 Shared spaces are likely to include the main hall or performance space and its ancillary facilities, and sports facilities (both indoor and outdoor). Links with adult learning provision and other local schools may also lead to shared use of some specialist learning spaces such as ICT suites or art and drama facilities. These parts of the school should be designed and managed in such a way that they can be open to the community while other areas are closed and secure.

2.39 Facilities which will encourage community use outside the school day, and which are allowed for within the recommended gross area under BB98, include:

- alternative 'reception' facilities and access for out-of-hours use
- sports hall, activity studio and changing facilities suitable for public use
- accessible toilets and lockers for use by adult visitors
- a community office and storage spaces separate from those used by the school.

2.40 New schools over 450 places should include:

- a main hall sufficient for assemblies of at least half the school at one time, examinations, public performances, parents' evenings and community events
- a 'four-court' sports hall, which should be designed to Sport England's specifications, including the critical minimum dimensions for four badminton courts of 18m x 33m x 7.6m high
- an activity studio of at least 145sqm, with a minimum internal width of 10m and height of 3.5m and a sprung floor, for some gymnastic activities, dance and examinations if required.

2.41 The total area of sports pitches must include playing field area laid out to suit team games including winter pitches for the school's preferred team games (such as football, rugby and hockey) and overlapping summer pitches (such as cricket, a 400m athletics track and facilities for field events).

2.42 All-weather pitches, including synthetic turf pitches (STPs) or polymeric surfaces, are acknowledged as allowing more intensive use than grass and, particularly with floodlighting, can also offer a valuable community resource. The area of all-weather pitches can be counted twice for the purposes of both these guidelines and regulations, as they can be used for significantly more than the seven hours a week required of team game playing fields.

2.43 In new schools, the total area of hard surfaced games courts should include a multi-use games area (with three netball courts overlaid), and further tennis/netball courts in larger schools.

2.44 The County Council has not yet determined the final facility mix at each Ipswich BSF site. A key objective of this study is therefore to inform the BSF programme, linked to the wider development and delivery options identification. In addressing this objective we have aimed to consider both opportunities for community use of current/ future school facilities and school use of existing/ future community facilities, achieving an appropriate mix/ balance of facilities that optimise benefits for both parties.

Tourism development context

2.45 The needs of visitors to the borough have also been an important consideration within this needs analysis, reflecting the cities aspirations to further increase visitor numbers by positioning culture and leisure at the forefront of the city's brand in coming years. The most recent 'volume and value' headline tourism statistics for Ipswich (prepared by East of England Tourism, 2006) are:

- total direct tourist spend - £140,556,000
- number of staying visitors - 291,000
- number of overnight stays (bed nights) - 974,000
- number of day visitors - 2,680,000.

2.46 The needs analysis and future cultural strategy will need to take account of this important market, and be structured to support its ongoing development.

Branding/positioning of Ipswich

2.47 Throughout the course of the study, Officers, Members and other project stakeholders have passionately communicated that culture and leisure should be central to the town's brand in coming years.

2.48 Intelligent investment in cultural facilities, particularly iconic facilities, in cities such as Manchester and Bilbao has helped further boost tourism due to the appeal of concert halls and other arts venues. Developing a coherent brand for Ipswich is therefore likely to play a very important part in how the Borough and town are perceived more widely, and the ability to attract visitors. The needs analysis has aimed to take account of and contribute towards achieving this objective where possible.

Summary

2.49 As this overview of key context issues demonstrates, there is considerable support for ongoing development of cultural and leisure provision in Ipswich and significant opportunity linked to other local developments including BSF, the Waterfront and UCS, as well as wider tourism and regional profile aspirations. However, it is also important that any developments are soundly based in the local marketplace and take account of the financial context of leisure and cultural service provision.

3. Sport and leisure needs analysis

03

Introduction

3.1 This section summarises the needs analysis findings in relation to sport and leisure facility provision, drawing upon each element of the research undertaken, as detailed in Section 1.

3.2 It begins with an overview of key strategic context findings of relevance to all sport and leisure provision, followed by a summary of findings by sport.

3.3 The headline findings from this process are presented below at Table 3.1, which summarises the projected current and future (2025) supply of facilities in Ipswich relative to demand.

Table 3.1 Summary surpluses/shortfalls in sport and leisure facilities

Facility type	Projected surplus/(shortfall) - current	Projected surplus/(shortfall) – 2025
Sports hall	31 badminton courts	23 badminton courts
Swimming pool	182 sq m	(100 sqm)
Health & fitness	144 stations	28 stations
Indoor tennis	(3 courts)	(6 courts)
Indoor bowls	(1.32 rinks)	(2.93 rinks)
STPs	7	6.5
Adult football pitches	(6.3)	(13.8)*
Junior football pitches	(25.5)	(29.9)*
Gymnastics facilities	Supply meets demand	Supply meets demand
Cycling tracks	Latent unmet demand	Latent unmet demand
Athletics tracks	Meets local training need	Meets local training need

* PPS projections are to 2025

Strategic context

3.4 Sport England's Active People Survey illustrates the current levels of participation across England. The survey shows the proportion of adults engaging in regular exercise (defined as 30 minutes of activity three times a week) and how participation varies from place to place and between different groups in the population. The Survey also provides the measurement for National Indicator 8 (NI8) – adult participation in sport and active recreation.

3.5 The Survey shows that, in 2008/9, 16.5% of adults in the Borough participated in regular physical activity. This is significantly lower than the national and regional averages of over 21%. Table 3.2 illustrates that Ipswich, with only 16.5% of the adult population undertaking 30 minutes of activity at least three times a week, is significantly below 'nearest neighbour' authorities, as well as CSP, regional and national averages.

Table 3.2 Ipswich and 'nearest neighbour' participation rates - percentage of adults undertaking at least 3 x 30mins moderate sports participation per week

Area	2005/6 participation rate (KPI1) (%)	2007/8 participation rate (KPI1) (%)	Annual change
Darlington	21.0	23.0	+2.00
Derby	20.4	22.0	+1.60
Bury	20.8	22.9	+2.10
Chesterfield	16.3	22.0	+5.70
Stevenage	19.2	21.1	+1.90
Gravesham	17.3	19.5	+2.20
'Nearest neighbour' ave.	***17.96***	***19.16***	***+1.20***
Gloucester	18.9	18.9	0.00
Dudley	16.7	16.9	+0.20
Ipswich	**16.6**	**16.5**	**-0.10**
Doncaster	17	16.4	-0.60
Stoke-on-Trent	15.8	14.4	-1.40
Suffolk CSP	19.8	21.7	+1.9
East England	20.5	21.2	+0.7
England	21.0	21.3*	+0.3

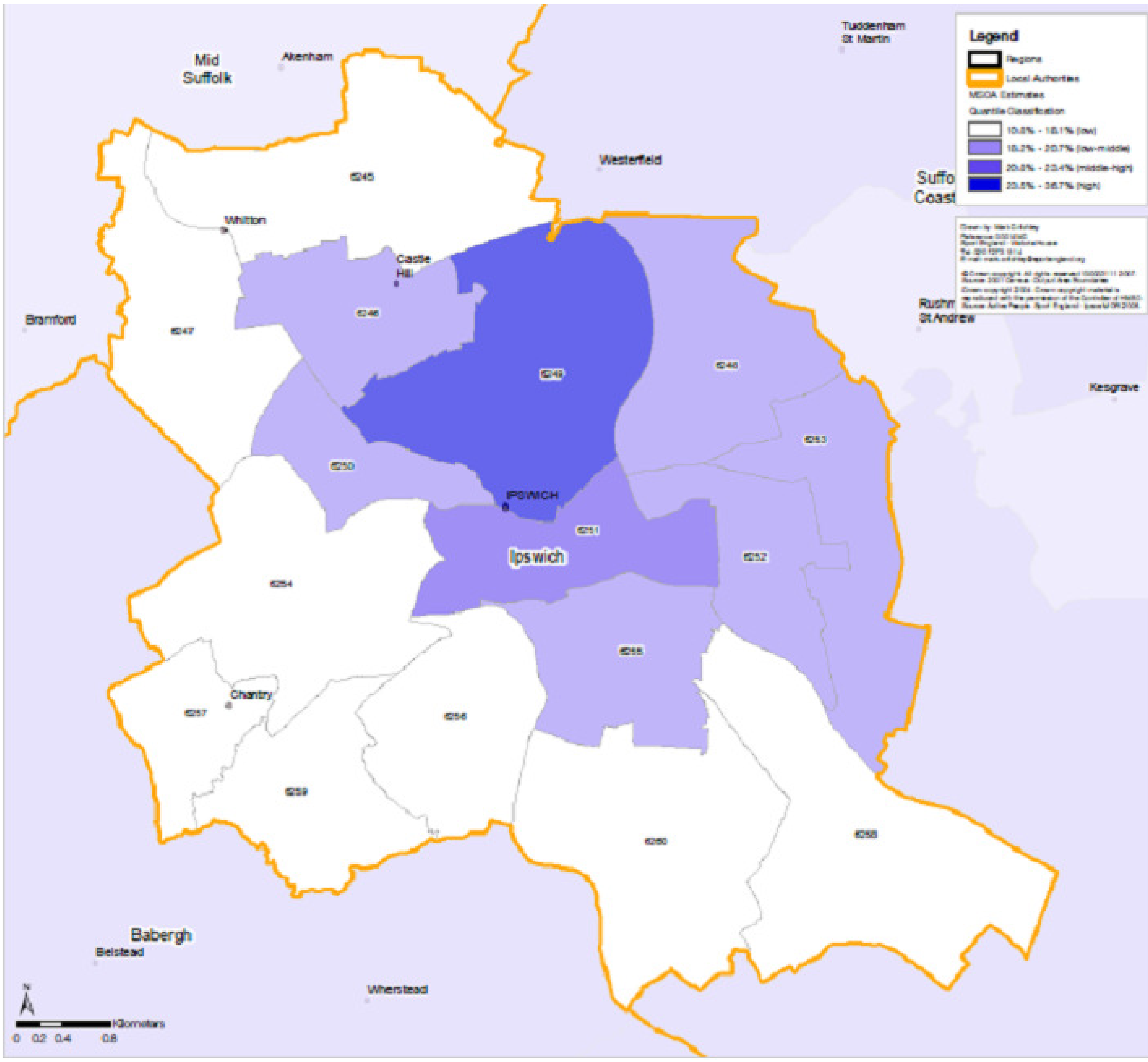
Source: Sport England
* drawn directly from Sport England website (data taken from local authority, regional and national APS2 surveys) – due to rounding average figures may vary.

3.6 Based on the most recent Active People (ASP2) results, Ipswich in also one of the few local authorities to show an overall decline in general physical activity in the two years for which survey data has so far been collected. However, this decline is nominal and as such is not necessarily considered to be a concerning trend.

3.7 This data suggests that there is currently lower demand for facilities in Ipswich than elsewhere. However, it also illustrates that with the correct facility provision (in quality, quantity and accessibility terms), there is significant scope to increase activity levels.

3.8 Further analysis can be completed to build up a picture of localised participation rates. Map 3.1 overleaf shows levels of participation (three times 30 minutes per week) by Middle Super Output Area (MSOA) across Ipswich.

Map 3.1 Ipswich Borough participation estimates by MSOA



3.9 The darker shaded areas are MSOAs where participation is higher. MSOAs without shading are those where residents' participation rates are considered low – i.e. less than 18.2% of adults participating in regular activity. Half of Ipswich's 16 MSOAs have low participation, and they are grouped in the south, west and north west of the Borough. Central and eastern areas of the Borough exhibit higher participation rates.

3.10 Mapping participation rates at a localised level can be used to help inform any future additional facility provision. Public leisure centres are distributed across the Borough, though there are clear areas in which participation rates are lower at present. Ongoing provision of quality sports opportunities in these areas is therefore essential.

3.11 Sport England market segmentation tools, model particular groups and provide information on sporting behaviours and attitudes as well as motivations for, and barriers to, taking part in sport. This research builds upon the Active People Survey, the Department for Culture Media and Sport's Taking Part Survey and the Mosaic tool from Experian.

3.12 19 market segments have been created from an analysis of the English population (18+ years). Each segment exhibits distinct characteristics, with information covering specific sports that people take part in and reasons why people do sport, together with the level of interest in and barriers to doing more sport.

3.13 By applying this information to demographic and socio-economic data for Ipswich the model is able to estimate the likely behaviour and activity patterns of residents within the local authority. In addition to being used to determine which types of facilities are most appropriate to meet residents' needs, the model can also be used to inform marketing strategies to encourage increased activity.

3.14 The largest segment in Ipswich is Segment 19 (Retirement Home Singles). This is 2.77% above the national average. The smallest segment is Segment 3 (Fitness Class Friend). The top three segments in Ipswich, and their characteristics, are:

- Segment 19 (Retirement Home Singles): Larger number of females, aged 65 and over, primarily single, lower socio-economic group, retired and without children. The main activity that they participate in is bowls, walking and other low impact leisure pursuits. The main motivation for participating is to assist or prevent injuries. The main constraint on participation is health concerns. 86% do no sessions of 30 minutes of moderate exercise per week

- Segment 11 (Comfortable mid-life males): males, aged 36-65, married, home owner, employed full time, half have children, upper socio-economic group. The main activities that they participate in are football, badminton, cycling, cricket, golf, jogging, gym and sailing. The main motivating factors are to train and compete and to take their children. The main constraint on participation is available time. 39% do no sessions of 30 minutes of moderate exercise per week

- Segment 6 (Settling down male): males, aged 26-45, married, home owner, employed full time, half have children, upper socio-economic group. The main activities are cricket, cycling, squash, skiing, golf, football and canoeing. The main motivating factors are to train and compete and to improve performance. The main limiting factor is lack of time. 27% do no sessions of 30 minutes of moderate exercise per week.

3.15 One of the challenges that the Council faces in future years (to 2025) is providing opportunities to a target market that is inherently less active (Segment 19) and understanding the barriers to participation of all other groups.

3.16 Drawing upon information from Sport England's Active Places Power, Table 3.3 provides an overview of average travel distances to the nearest facility for residents of each ward. The distances are measured in metres and aggregated from Lower Super Output Areas. Those cells shaded red indicate longer travel distances for ward residents to access a particular type of sports facility. Cells shaded yellow indicate that residents do not have to travel as far as people elsewhere in England to access a facility.

Table 3.3 A comparison of average travel distances to facilities in Ipswich, by ward

	Average travel distances by road to nearest facility (metres)					
Ward	Swimming pools	Sport halls	Health & fitness	STPs	Athletics tracks	Indoor tennis
Alexandra	1,002.14	1,382.93	707.32	1,461.86	2,382.00	2,669.21
Bixley	2,936.48	759.68	1,114.68	1,114.68	3,002.96	3,269.16
Bridge	1,439.36	719.64	850.52	1,640.04	4,546.28	3,842.68
Castle Hill	1,183.79	937.54	854.54	1,170.83	3,431.63	1,375.25
Gainsborough	2,399.33	843.07	905.11	905.11	4,999.37	2,943.11
Gipping	1,681.62	860.65	819.23	1,041.85	4,688.08	3,235.50
Holywells	1,525.58	1,602.89	1,298.11	1,703.63	3,345.74	3,626.32
Priory Heath	2,338.25	698.60	1,149.25	1,149.25	4,356.10	2,615.75
Rushmere	2,579.19	605.00	1,851.42	1,013.04	1,013.04	2,634.38
St John's	970.63	1,045.08	753.58	1,045.08	6,396.67	4,931.08
St Margaret's	2,193.92	669.35	748.77	786.54	2,321.65	3,474.69
Sprites	934.23	850.19	781.81	818.96	1,990.27	1,359.27
Stoke Park	787.52	939.68	592.60	1,052.28	6,196.36	5,112.00
Westgate	1,092.86	507.28	489.86	1,113.10	3,554.48	1,823.52
Whitehouse	1,038.26	713.11	674.07	1,949.74	4,897.85	2,815.48
Whitton	982.88	502.68	965.88	965.88	3,742.92	1,937.48

Key:

- Bottom quartile nationally (longest travel distances to access facility)
- Second quartile nationally
- Third quarter nationally
- Top quartile nationally (shortest travel distances to access facility)

3.17 The quartile colour coding illustrates that wards such as Bixley Bridge, Gainsborough, Holywells and Priory Heath have on average further to travel to reach sport facilities. This insight into the relative accessibility of sports facilities can be used to help inform future priorities for new provision.

3.18 Drawing upon this overarching strategic context, the needs analysis findings for each facility type considered are reviewed in turn below.

Sports halls

3.19 Sports halls are important multi-use sporting facilities for a community, delivering a wide range of formal and informal opportunities. Typically a local authority will require a suitable combination of full public access, dual use and/or club only access facilities (eg at private/ school facilities), located both centrally and within local communities, to effectively address local need. To be effective, these facilities also need to reflect design best practice and have suitable programming and access arrangements.

3.20 A summary of our research findings relating to sports halls, using the various research methodologies detailed in Section 1, is provided below. Headline issues can be summarised as follows:

Summary of headline issues and findings – sports halls

- low participation rates in badminton, but higher in basketball and indoor football (both above national average)
- very high levels of provision per capita
- strategic wish for 8-court sports hall/ major indoor spectator facility to raise aspirations
- concerns over restricted access (including caretaker management) at current sites
- the five Phase 1 BSF schools will all deliver four court halls as a minimum as per BB98 – this provides a major opportunity to review all sports hall provision in the borough
- need to balance club, community and school use across various sites in the borough

2010 position: projected **over supply of 31 badminton courts**

2025 position: projected **over supply of 23 badminton courts.**

These findings indicate that there is scope to review and potentially rationalise existing sports hall provision, particularly in light of BSF development plans. Opportunities for 8 court sports hall provision should be included within this review.

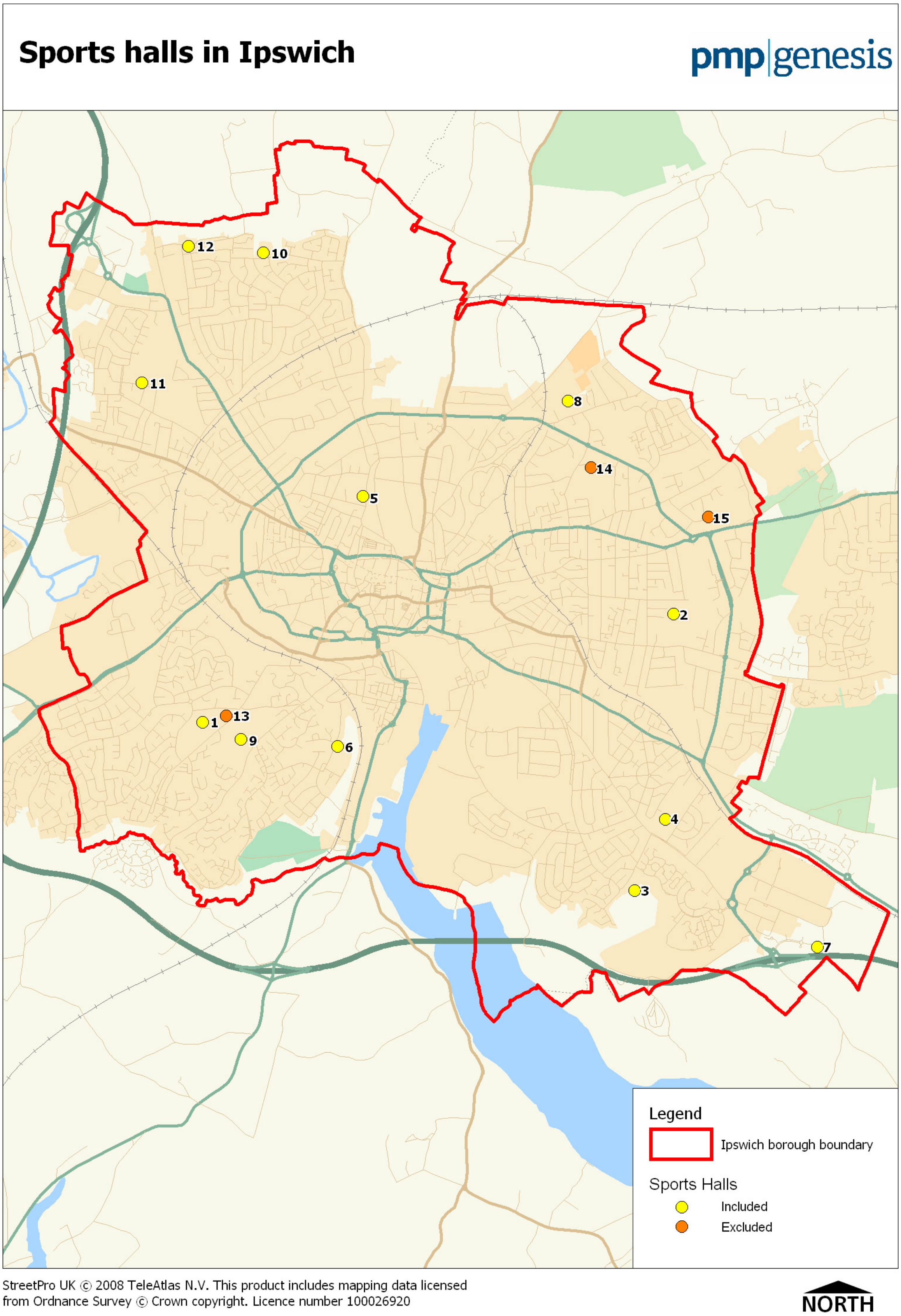
Audit and mapping – sports halls

3.21 The audit completed by Sport England in formulating its FPM run has been used by this needs analysis. This identified the following sports halls in Ipswich:

- Chantry Sports Centre
- Copleston Centre
- Gainsborough Sports Centre
- Holywells High School
- Ipswich School
- Maidenhall Sports Centre
- David Lloyd
- Northgate Sports Centre
- St Joseph's College
- Thurleston High School
- Westbourne High School
- Whitton Sports Centre.

3.22 These and additional sports halls excluded from Sport England's FPM run (Beacon Hill School, Ransomes Sports and Social Club and St. Alban's High School) are detailed in Appendix B and illustrated on the following map. All of these sports halls have four badminton courts, with the exception of Holywells High School and Thurleston High School which have six courts.

Map 3.2 Sports hall provision in Ipswich



Strategic context and comparators – sports halls

3.23 The Suffolk County Sports Facilities Strategy (2009-2016) concluded that Ipswich had high levels of sports hall provision per capita. Based on the prevailing supply and demand methodology used in the study, it was however concluded that accessibility limitations at current sites resulted in a theoretical undersupply of two courts at the Borough level.

3.24 The Sports Facilities Strategy for the East of England (2007) identified the absence of an 8-court sports hall as a limiting factor in Ipswich's efforts to attract more events and high level competition to the Borough. The Suffolk County Sports Facilities Strategy also identified that the delivery of an 8-court sports hall should be a priority for Ipswich.

3.25 The 2007/8 Active People 2 Survey has produced sport specific profiles that identify national trends in participation. In terms of badminton, participation has remained static across England. Groups that have increased most in participation are those aged 30-34, lower social groups and amongst ethnic minority groups. For basketball, there has been a significant increase of 0.06% of the population which spread across both genders, particularly those aged 20-24 and 35-44 and within the higher social groups.

3.26 Table 3.4 outlines the current participation rates for the main activities played in sport halls (basketball, indoor football and badminton). The table also provides the current level of provision per 1,000 population in Ipswich and nearest neighbour comparators, drawing upon the most recent Sport England audits which supersede previous strategy audits from a planning perspective.

Table 3.4 Current participation profile in sports hall activities in Ipswich and comparator authorities, plus levels of sports hall provision per capita

	Basketball – participation rates		Indoor football – participation rates		Badminton – participation rates		Provision levels (m² per 1,000 population)
Area	2005/6	2007/8	2005/6	2007/8	2005/6	2007/8	
Ipswich	**0.46**	**1.27**	**2.55**	**3.03**	**2.3**	**1.54**	**101.11**
Gloucester	0.72	0.81	3.29	4.25	1.8	1.83	85.22
Derby	0.48	1.23	2.49	6.70	3.09	2.89	83.36
Dudley	0.36	0.98	1.77	0.85	2.34	1.85	56.45
Gravesham	0.42	0.43	1.88	1.60	1.58	2.96	98.20
Chesterfield	0.43	1.03	1.16	1.39	1.85	1.98	70.22
Bury	0.94	1.6	2.36	2.95	1.84	2.88	76.20
Darlington	0.63	2.32	5.23	5.02	1.75	1.34	73.83
Stoke-on-Trent	0.58	2.01	1.32	2.04	1.27	1.73	71.13
Doncaster	0.54	0.2	2.36	1.14	1.49	1.5	60.15
Stevenage	0.39	0.3	1.86	1.31	2.33	2.86	79.98
East England	0.56	0.86	1.56	1.58	2.64	2.82	87.97
Suffolk CSP	0.61	0.98	1.76	2.38	2.29	2.43	79.03
England	0.68	0.8	2.02	2.05	2.21	2.27	77.46

Sources: Active Places (Power User); Active People Survey

3.27 Table 3.4 suggests that participation in basketball and indoor football has risen significantly since 2006 and at current levels Ipswich Borough is performing well against comparator local authorities and regional and national averages. Badminton participation has fallen and Ipswich is currently the third lowest performing local authority and is below regional and national averages.

3.28 Compared to its 'nearest neighbours', Ipswich has the highest level of sports hall provision per 1,000 population (101m²) by a significant margin. This indicates that other factors, which could include local propensity to participate, accessibility, quality of provision, programming and pricing, impact on the usage of these facilities.

Summary of consultation – sports halls

3.29 Consultation has also suggested that Ipswich is currently very well-provided for in terms of sports hall space, and that there may indeed be scope for rationalisation to allow greater investment in the quality of sports facilities. However, some concerns have been raised over the absence of an eight court sports hall.

3.30 Although Holywells High School and Thurleston High School both currently provide six-court sports halls, these are the largest facilities available in the Borough. Consultation has identified an aspiration to deliver a venue that better meets the needs of competitive basketball, provides spectator opportunities and helps to raise local aspirations through exposing people to high-level indoor sporting competition.

3.31 An eight court sports hall can be divided into two full-size play zones for most sports hall based team games. Height requirements become more demanding as hall size increases and the environmental impact of extra high halls has to be weighed against more restricted use and possible ball damage in a lower hall.

3.32 Eight-court sports halls are particularly suitable for county netball and top division basketball and four county standard badminton courts can be accommodated. They can also seat upwards of 1,000 spectators for a table tennis final or for other sports with limited space requirements. Invariably, eight-court halls also allow greater flexibility to host non-sporting events.

3.33 The SnOasis proposals include an eight-court sports hall that would meet this need, though this facility will not be inside the Borough boundaries.

3.34 Specific clubs, most notably Britannia Table Tennis Club, have commented on the problems faced with securing suitable facilities. This has, however, been largely a programming issue which could be addressed through more effective, sports friendly, facilities management. The BSF usage agreements may help to address this issue. The Club has not been prescriptive about which geographical location it would like to play in. Its key need is to be able to access a facility for training and competition, which often runs beyond 10pm and sometimes as late as 11pm. Current management policies at school sites have made this difficult for the Club.

3.35 As noted in Section 1, the other major factor impacting on future sports hall provision is the current BSF programme, which provides funding for a 'standard' facility mix calculated on the basis of formulae provided by Building Bulletin 98 (BB98 - Briefing Framework for Secondary School Projects). As an indicative minimum this is likely to include a 4-court sports hall, four grass playing pitches and a Multi Use Games Area (MUGA) at each site. There is broad agreement that this provision should not simply add to the existing surplus in sports halls but should instead improve the overall quality of provision available, and if viable, support the development of an 8 court sports hall.

Supply and demand modelling – sports halls

3.36 Sport England's FPM analysis of sports halls has been used to project the balance of supply and demand for sports hall space in Ipswich. Sport England's analysis of sport halls only includes halls that are three courts or more in size and that are not solely for private use. The facilities therefore excluded from analysis, and the reason for their exclusion, are:

- Beacon Hill School (too small)
- Ransomes Sports and Social Club (too small)
- St. Alban's High School (no community use).

3.37 The audit therefore included 82 courts, reduced to 67 courts to take account of reduced availability at, for example, dual use school sites. The FPM also accounts for the quality of the site and therefore how appealing it is to the end user.

3.38 Sport England's analysis suggests that a large proportion of demand (above regional and national averages) is being met, which would be expected given the large amount of supply. Given the levels of supply, it is unsurprising that the average utilisation of facilities tends to be low, suggesting that overall lack of demand relative to such a large number of facilities impacts on multiple sites.

3.39 Based on its parameters, Sport England's model identifies current demand in Ipswich for 36 courts, resulting in a significant **oversupply equivalent to 31 courts**. This suggests that rationalisation of facilities may be an opportunity for the Council if it also helps it to address other considerations around quality.

3.40 Due to cost involved, the Council has not purchased future scenario based FPM runs for sports halls at this stage. Instead, pmpgenesis has sought to extrapolate from the current position based on projected population growth identified by the RSS.

3.41 On this basis, the expected growth in population is projected to generate demand for the equivalent of eight badminton courts. If this growth translates into demand for facilities, and no additional sports halls are delivered (ie assuming BSF developments simply replace existing provision), the current surplus of provision will be reduced. To 2025, this would result in an **oversupply equivalent to c.23 badminton courts**.

Swimming pools

3.42 Swimming is second only to walking as the nation's most popular physical activity, with over 22% of adults and 50% of young people taking part on a regular basis. It can be enjoyed by people of both sexes and all ages and abilities and is recognised as being uniquely beneficial to the nation's health and well-being. Sport England also recognises that good quality swimming pool provision can make an important contribution to community cohesion and general health and well-being[2].

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[2] Sport England, Swimming Pool Design Guidance Note, 2008

3.43 A summary of our research findings relating to swimming pools, using the various research methodologies detailed in Section 1, is provided below. Headline issues can be summarised as follows:

Summary of headline issues and findings – swimming pools

- Crown Pools is deteriorating and, despite investment, will need to be replaced in the next 5-10 years
- there has been strong lobbying previously for a 50m pool in Ipswich and there is continued support for Broomhill Pool (a 50m lido) to reopen
- previous demand assessments have identified significant latent demand/ under supply of waterspace
- Ipswich currently has low levels of swimming pool provision per capita relative to comparable Local Authorities
- Ipswich's pools are operating below their optimal capacity level, which is believed to be linked to their poor quality and design.

2010 position: projected **over supply of c.180 sqm of pool space (equivalent to less than one 4 lane 25m pool)**

2025 position: projected **under supply of c.100 sqm of pool space.**

These findings indicate that the current level of pool provision needs to be retained going forward but that replacement provision will be necessary if local demand for quality facilities is to be met and best practice delivered.

Audit and mapping – swimming pools

3.44 The audit completed by Sport England in formulating its FPM run has been used by this needs analysis. Swimming pools included in the assessment are therefore:

- Crown Pools (Main, Leisure and Learner Pools)
- Fore Street Pool
- David Lloyd (previously Next Generation) Health Club (Main and Learner Pools)
- Ipswich School.

3.45 These and additional swimming pools excluded from Sport England's FPM run (David Lloyd Health Club Lido, Swallow Leisure and Thomas Wolsey School) are detailed in Appendix B and illustrated on the following map.

Map 3.3 Swimming pools

Strategic context and comparators – swimming pools

3.46 The Sports Facilities Strategy for the East of England (2007) identified a large undersupply of pool space at the regional level. The Strategy also references previous consideration that has been given to the delivery of a 50m pool in Ipswich. These plans are understood to no longer be a priority for the Council. The ASA has previously stated that two additional 50 metre pools are required in the region.

3.47 The Council's Swimming Needs Assessment (2007) projected that by 2021 there will be sufficient demand for an additional 25 metre, six lane pool in Ipswich (which accounts for a 10-15 minute drive time catchment around the Borough) on top of current provision. The Swimming Needs Assessment also suggested that swimming clubs are currently using facilities in Norwich, which are close to full capacity; that several clubs are looking to expand but are restrained by pool availability in Ipswich; and that UCS developments may increase the demand for competition facilities in Ipswich in the future.

3.48 Sport England's APS2 has produced sport specific profiles that identify national trends in participation. Participation in swimming has fallen by 0.2%, with regular (once a week) swimming decreasing most amongst males, those aged 35-44, and in the higher socio-economic groups. 5.4 million adults nationwide (13%) reported that they would like to swim more often (accounts for 24.2% of latent demand across all sports). This latent demand for swimming includes 8.7% of males and 17.1% of females that were surveyed.

3.49 When benchmarked against other local authorities, Ipswich has a relatively high swimming participation rate, significantly about the CSP average. The Borough has also seen a slight increase in participation between 2006 and 2008.

3.50 Table 3.5 below summarises levels of swimming participation in the Borough relative to nearest neighbour, regional and national averages, and provides a breakdown of per capita swimming provision.

Table 3.5 Swimming participation levels and pool provision in Ipswich and comparator authorities

Area	2005/6 participation rate	2007/8 participation rate	Pool provision m² per 1,000 population
Darlington	12.77	14.12	19.68
Gloucester	13.96	16.13	18.74
Gravesham	12.34	15.15	17.3
Stoke-on-Trent	9.96	11.39	16.64
Bury	12.64	12.69	15.8
Chesterfield	12.43	15.26	15.48
Derby	12.61	10.52	15.04
Doncaster	11.43	10.48	13.76
Stevenage	11.48	12.29	13.73
Ipswich	**12.77**	**13.49**	**12.99**
Dudley	15.41	13.05	12.4
East England	14.16	13.58	20.15
Suffolk CSP	13.21	11.75	20.30
England	13.84	13.44	18.36

Sources: Active Places (Power User); Active People Survey

3.51 Table 3.5 suggests that participation in swimming has risen since 2006, and that based on current levels Ipswich is broadly in line with the mean participation rates amongst nearest neighbour authorities, and regional and national averages.

3.52 Compared to its 'nearest neighbours' however, Ipswich has the second lowest level of swimming pool provision per 1,000 population (12.99m²). This is significantly below the Suffolk CSP, regional and national average per capita provision levels.

3.53 Mapping provision levels against participation rates suggests that Ipswich Borough is performing better than expected given its low levels of provision per 1,000 of population. While this is positive, it also suggests that higher levels of quality provision might stimulate higher participation levels.

Summary of consultation – swimming

3.54 The quality of swimming facilities in the Borough was regularly commented upon during consultation. It is clear that, despite significant recent investment in Crown Pools, the facility is coming towards the end of its useful life and further spending will be required to keep it operational.

3.55 Fore Street Pools, despite its Victorian design and ongoing investment requirements, is considered to be an important club training facility that needs to be retained.

3.56 Broomhill Pool, a 50m outdoor pool with Grade II status, closed in 2002 and has remained closed since. The Broomhill Trust is a significant lobbying group, which aims to restore Broomhill Pool for full public use. A feasibility study commissioned by the Trust and completed in 2006 suggested that the Pool can be restored, with 9 months work, at a cost of £3.9m. The future of the Pool therefore relies on gaining further lottery and government funds and securing a suitable pool operator.

3.57 It is understood that Council discussions with private sector operators have not identified private sector interest in managing the Pool. This is in keeping with pmpgenesis' experiences of the market, where private sector operators are not typically interested in outdoor swimming pools since their financial sustainability is too contingent on the weather.

3.58 Consultation has shown that there is local support for reopening Broomhill as a pool. The Trust's position was communicated at the stakeholder workshop session and through the public survey, which received c.100 responses from Trust members/ supporters.

Supply and demand modelling – swimming

3.59 Sport England's FPM analysis of swimming pool provision has been used to project the balance of supply and demand for pool space in Ipswich. Sport England's analysis of swimming excludes lidos (due to the fact that they can only sustain seasonal use) and swimming provision that is less than 160m² (due to the limited programming opportunities available). The facilities therefore excluded from analysis, and the reason for their exclusion, are:

- David Lloyd Health Club (Lido) – lido
- Swallow Leisure (Leisure and Learner Pools) – too small
- Thomas Wolsey School – too small.

3.60 The audit therefore included 1,437 sqm of pool space in Ipswich. The FPM also accounts for the quality of the site and therefore how appealing it is to the end user.

3.61 Sport England's analysis suggests that a large proportion of demand (above regional and national averages) is being met, which would be expected given the large amount of supply. Given the levels of supply, it is unsurprising that the average utilisation of facilities tends to be low, suggesting that overall lack of demand relative to such a large number of facilities, impacts on multiple sites.

3.62 Based on its parameters, Sport England's model identifies current demand in Ipswich for 1,255 sqm of pool space courts, resulting in a slight **oversupply equivalent to 182 sqm**. This oversupply is not sufficient to justify any loss of pool provision in the Borough.

3.63 Sport England suggests that, to account for a comfort factor, swimming pools should be operating at about 70% capacity if fully/optimally utilised. The current capacity level at peak times in Ipswich is significantly below the optimal level, and at Crown Pools for example is just 49%. This would suggest that other factors are limiting greater use of swimming facilities in Ipswich, such as programming, cost, and user perceptions of quality. The latter point was consistently raised through consultation.

3.64 Due to the cost involved, the Council has not purchased future scenario based FPM runs for swimming pool space. Instead, pmpgenesis has sought to extrapolate from the current position based on projected population growth identified by the RSS.

3.65 On this basis, the expected growth in population is projected to generate demand for the equivalent of c.275 sqm of pool space. If this growth does translate into demand for facilities, and no additional swimming pool space is delivered, the current surplus of provision will become a shortfall. To 2025, this would result in an **undersupply equivalent to c.100sq m of pool space**. This level of projected latent demand is not sufficient to merit the delivery of substantial additional new pool space.

Health & fitness

3.66 Demand for, and supply of, health & fitness provision has increased significantly across England over recent years due to societal changes and an increase in popularity of these facilities. Health & fitness gyms can also be a relatively high income generator if located and managed correctly, helping to offset the likely deficit associated with other leisure facilities if co-located.

3.67 A summary of our research findings relating to health and fitness provision, using the various research methodologies detailed in Section 1, is provided below. Headline issues can be summarised as follows:

Summary of headline issues and findings – health & fitness

- quantity of provision is broadly in line with the national average in terms of provision per capita, but below the nearest neighbour average
- supply is projected to significantly exceed demand
- the majority of provision is focused in private sector/ members clubs, particularly at three sites which each have 100+ stations
- Council-operated facilities currently have minimal health & fitness provision, with a maximum of c.25 stations at Crown Pools.

2010 position: projected **over supply of 144 stations**

Summary of headline issues and findings – health & fitness

2025 position: projected **over supply of 28 station.**

These findings indicate that private sector provision is adequate but that there is potential to expand public sector provision alongside other sports facilities.

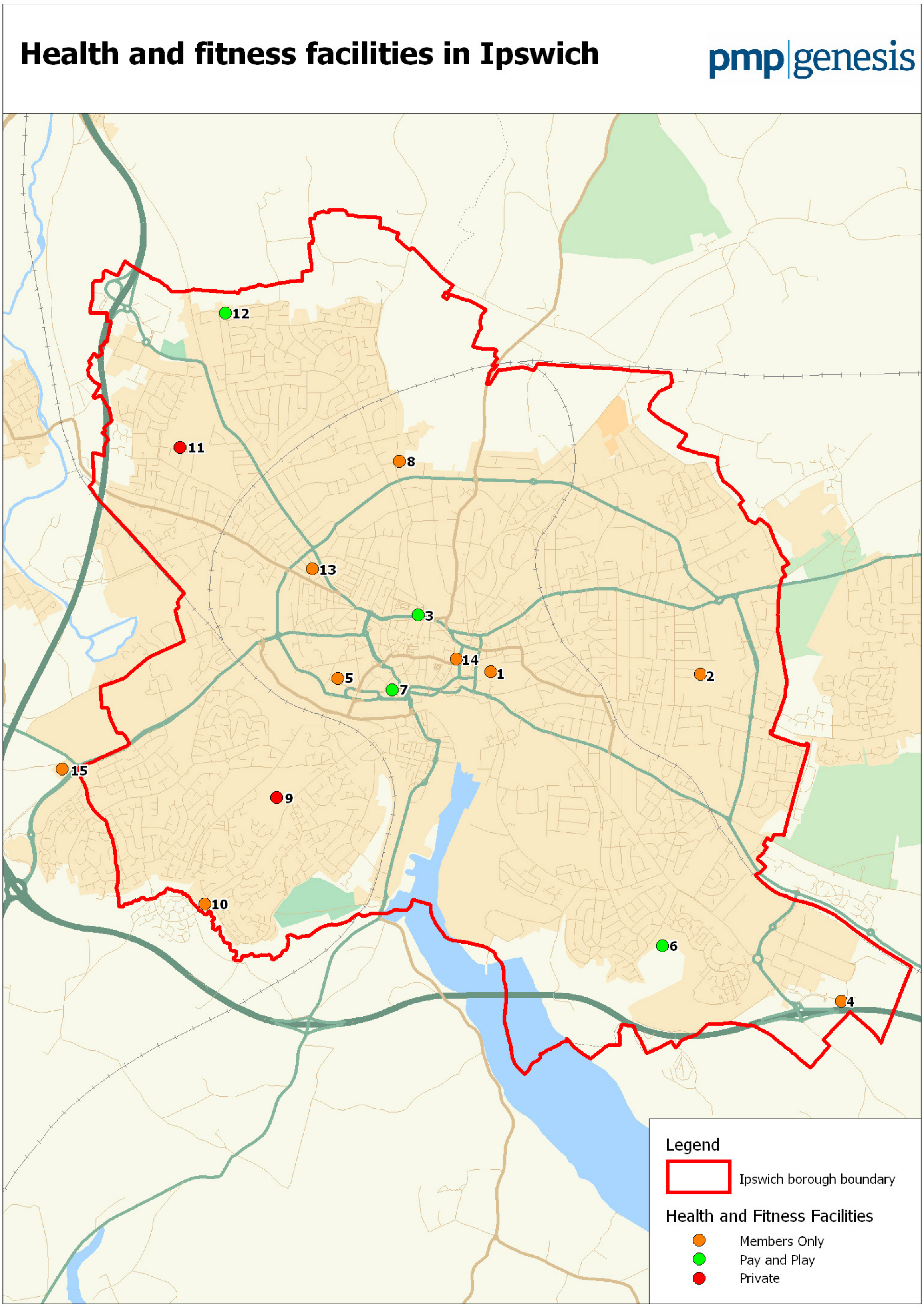
Audit and mapping – health and fitness

3.68 pmpgenesis has audited the supply of health & fitness gyms in Ipswich, including reviewing the quantity of provision at each site (measured by the number of stations – i.e. fixed pieces of resistance or cardiovascular equipment). Health & fitness facilities in Ipswich identified by the audit include:

- Adrenaline Gym
- Copleston Centre
- Crown Pools
- David Lloyd
- Fitness First
- Gainsborough Sports Centre
- Gym and Trim
- Ipswich Sports Club
- St Josephs College
- Swallow Leisure
- Westbourne High School
- Whitton Sports Centre
- YMCA
- Oaks Fitness
- Spirit Health and Fitness.

3.69 These facilities are detailed in Appendix B and illustrated on Map 3.4 overleaf.

Map 3.4 Health and fitness provision in Ipswich



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NORTH

Strategic context and comparators – health & fitness

3.70 The Sports Facilities Strategy for the East of England identified Ipswich's provision of health & fitness as being lower than the regional average on a per capita basis, and noted that the number of private sites limits access in several areas of the Borough, since there is limited public provision.

3.71 The Council's PPG17 study projected a current oversupply of health & fitness provision in Ipswich, attributable in large part to the abundance of private sector provision focused at three sites. The study identified fewer publicly accessible ('pay and play') stations compared to those available only to members.

3.72 Table 3.6 below summarises levels of gym participation in the Borough relative to nearest neighbour, regional and national averages, and provides a breakdown of per capita health & fitness provision.

Table 3.6 Current participation levels in health & fitness in Ipswich and comparator authorities, plus levels of health & fitness provision per capita

Area	2005/6 participation rate	2007/8 participation rate	Station provision per 1,000 population
Chesterfield	9.10	9.72	6.93
Gloucester	9.30	10.66	6.89
Stevenage	11.15	11.90	6.73
Darlington	9.24	10.53	6.14
Stoke-on-Trent	9.51	9.92	5.75
Bury	11.39	10.50	5.58
Ipswich	**9.51**	**9.61**	**5.42**
Doncaster	7.42	7.59	5.37
Dudley	8.48	6.54	5.07
Derby	10.81	11.56	5.04
Gravesham	6.36	7.98	2.80
East England	9.91	10.04	5.16
Suffolk CSP	8.55	8.5	4.54
England	10.48	10.73	5.40

Sources: Active Places (Power User); Active People Survey

3.73 Table 3.6 suggests that the participation level in Ipswich is relatively low compared to the national and regional averages, with 9.6% of residents using the gym on a regular basis, compared with 10.0% in the East of England and below the 'nearest neighbour' average. There has been a slight increase in gym participation in the Borough between 2006 and 2008.

3.74 The table also suggests that provision of stations per 1,000 population is relatively low compared to other local authorities that have higher participation rates, yet is still above the regional and national averages.

Summary of consultation – health & fitness

3.75 There has been limited specific feedback on health & fitness provision during the consultation process. However, it was felt by Officers that Council-run facilities were presently limited by the small scale of their gyms, which could otherwise be more valuable facilities helping to drive membership and income.

Supply and demand modelling – health & fitness

3.76 Sport England does not produce an FPM run to determine the supply/demand balance for health & fitness. pmpgenesis' in-house model has therefore been used to analyse projected need in Ipswich. The model is based on established industry parameters. Table 3.7 below summarises the projected supply/demand balance for health & fitness in Ipswich both now and through to 2025 (assuming no changes in supply).

Table 3.7 Summary of supply and demand for health & fitness facilities in Ipswich

	2010	2025
Demand (stations)	543	659
Supply	687	687
Balance – surplus/(shortfall)	144	28

Sources: Active Places; Regional Spatial Strategy (for population projections)

3.77 Table 3.7 suggests that there is a **significant current oversupply of 144 stations**. Given projected population growth over the period to 2025, **the model projects a small surplus of 28 stations in 2025**, assuming that supply is not increased in the intervening period.

3.78 It should be noted that the supply of health & fitness is significantly weighted in favour of privately-managed facilities, and particularly large private gyms. Anecdotal best practice suggests that the ideal split of public and private health & fitness facilities should be 50/50. Overall, private sector provision accounts for over c.80% of total health & fitness stations in the Borough. In Ipswich, Fitness First, David Lloyd and Gym & Trim combined offer 430 stations and constitute circa two-thirds of total supply.

3.79 By contrast, the gyms at public leisure centres are small and in their present form are unlikely to be able to attract or accommodate large numbers of members or other users. With 25 stations, the gym at Crown Pools is the largest of any public facility in Ipswich. Despite the apparent overall surplus, there could be potential scope to extend the offer at the Borough's public facilities through competitive pricing and marketing to deliver an important resource and help to generate money towards the service's bottom line. To be successful, the quality of provision will have to be increased to narrow the gap between public and private facilities.

Indoor tennis

3.80 Indoor tennis remains a relatively niche activity in England, though with the growth and profile of Andy Murray on the professional tour and the recent successes of women's tennis, increasing numbers are being attracted to the sport and there is scope for participation to increase in coming years.

3.81 A summary of our research findings relating to indoor tennis, using the various research methodologies detailed in Section 1, is provided below. Headline issues can be summarised as follows:

Summary of headline issues and findings – indoor tennis

- quantity of provision is very high relative to the national and nearest neighbour averages in terms of provision per capita
- indoor tennis courts are available at two private sites in the Borough
- provision invariably falls to the private sector
- potential for growth given profile of Andy Murray and recent successes in women's tennis.

2010 position: projected **under supply of 3 courts**

2025 position: projected **under supply of 6 courts.**

These findings indicate that indoor tennis court provision in Ipswich is of a good standard and no particular development needs have been identified. However, as all current provision is private, improved public access opportunities should continue to be explored.

Audit – indoor tennis

3.82 The audit undertaken as part of this needs analysis identified the Borough's indoor tennis court provision as being available at two sites, namely:

- David Lloyd
- Ipswich Sports Club.

Strategic context and comparators – indoor tennis

3.83 Table 3.8 overleaf summarises tennis participation rates in Ipswich and compares them to nearest neighbour, regional and national averages, and provides a breakdown of per capita provision of indoor tennis courts.

Table 3.8 Current participation levels in tennis in Ipswich and comparator authorities, plus levels of indoor tennis provision per capita

Area	2005/6 participation rate	2007/8 participation rate	Court provision per 1,000 population
Ipswich	**1.61**	**2.01**	**0.11**
Gloucester	1.54	0.98	0.05
Chesterfield	1.25	1.70	0.03
Stevenage	1.78	1.84	0.03
Dudley	1.17	2.62	0.03
Gravesham	2.86	1.97	0.02
Derby	1.63	1.91	-
Doncaster	0.83	0.55	-
Bury	1.33	1.04	-
Darlington	0.87	1.43	-
Stoke-on-Trent	0.4	2.51	-
East England	2.18	2.41	0.04
Suffolk CSP	1.73	2.06	0.03
England	2.15	2.27	0.03

Sources: Active Places (Power User); Active People Survey

3.84 Table 3.8 above suggests that Ipswich is currently very well-provided for in terms of indoor tennis, relative to its 'nearest neighbours' and regional and national average. Indoor tennis provision per capita is twice as high as the next nearest comparator authority, and over three times the national average.

Summary of consultation – indoor tennis

3.85 Indoor tennis court provision has not been raised during consultation.

Supply and demand modelling – indoor tennis

3.86 Combined, Ipswich's two indoor tennis facilities account for nine indoor tennis courts. There is not currently a reliable national demand and supply model available for indoor tennis. Sport England does, however, intend to extend its demand model in the near future to incorporate tennis. No time frame has been given for this.

3.87 In the interim, pmpgenesis has developed its own model based on assumptions from the Lawn Tennis Association (LTA), market research and prior experience. These projections should be viewed as indicative, and are based on the local average propensity to regularly participate in tennis (from APS2) and LTA demand parameter guidance around indoor courts per regular player. This model quantifies demand in terms of the number of indoor courts that should be provided to meet the LTA's stated targets.

Table 3.9 Summary of supply and demand for indoor tennis courts in Ipswich

Year	Projected demand (number of courts)	Supply (number of courts)	Oversupply/ (shortfall) of courts
2010	12	9	(3)
2025	15	9	(6)

Sources: Active Places; Regional Spatial Strategy (for population projections)

3.88 This model projects a **current undersupply of three indoor tennis courts**. This shortfall is projected to increase to six courts by 2025.

3.89 We would note, however, that with other projects on which pmpgenesis has been engaged, the LTA's demand projections have produced figures that appear highly aspirational and optimistic rather than practically deliverable. This level of undersupply is therefore considered to be minor.

3.90 Given that Ipswich currently has very high levels of indoor tennis provision relative to its 'nearest neighbours' and the regional and national averages it is therefore **unlikely that there is a need for any additional indoor tennis provision**.

Indoor bowls

3.91 With the aging population across England, there is the potential that demand for bowls, and indoor bowls, will increase in future years. Indoor bowls provision has the potential to deliver a valued exercise opportunity for older residents of the Borough in particular. Although there is anecdotal evidence that more young people are now playing indoor bowls, it remains predominantly a sport for older age groups.

3.92 A summary of our research findings relating to indoor bowls, using the various research methodologies detailed in Section 1, is provided below. Headline issues can be summarised as follows:

Summary of headline issues and findings – indoor bowls
• there is only one indoor bowls facility in Ipswich at present, which has six rinks • Ipswich is projected to have an number of 55+ (key age target for indoor bowls) residents in 2025, with c. a 25% growth in this age group • the sport is also projected to be growing amongst younger people, though remains a fairly niche sporting activity for this group • rink provision per capita levels in Ipswich are higher than the national average, but below the regional average.
2010 position: projected under supply of 1.3 rinks

Summary of headline issues and findings – indoor bowls
2025 position: projected under supply of 1.9 rinks **This indicates that, although there is a small projected shortfall of indoor bowls provision, it is unlikely to be sufficient to merit the development of new facilities.**

Audit – indoor bowls

3.93 The audit undertaken as part of this needs analysis identified a single indoor bowls facility at Ipswich and District Indoor Bowling Club.

3.94 It should be noted there is also an outdoor, all weather bowls facility at Whitton originally intended to offer opportunities to play in adverse weather conditions, but user needs (i.e. bowls is played indoor during winter and when it can be played outdoors will be played on grass rinks) and the low levels of usage suggest this provision does not perform a comparable role.

Strategic context and comparators – indoor bowls

3.95 The Bowls Development Alliance (composed of British Crown Green Bowling Association – BCGBA, English Short Mat Bowling Association – ESMBA, English Indoor Bowling Association Ltd EIBA Ltd and Bowls England (BE) has been awarded more than £750,000 by Sport England to help deliver grassroots opportunities and increase participation over the next four years.

3.96 The funding will be used primarily to develop bowls and increase participation in the sport, in all its forms, across the country through joint recruitment and retention projects designed for Over 65s.

3.97 In addition to this work, the Bowls Development Alliance National Strategic Plan has identified a number of key objectives, the most notable of which is focused on recruitment, to increase participation in the sport by encouraging those over 55 years of age to take up indoor bowls.

3.98 Table 3.10 below shows summarises indoor bowls participation rates in Ipswich and compares them to nearest neighbour, regional and national averages, and provides a breakdown of per capita provision of indoor bowls rinks.

Table 3.10 Current indoor bowls participation levels in Ipswich and comparator authorities, plus levels of indoor bowls provision per capita

Area	2006/7 participation rate	2007/8 participation rate	Rink provision per 1,000 population
Stevenage	0.67	0.73	0.08
Darlington	0.90	0.91	0.08
Ipswich	**1.11**	**0.57**	**0.05**
Gloucester	0.52	0.16	0.04
Doncaster	0.18	1.07	0.02
Derby	1.07	0.30	0
Stoke-on-Trent	0.42	0.54	0
Chesterfield	0.55	0.55	0

Area	2006/7 participation rate	2007/8 participation rate	Rink provision per 1,000 population
Dudley	0.53	0.86	0
Bury	0.23	0.87	0
Gravesham	0.86	1.08	0
East England	1.13	1.05	0.07
Suffolk CSP	1.6	1.44	0.08
England	0.6	0.71	0.04

3.99 Table 3.10 illustrates that Ipswich indoor bowls provision is below regional and Suffolk averages but above the England average. Participation rates appear to have reduced considerably between 2006/07 to 2008/09. In 2006/07 participation was in line with regional averages but this has reduced to below average. As indoor bowls is highly facility dependant, this link between participation and provision levels is understandable.

Summary of consultation – indoor bowls

3.100 Indoor bowls provision has not been raised significantly through the consultation undertaken through this needs analysis study.

Supply and demand modelling – indoor bowls

3.101 Sport England's Sports Facility Calculator (SFC) has been used to analyse projected need for indoor bowls rinks in Ipswich. This model has been used in the absence of an industry alternative, although results when applied to the whole population should only be used as a guideline and supported by additional local consultation. Table 3.11 provides the results of the analysis.

Table 3.11 Summary of supply and demand for indoor bowls rinks in Ipswich

Year	Projected demand (number of rinks)	Supply (number of rinks)	Oversupply/ (shortfall) of indoor bowls rinks
2010	7.32	6	(1.32)
2025	7.92	6	(1.92)

Sources: Active Places; Sport England SFC

3.102 Sport England's SFC suggests that there is a **current undersupply of 1.3 indoor bowls rinks**, increasing to an **under supply of 1.9 rinks in 2025**. Subject to additional local consultation it may be suitable to provide additional provision in the future. However, this has not been raised during the needs analysis and, given the levels of per capita provision in Ipswich relative to other authorities, the delivery of increased provision is unlikely to be a priority.

3.103 The Council may wish to explore other methods of increasing the accessibility of the one indoor bowls facility that exists. Due to the demographic profile of primary users of these facilities access to a single site, rather than multiple community facilities closer to their homes, might be a barrier.

Other sports facilities

3.104 Through the course of this needs analysis the requirement for a number of other facility types has been reviewed. These are facilities for which there is either no established supply and demand methodology, or those forms of provision which the Council has recently reviewed itself via other specific strategies.

3.105 These include:

- STPs
- playing pitches
- gymnastic facilities
- cycling tracks/facilities
- athletics tracks.

3.106 The projected need for these facilities is explored in turn below. Headline findings relating to these facilities can be summarised as follows (NB playing pitch calculations are based on the Council's PPG17 study, which projects to 2021 rather than to 2025):

Summary of headline issues and findings	
STPs	High current supply of sand-based pitches Projected over-supply of 7 pitches in 2010, falling to c.6.5 pitches in 2025 on the basis of 60,000 people per STP No water-based STP provision, meaning that hockey matches and training take place only on sand-based surfaces Suffolk FA strongly supportive of delivery of further 3G provision to improve football development opportunities **Based on the research findings, recommendations relate to 3G STP provision at Gainsborough, ongoing school based STP provision and future water based STP provision.**
Playing pitches	Not raised in consultation as being particular area of concern Demand for adult 11 a side pitches is growing, which is bucking the national trend Under supply of adult (13.8 pitches) and junior (29.9 pitches) football facilities Over supply of rugby (4.1 pitches) and cricket (2.2 pitches) provision Under supply projected to be increasing

Summary of headline issues and findings	
	Based on the research findings, recommendations relate working with schools to optimise community access to school pitches.
Gymnastics facilities	High quality, purpose-built facility at Gainsborough Sports Centre, meeting local need and having wider profile/significance Schools facilities can also be used for outreach work at a lower level Consultation did not identify latent demand for additional gymnastics provision **Based on the research findings, recommendations focus on continuing to support and maintain the quality of Gainsborough Gymnastics Centre.**
Cycling tracks/ facilities	No current cycling track or dedicated facilities in the Borough Indicative BCF support and potential capital funding (£600,000) for development of cycling facility at Ravenswood site – IBC and partners would need to match fund Base projected capital cost of £1.2m for cycling facility, with scope to increase to c.£2.5m on addition of BMX facility and outdoor velodrome Further funding for development beyond base mix would need to be secured Active local cycling community generates potential demand for a cycling-specific venue **Based on the research findings, the Council should support development of a cycling venue at Ravenswood, capable of being phased to extend the facility mix, if it can secure grant funding from British Cycling.**
Athletics tracks	Currently one site in the Borough, at Northgate Sports Centre Site usage and effectiveness is significantly constrained by its unavailability for use (other than by Northgate HS pupils) during school hours, the fact that it is six lane rather than eight lane, and the proximity of residential means starter's pistol cannot be used Potential for grass track(s) at BSF site(s) under development Delivery of eight lane synthetic track would address a current deficit **Based on the research findings, we recommend that the Council consider additional eight-lane athletics track provision elsewhere in the Borough, retaining Northgate for predominantly school use. A new facility could be shared with other local authorities.**

STPs

3.107 STPs in Ipswich (sand-based surfaces unless stated otherwise) identified by the audit, include:

- Chantry Sports Centre
- Copleston Centre
- Gainsborough Sports Centre
- Ipswich Ladies Hockey Club
- Ipswich Sports Club
- Northgate Sports Centre
- Whitton Sports and Community Centre (3G)
- Chantry High School
- Ipswich Town FC Training Ground (3G).

3.108 Ipswich therefore currently has nine STPs, of which six are sand-based. Two STPs are 3G (more suited to football and rugby, unsuitable for field hockey). There are no water-based STPs in the Borough. Water-based STPs are the current preferred surface for hockey, though the Federation International Hockey (FIH) has been investigating alternative, more environmentally-friendly alternatives for a number of years.

3.109 The established standards for STP provision are:

- one pitch per 60,000 people (Sport England guidance)
- one pitch per 'community club' (FA guidance).

3.110 On the basis of Sport England's guidance, Ipswich requires two STPs to meet the established criteria. This suggests that Ipswich has a quantitative over-supply and that there is therefore no demand for additional (sand-based) provision.

3.111 Consultation with the Suffolk FA has confirmed that it would welcome the availability of an additional, publicly accessible floodlit 3G STP in the Borough. These pitches offer important training resources for football since they better mirror the attributes of real grass, and they are also increasingly being used for competitive matches, where their greater carrying capacity as well as their consistency of bounce is conducive to good football. The pitch at Whitton is currently the only full size 3G STP in the Borough with full public access.

3.112 Previous consultation with England Hockey indicated that Ipswich lacks a two-pitch site that would allow games to run all day alongside a pavilion and with associated social activities (although there are concerns over how sustainable this would be in Ipswich). According to England Hockey, national trends in hockey show a slight decrease in school participation but a significant increase in junior club membership.

3.113 However, there is not believed to be significant latent demand for hockey within the Borough, given the current existence of numerous teams, or for sand-based STPs. Any future STP provision should therefore be through 3G pitches or, potentially, an established replacement for water-based pitches as the primary surface for hockey. New 3G provision would also have the potential to open up current sand-based pitches for a greater focus on hockey development, rather than competing with football for bookings at peak times.

Playing pitches

3.114 Ipswich's Playing Pitch Strategy (PPS) was finalised in early 2009. Since it is understood that the supply of pitches in the Borough has not changed in the intervening period, the findings of the PPS are likely to remain valid.

3.115 The PPM shows that there is an under-supply in the number of adult football pitches across the Borough. There is a significant under-supply in the North East, and a large over-supply in the South East and West of Ipswich. Consultation with the Suffolk FA undertaken as part of this needs analysis study has suggested that Suffolk, and Ipswich in particular, is bucking the national trend of declining adult male (11 a side) football. This was highlighted at a recent FA regional event, and Suffolk's achievements were shared as national best practice. Should this trend continue it is likely to increase the demand for adult pitches which will affect the supply/demand balance.

3.116 There are however significant deficits in the number of junior pitches across Ipswich, except for centrally. There is a national trend for increased junior/mini football participation, and analysis for Ipswich is in line with this trend. The future growth in the population and continued youth participation trends is likely to see increasing pressure on junior and mini pitches over the period to 2025.

3.117 There is an over supply of cricket pitches across Ipswich, most significantly in the centre of the Borough. Provision is evenly distributed across the Borough, and there has been no acknowledged demand for new pitches.

3.118 PPS calculations suggest that there is an over supply of rugby pitches in Ipswich. However, similarly to football, there has been an increased uptake in mini/junior rugby in recent years and this has been reflected in the pressure placed on the core rugby site at Ipswich RFC. Projections suggest that there will be an undersupply of junior pitches by 2025.

Gymnastic facilities

3.119 The Ipswich Gymnastics Centre was built in 1999 and extended in 2006, and is a leading training and competition venue. The facility hosts regional, national and international competitions, hosts training camps for the GB squad as well as international visitors, with a proven track record in hosting elite athletes. It has been included in London 2012's guide for visiting nations as a Pre Games Training Camp venue following LOCOG's approval of its suitability for international gymnastics.

3.120 The Centre is home to Pipers Vale Gymnastics Club, and also available for community use. It features two gymnastic halls (with extensive equipment), dance studio and classroom/meeting room. Beyond the facility itself, in recent years there has been an active outreach effort with the Gymnastics in Ipswich initiative having been taken into schools across Ipswich, giving 30,000 children the opportunity to experience gymnastics through basic coaching, and using school facilities.

3.121 There is not a demand model to project local need for gymnastics facilities. However, the Ipswich Gymnastics Centre is an excellent facility and, given its still recent extension, appears to fully meet local need based on consultation findings. It also serves a wider use in attracting competitions of a regional level and beyond, and its inclusion in London 2012's pre-games training venue guide illustrates its quality.

3.122 Where possible, the Council should seek to invest in maintaining the quality of the current facility. Additional gymnastics venues are unlikely to be needed.

Cycling tracks/facilities

3.123 There are currently no cycling-specific facilities in Ipswich. Suffolk County Council is responsible for installing and maintaining cycle routes and facilities, and is seeking to encourage cycling as a sustainable means of transport.

3.124 Where funds allow, the County Council also aspires to provide 'missing links' in the strategic cycle route network by design and construction of specific cycle facilities, eg cycle lanes, cycle tracks (shared-use paths) signalled crossings and cycle parking. At present, opportunities are rarely traffic-free.

3.125 There is a buoyant and active cycling community in the Borough and in Suffolk. There are currently 16 cycling clubs in Suffolk, of which six are based in Ipswich. With the success of Great Britain's cyclists at recent World Championships and Olympic Games, there is potential for the sport (and its various disciplines) to grow further over the coming years. The events which took place in Suffolk and Ipswich in 2009 and the number of clubs in the region show that cycling is already a popular pastime but there are clear opportunities for improvement.

3.126 Current facilities in and around Ipswich include:

- Ipswich Cycle Speedway
- Kesgrave Cycle Speedway
- Ipswich BMX Track
- Somersham Cycle Speedway.

3.127 There are also other non-discipline specific venues in the Borough, however local groups have communicated that there is a strong need to improve the access to traffic-free racing facilities for young riders both on-road and off.

3.128 The Council has engaged with British Cycling to develop proposals for a cycling facility for the Ravenswood site, in the south east of the Borough. This site was identified as a suitable piece of Brownfield land for such a project, and was granted outline planning permission for leisure use under the masterplan for the Ravenswood housing development. This site would benefit from strong transfer links and the Council is confident that only limited highways and access improvements would be required if building on this site.

3.129 British Cycling has, in principle, agreed to provide up to £600,000 of capital funding (subject to planning, and to be matched by the Council and its partners) towards the development of a facility. A base scheme projected at £1.2m has been developed.

3.130 There would be scope for the project to be phased with additional elements being added as demand develops and more funding becomes available. Any additional grant funding from British Cycling would be subject to another successful application, and would not be granted as a simple extension of the original grant. There is likely to be 3-4 years between funding applications. The Council and its partners have developed a vision for an extended venue on completion of phasing, at a total cost of £2.5m.

3.131 British Cycling has identified the East region as being in need of facilities investment. It is likely that a number of local authorities would be keen to develop facilities were they able to access funding from British Cycling. There is significant local demand for increased cycling-specific facilities, with an active membership of 1,500 through Team Ipswich Cycling. The Council should therefore seek to develop a cycling venue at Ravenswood, capable of being phased to extend the facility mix, if it can secure grant funding from British Cycling.

Athletics tracks

3.132 Ipswich Borough currently has one 400m athletics track at Northgate Sports Centre, which opened in 1981 and was resurfaced in 1999. This is a six lane track (with eight lane home straight for 100m races) and it also provides facilities for field events, and broadly satisfies immediate community and strategic need in Ipswich. The track is floodlit, has spectator seating for c.400 people, and provides full changing facilities under the grandstand and in the Sports Centre.

3.133 The track is home to Ipswich Harriers, Ipswich JAFFA Running Club, Northgate Junior Athletics Club and Orwell Panthers Athletics Club. However, the site has several shortcomings which limit its use, and means that it cannot be used to host higher profile events. These shortcomings are:

- accessibility – the facility cannot be accessed (other than for school use by Northgate High School) during school hours, which limits its accessibility as a training resource
- location – the site adjacent to Northgate Sports Centre is located too close to residential to allow a starter's pistol to be used for track races
- track width – a six lane track cannot be used to attract and host inter-county races or above, whereas a track with eight lanes can.

3.134 Both of these factors have a pronounced impact on the track's use for competitive events, although its suitability for training is not affected. Both issues need to be addressed if the Council wishes the facility to host higher level competition. Given planning constraints over the use of a starter pistol, the current site is not a suitable location for an extended and renovated track.

3.135 Current facilities broadly meet local need for training facilities (though this is limited somewhat by the accessibility factors noted above) and lower-level competition. However, there is no track in the Borough for larger events which limits the exposure of local residents and athletes to the necessary quality to raise standards and aspirations.

3.136 Through the BSF programme, Ipswich schools are investigating the provision of athletics tracks, however these would be grass (meeting the requirements of BB98) rather than synthetic and as such would not meet a wider strategic need. Converting a proposed grass track to synthetic would have significant implications for capital cost, and would also reduce the availability of playing fields around the track.

3.137 Should the Council wish to raise these standards and appeal to a wider market, it could consider additional eight-lane athletics track provision elsewhere in the Borough, retaining Northgate for predominantly school use. A new athletics facility could be shared with other, adjacent local authorities.

4. Arts and culture needs analysis

04

Introduction

4.1 This section provides a commentary and analysis of the supply and demand, and resulting needs analysis considerations for culture and arts venues in Ipswich.

4.2 It begins with an overview of key strategic context, consultation and other research findings of relevance to all arts and cultural provision, followed by an overview of the audit and mapping exercise, and then a summary of further findings by facility type.

4.3 As with sport and leisure facilities, identifying and prioritising any deficits in facility provision will be important in shaping the Council's emerging cultural strategy and in prioritising future capital expenditure. However, with these venues, the balance of supply and demand is not so easily modelled. Whereas modelling has been developed by Sport England to determine theoretical projected demand for, say, sports halls, no such measure exists to guide how many theatres or how many music venue seats are 'needed' by an identified area.

4.4 The arts and cultural market is a fragmented industry, with large numbers of multi-purpose venues. This situation is compounded by, in many cases, the historic ability and willingness of music performers to adapt to non-bespoke performance spaces.

4.5 Until recent years, this situation has meant that informed market assessments could not be carried out due to an absence of coordinated data collection. This gap in information has been partly addressed by a number of population surveys commissioned by Arts Council England (ACE), although there are still significant gaps. The Arts Attender data produced by ACE specific to Ipswich is available in Appendix G.

4.6 In the market appraisal undertaken for this study this research has been supplemented by consultation with, among others, venue managers and local facilitators to gain a rounded market perspective of arts and culture in Ipswich from, where possible and appropriate, a participatory and a customer/attendance perspective. This information is important for strategic planning and the encouragement of investment since the commercial arts can only flow where the paying public, or at least subvention or benefactor budget, allows.

4.7 This study has therefore used a range of methods to project likely demand in Ipswich and its wider catchments, including:

- an analysis of developing consumer trends – particularly recreation, leisure and culture
- identification and analysis of key arts and culture market trends (including product, competition) influencing the demand
- an assessment of audience potential, including identification of catchments and analysis of the demographic and lifestyle characteristics (propensity to attend) of each catchment
- reference to and an introductory analysis of complementary or competing concert venues in Suffolk and wider East Anglia
- a review of provision of facilities relative to Ipswich's CIPFA 'nearest neighbours'

- consultation with Council officers and local venue managers and delivery agents involved with staging arts and culture in the Borough.

Strategic context

4.8 Section 1 summarised the demographic profile of Ipswich and its surrounding catchment areas. The key factors identified by ACE pertaining to attendance include:

- across England, attendance at arts events tends to be infrequent
- there are a number of barriers preventing people from attending arts events - some of these are primarily attributable to practical considerations (eg poor health and fewer arts opportunities outside London) while others are more attitudinal
- the propensity to attend arts events is consistently lower in Ipswich than the national average, and typically 5-10% lower, suggesting a likely reduced appetite for attendance
- Ipswich residents are also less likely to attend multiple arts performances/events (i.e. more than one per year)
- the catchment exhibits the greatest propensity to attend the cinema, with almost two in every three people showing characteristics suggesting cinema attendance
- attendance at plays/other theatre performances is the highest of any other art form – with just over one in three people in Ipswich showing a propensity to attend plays, rising to one in two people when other theatrical events are included, though in both instances Ipswich is below the national average
- while no musical event reaches a majority of the population, attendance at 'other live music' events (i.e. rock and pop concerts) is relatively high compared to other arts events – 35% exhibit a propensity to attend rock and pop concerts
- the demographic profile suggests a greater propensity to attend arts events as the catchment is extended, though beyond 60 minutes from Ipswich it is likely that audiences would tend to migrate towards London to attend the arts.

4.9 Through consultation undertaken as part of the needs analysis, it has been clear that there is a significant aspiration politically to continue to develop arts and culture in the Borough. Culture is seen as a key current strength in the Borough, and an opportunity to further differentiate Ipswich, develop the town economically, attract and retain residents, and boost local education levels.

4.10 The Council delivers a number of valued arts offers. Ipswich should also feel encouraged by the presence of multiple ACE Regionally Funded Organisations (RFOs) in the Borough, including the New Wolsey, Eastern Angles (based at Sir John Mills Theatre but touring across East Anglia), and Dance East. This is testament to the Borough's ability to develop quality product and deliver quality arts and cultural facilities. The Borough also has a successful amateur sector with over 3,000 participant memberships across 55 societies. Furthermore, the visual arts brings c.25,000 visitors per annum to Ipswich.

4.11 An audit of existing arts and cultural venues is provided below. Identified needs relating to key facilities required to support the various art forms are then considered in turn within this section.

Audit and mapping – arts and cultural venues

4.12 pmpgenesis has audited arts and cultural venues in Ipswich. These facilities are detailed in Appendix B and illustrated on Map 4.1 overleaf. Further information on each of these venues is provided within this section. These venues are:

1. Christchurch Mansion & Wolsey Art Gallery
2. Town Hall Galleries
3. St Mary at the Quay Church
4. Cineworld
5. Punch Music Company
6. Ipswich School of Dancing
7. Dance East
8. Lait Dance Club
9. Suffolk Academy of Dance
10. Wolsey Studio
11. Reg Driver Centre (Christchurch Park)
12. Robert Cross Hall (Corn Exchange)
13. Circle Lounge (Regent Theatre)
14. Endeavour House (Suffolk CC)
15. Ipswich Caribbean Centre
16. Ipswich Regent Theatre
17. Corn Exchange (Grand Hall)
18. Sir John Mills Theatre
19. New Wolsey Theatre
20. Witchbottle - Red Rose Chain (planned).

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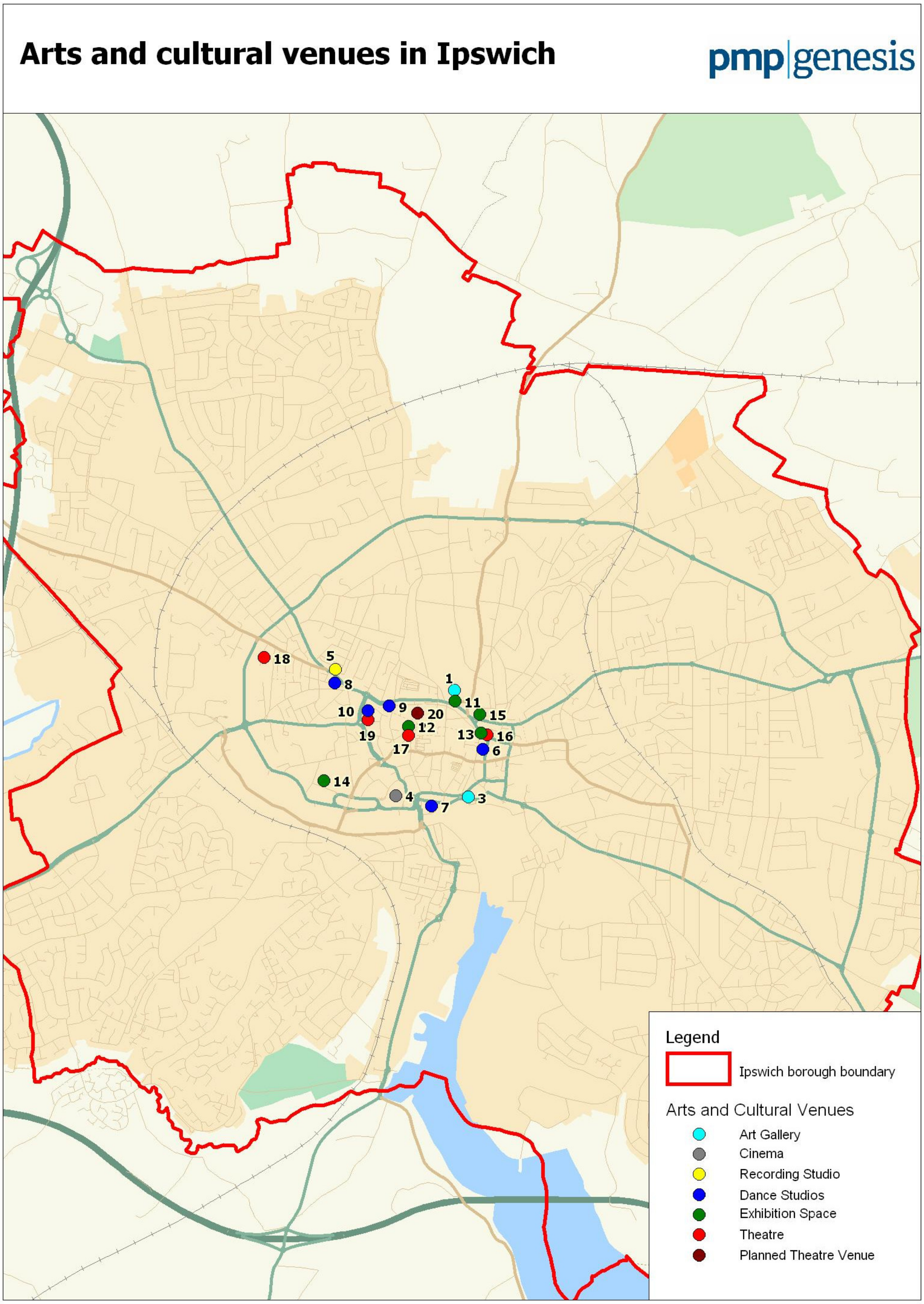
Map 4.1 Arts and cultural venues



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NORTH

Theatre

4.13 A summary of our research findings relating to theatres, using the various research methodologies detailed in Section 1, is provided below. Headline issues can be summarised as follows:

Summary of headline issues and findings – theatres

- current provision provides opportunities for both commercial and less-commercial theatre
- current facility demands/ needs identified by our research and related development proposals can be summarised as follows:
  - venue with a flytower - highly expensive, therefore unlikely to be key priority
  - Regent Theatre front of house refurbishment - available relatively easily, and will help to improve visitor experience/appeal to artists and promoters
  - increased rehearsal space – the New Wolsey Theatre has developed a project which is part funded (£1.7m of £3.1m) by a private developer
  - there is currently a gap in theatre provision with greater than 120 but less than 400 capacity. Demand for a 2-300 capacity theatre has therefore been highlighted, although it is unclear whether such a venue would have high usage outside the festive period. Demand for a venue of this scale could be met by the delivery of the facility planned by the Red Rose Chain
- in the absence of a robust demand model, our analysis has been informed by views of need expressed through consultation and through applying pmpgenesis' industry knowledge to Ipswich. Further detailed assessment will however be necessary before progressing a new theatre project in the Borough.

Based on the research findings we recommend that the Regent Theatre front of house refurbishment and New Wolsey rehearsal space development opportunities be explored further.

4.14 Existing theatre venues in the Borough identified in this analysis are:

- Regent Theatre (1535 capacity - seated)
  - offers a mixed but primarily commercial programme focused around pop concerts, comedy and musicals, but less drama/theatre
- Corn Exchange (1000 capacity)
  - only opened during a shortened (Winter and spring) season when most product is available, to reduce operational/subsidy costs
- New Wolsey Theatre (400 capacity – seated)
  - produces a large number of works in drama/theatre, supplemented by occasional comedy/ spoken word events

- Sir John Mills Theatre (120 capacity – seated)
    - home to Eastern Angles (when not touring) and its base in Ipswich for the annual Christmas show.

4.15 In addition, the Red Rose Chain's proposed 'Witchbottle' development would include a c.200 seat theatre space, if delivered at the waterfront, which could conceivably be made available to a number of other companies. The new Dance East venue also has a 200 capacity performance space, though this may not be suitable and/or widely available for use by other organisations.

4.16 Ipswich presently has a good range of theatre venues, from intimate performance spaces through to the Regent, which is the largest theatre in East Anglia, attracting high-profile commercial touring product. There are however some shortcomings with the venues, identified through consultation. Specifically, these include:

- the absence of a flytower at the Regent, which would allow the venue to attract substantial new touring product
- the need for refurbishment to the front of house at the Regent to deliver a better quality visitor experience
- potential demand for a theatre space of c.2-300 seated attenders from Eastern Angles for their Christmas run in Ipswich
- an identified demand from the New Wolsey for more rehearsal space on site to support the development of new product.

4.17 These shortcomings, and the projected analysis of need specific to each, are considered in turn below.

Absence of a theatre venue with a flytower

4.18 Ipswich does not presently have a flytower at any of its venues. A fly tower is a large space above the stage to which fly lines are raised, allowing theatre technical crews to quickly move large set pieces, scenery items and lights on and off stage via a large opening above the stage. In a full flyspace, the tower is at least two and half times as tall as the proscenium arch, allowing a full-height set piece to be stored.

4.19 The absence of this form of provision makes it difficult for Ipswich to attract major West End plays/musicals, full versions of which invariably feature substantial stage and scenery. Being able to attract these performances would provide a boost to the overall programme, and help to attract visitors from outside the Borough due to the likely catchment for major theatre attractions. Following successful West End runs, performances are often toured around regional theatres with a reduced cast and amended scenery requirements.

4.20 Although adding flying capabilities to the Regent would allow it to attract more major performances and potentially help to boost its event programme and appeal, this is likely to only be achievable at a substantial capital cost due to the technical considerations.

4.21 It is therefore unlikely to be a key priority for the Council, given that the venue has enjoyed commercial success in its current configuration in recent years.

Regent Theatre front of house refurbishment

4.22 The Regent has recently undergone significant refurbishment and investment. However, the front of house part of the site still requires work to bring it up to the required standard. While audience numbers appear to have been good over recent years in response to the more commercial programme, it is clear from the wider market that customer expectations are rising.

4.23 With the competition for product that there is in the market, it is important for the Regent to be seen by customers and promoters/artists as a desirable venue. At present, and given the age of the facility, the Regent does not have air conditioning and the entrance/foyer area requires investment to meet rising expectations.

4.24 Addressing these issues would help the Regent to continue to build upon its commercial successes in attracting popular events to the town, since it is the only current indoor venue of its scale (ie over 1,000 capacity) with the potential to bring major acts to the Borough. Delivering an enhanced visitor experience may help to increase demand and uptake, which in turn would help to reduce the current c.£0.5m subvention that the venue receives from the Council.

4.25 The Council should consider investing in improving the front of house at the Regent Theatre to exploit the potential for increased appeal.

2-300 capacity theatre space

4.26 Ipswich does not presently have a theatre space catering for a capacity of between 120 and 400. In helping to develop new product and encourage participation and amateur engagement in the Borough, a venue of this scale could potentially contribute to the overall venue ecology in Ipswich.

4.27 While the Wolsey (400 capacity) and Regent Theatre (1500+ capacity) meet the performance requirements of their specific markets, there is currently a gap beneath this scale.

4.28 Consultation with Eastern Angles has suggested that it, and Ipswich more widely, requires a theatre space of c.2-300 audience capacity. Although a touring company across East Anglia, Eastern Angles plays a successful 6-7 week run in Ipswich over the festive period, at the Sir John Mills Theatre (120 capacity). It is seeking a larger theatre capacity to allow it to attract larger audiences and generate greater levels of income.

4.29 However, this type/scale of venue has not been consistently identified as being needed through consultation. While such a theatre space would serve an important role for Eastern Angles during its Christmas run, it is not clear that there is sufficient year-round demand, at least at present, to justify the level of capital expenditure required to deliver it as a standalone venue.

4.30 The Red Rose Chain's 'witchbottle' proposal includes a c.200 capacity theatre which, if delivered, would be likely to meet this need.

Increased rehearsal space (at New Wolsey)

4.31 The New Wolsey has developed a scheme that would provide dedicated spaces for rehearsal, learning and skills development. It is hoped that this development would lessen pressure on the existing studio, and provide increased opportunities to engage and work with local young people, community groups, emerging artists and specialist theatre companies. The New Wolsey is keen to capitalise on its strengths and successes by continuing to evolve, rather than standing still in facility provision terms.

4.32 The New Wolsey has negotiated an agreement with Turnstone (property developers) as part of the redevelopment of the adjacent Westgate site, which would contribute £1.7m of the projected total £3.1m capital cost.

4.33 The Council, ACE and Suffolk County Council have all indicated their support for the project but have not yet committed to making a capital contribution.

Concert/live pop/rock music performance venue

4.34 A summary of our research findings relating to music performance venues, using the various research methodologies detailed in Section 1, is provided below. Headline issues can be summarised as follows:

Summary of headline issues and findings – music performance venues

- the development of a music 'scene' can help to attract and retain young people
- the Regent Theatre and the Corn Exchange provide two valuable venues for live music performance of over 1,000 capacity - Corn Exchange is currently open only for a limited season due to the lack of availability of sufficient product, while The Regent Theatre's programme now delivers commercial/pop music plus comedy as its staple components
- there is no indoor live music venue with the potential to host larger (i.e. 2000+) live music concerts
- there is also not an indie gig style standing venue in Ipswich to appeal to a younger, student crowd. Developing a venue of this nature, potentially in conjunction with UCS, would have the potential to meet an identified gap in the market and help to 'sell' the city to prospective students/retain graduates.

Based on the research findings we recommend that the potential for an indie gig style venue be explored further alongside the development of UCS. There is also scope to review the usage of the Corn Exchange to determine what alternative opportunities may exist.

4.35 In recent years, pop/rock music record sales have fallen due to the increase in popularity of downloading. Touring has therefore increasingly become a key source of income for artists, who now tour more regularly to supplement the declining income from singles/album sales. This trend is projected to continue by the music industry, and therefore more and more artists are likely to be touring, thus further increasing the number of acts playing at concert/live music performance venues in the UK and internationally.

4.36 The availability of product is market-led. This revolves around whether promoters believe there is the commercial rationale to bring events to a city or town. Typically, a promoter will seek a particular scale of venue, often with a particular size and profile of catchment, but will be willing to move up in scale if demand increases, or potentially move down in scale and play additional dates.

4.37 A number of factors affect the availability of touring product for a city's venues. These include market conditions (available supply of events), relationships with promoters controlling events and productions and artist preferences. This also might extend to determining a 'touring route' from venue to venue which minimises travel and practical considerations where possible. In many cases, artists are likely to be largely unaware of where they are performing on a given night, with decisions determined by the promoter.

4.38 Existing concert/live music performance venues in the Borough identified in this analysis are:

- Regent Theatre (1535 capacity - seated)
  - offers a mixed but primarily commercial programme focused around pop concerts, comedy and musicals, but less drama/theatre
- Corn Exchange (1000 capacity)
  - only opened during a shortened (Winter and spring) season when most product is available, to reduce operational/subsidy costs.

4.39 Beyond these major facilities, there are several other venues that also play a role in the overall live music ecology of the Borough. These include major outdoor spaces such as Chantry Park and Christchurch Park, plus Portman Road, and smaller pub venues with scope to host music including The Railway, Steamboat Tavern, McGinty's, The Plough and The Swan.

4.40 Combined, these venues appear to meet the majority of demand for live music spaces in Ipswich. The only identifiable gaps in current provision are:

- large-scale indoor arena
- c.2,500+ capacity 'Academy' style pop/rock venue
- indie gig venue (standing)
- c.800-1000 capacity purpose-built classical concert hall.

4.41 These facilities are considered in turn below.

Large-scale indoor arena

4.42 The UK has, over recent years, experienced substantial growth in the provision of arenas to meet demand for major rock/pop concerts. New venues have been delivered in cities including Nottingham, Liverpool and London, and plans are well-advanced in cities such as Leeds and Glasgow.

4.43 Typically with a capacity over 10,000, and with a number of different internal designs/seating configurations, arenas are able to host a range of major events, from sports to large-scale conferences and concerts. They have increasingly been seen as 'must have' venues for a number of UK cities to present a modern image and due to the expectation that an arena can deliver a substantial economic impact as well as a valuable community venue to meet demand for entertainment.

4.44 For most leisure and cultural facilities, competition can be defined within a geographical area. However, this is not strictly the case for an arena. Whilst attendance will be influenced by geography (accessibility, catchment size etc) and the competing facilities within a defined radius, securing product and events is subject to regional and national competition.

4.45 There are a number of 'must do' destinations/venues, including London, Manchester and Birmingham. The remaining tour 'dates'/stops are typically shared between 'second tier' locations. Ipswich would therefore, for example, be competing with cities such as Newcastle and Sheffield for certain events, thus the event market and number of competing venues in the UK as a whole is an important consideration.

4.46 Promoter relations and the ability of the venue operator are therefore central to securing the events necessary to ensure that venues are a commercial success. The availability of product is further impacted by restrictions/commercial reasons that would affect artist availability. These are often determined by existing relationships between promoters and venues, and may take the form of exclusivity/lock-out agreements within an agreed radius of a venue.

4.47 In previous conversations, pmpgenesis has identified that East Anglia is not a priority for promoters and operators, and these companies believe that it would be very difficult for a market like Ipswich to secure the scale and number of events needed to make an arena viable, given the size of the catchment and perceived access/location problems.

4.48 The arena market, and indeed demand for product, has grown substantially over the last 15 years in the UK. It is our view that the market for large-scale arenas in the UK is approaching saturation, particularly assuming the planned developments come to fruition. This does not prevent new entrants into the market, however it does highlight the increasing risk (or potential cost) to local authorities or others of doing so.

4.49 This analysis overall suggests that a large-scale arena venue would not be viable in Ipswich without significant capital funding and revenue subsidy to make up for the lack of commercial appetite.

'Academy' style pop/rock venue

4.50 A potential emerging trend in the venues market is a move towards more concert-focused configurations, rather than those capable of accommodating sport, to improve the concert/entertainment experience for attendees.

4.51 The number of events/tours demanding the highest capacity venues is relatively low. Analysis of tour dates shows that c.25% of tours play at arenas only whilst most shows also play at smaller concert halls/music venues. As music consumption patterns evolve and more artists potentially turn to increased touring as a means of supplementing falling income from traditional sales, this potentially creates a greater supply of product, particularly for artists that may fill a smaller-scale venue than a 10,000+ seat arena.

4.52 In response to this, an 'Academy-type' music venue may be better placed to secure event days and operate more effectively than a full-scale arena, delivering a superior atmosphere and experience due to its relative intimacy. The greater number of events demanding c.2,500 capacity means a larger pool of potential events for venues of this size to attract. Although the Regent is amongst the largest venues of its type in East Anglia, in its present form it is still unsuited to/not able to attract specific events requiring standing accommodation and larger capacity.

4.53 Competition is typically more regionalised for mid-size music venues than for arenas. This is due to the nature of the product and the fact that, given the reduced capacity of these venues, events are more likely to play multiple dates and cities to generate income than they are to justify a full arena tour with fewer performances.

4.54 Pop/rock venues of this size would primarily draw from a 30-minute drivetime catchment. As previously referenced, Ipswich's catchment is not large relative to other UK cities that sustain larger capacity concert venues. The availability of live music product is market-led and commercially driven. Due to the reduction in sales of music singles and albums the 'touring cycle' is now shorter than has traditionally been the case, which increases the amount of events available.

4.55 The availability of music product would be crucial to the success of a mid-scale event venue in Ipswich. Promoter consultation has suggested that there is limited appetite to bring additional events to East Anglia were a new, larger venue delivered and available. Given that the Regent's programme is composed significantly of concerts, this suggests that displacement would be a key issue, with venues of a smaller capacity losing events to a larger venue as promoters seek a greater commercial return. The Regent has, in recent times, moved to a more commercial programme to make it more sustainable but this would be jeopardised by competing provision.

4.56 Venues of this scale are often delivered through the refurbishment of existing larger venues such as theatres, to reduce the capital cost associated with their delivery. Ipswich does not have a suitable venue (the Corn Exchange is the closest in size), which means that a new build would be required were a facility of this scale considered sustainable.

4.57 This factor, combined with the apparently limited market appetite for increasing the number of concerts visiting Ipswich and importantly the high likelihood of event displacement from the Regent (and to a lesser extent the Corn Exchange, during its periods of operation), a 2,500 seat pop/rock venue is considered unlikely to be viable in Ipswich.

'Indie' gig venue

4.58 With the growth and development of UCS and sixth-form college provision in the Borough, it is highly likely that the Borough's demographics will shift. With an increase in the student population, demand is likely to emerge for standing 'indie' gig venues, as has been the case in other cities and towns.

4.59 Other than the Corn Exchange (now only open for a limited season), there is no venue in Ipswich that would have the potential to meet this demand. The scale and configuration of the Regent appeals to a different type of event, through providing raked seating rather than a flat floor.

4.60 At present, there does not appear to be sufficient demand to merit the full-time conversion/use of the Corn Exchange for this purpose. Nor in all likelihood should it be the Council's responsibility to provide such a venue. Instead, as UCS and the student population grow over the coming years, there will be scope to revisit this need, perhaps on one of the UCS campuses (and run by the university/Student Union) or in the town (either again run by the university/Student Union or by the private sector). The Council could seek to engage in discussions with UCS about the future use of the Corn Exchange for this purpose.

4.61 This form of provision is invariably market-led. There is unlikely to be sufficient demand, or the ability to attract sufficient product, to merit the delivery of an indie gig venue in Ipswich. However, should UCS develop as per its aspirations and the demographics of the Borough be impacted, it is likely that this form of provision could be revisited as a complement for existing music venues in Ipswich.

Classical music venue

4.62 In analysing potential demand for a classical music venue, the limited amount of touring product throughout the year and the fact that this will generally appear at a small number of venues with acknowledged acoustics and audience capacity, are perhaps of greater significance in determining events than competition between venues in and around East Anglia.

4.63 Classical music provision is substantially influenced by the presence of a resident orchestra. Attracting and sustaining an orchestra is extremely expensive (for example Birmingham City Council contribute a grant to the Symphony Hall of over £1.3m per annum), but usually key to ensuring a venue has a consistent and sustainable programme. While this activity can be supplemented by touring product, the key driver remains the resident orchestra. For example, in Norwich Britten Sinfonia presently has a medium-term agreement with Theatre Royal.

4.64 Consultation with ACE has suggested that they are unaware of any orchestras presently seeking a new resident home, which removes this option for a new venue in Ipswich.

4.65 In any case given the size of the catchment, there is limited evidence that there is currently audience demand to sustain a resident company with a greatly increased number of event days. ACE data suggests that residents of Ipswich Borough are c.10% less likely to attend classical music events than the national average, although the 30-minute drivetime catchment of the town is more in line with the national average which extends potential demand. The 90 minute catchment exhibits characteristics consistent with greater propensity to attend classical music events. However, at this level, it is likely that potential attenders would migrate towards London. It is therefore unlikely that there is sufficient latent demand in Ipswich to support a classical music programme and concert venue.

4.66 In the absence of a resident orchestra, and given the high capital costs associated with a bespoke new-build facility (for example Birmingham Symphony Hall cost £40m in 1991, and Manchester's Bridgewater Hall cost £42m in 1996), due to the engineering/technical issues associated with delivering the correct acoustic, it is highly unlikely that a standalone classical concert venue could be sustainable in Ipswich.

Corn Exchange – the current position and future options

In the 1970s, the Corn Exchange was refurbished as a performing arts venue featuring the 'Grand Hall' (a concert hall with seating capacity for 881 or up to 1,000 capacity for mixed occupancy). It subsequently became the focus for the majority of the town's large-scale entertainment events with regular shows, concerts and social events.

Since 1991, and with the Council's investment, the Regent Theatre has increasingly replaced the Corn Exchange as the main venue for large-scale entertainment events in Ipswich. This, combined with changing market demand, the ability of the Corn Exchange to attract quality product and the effect of the economic downturn, has resulted in reduced usage levels and bookings of the Corn Exchange, leading the Council to review the operation of the facility.

Despite initiatives to address the Regent/Corn Exchange imbalance over the past year, usage of the Corn Exchange Grand Hall has dropped significantly and in 2008 there were only 98 Grand Hall events and only 34 of these had audiences of over 500. This equates to usage being less than a third of the available capacity. Usage of the other areas of the Corn Exchange has also been in decline, and the Hollywood Cinema closed in late 2009.

Based on the recommendations of a Council report (completed 2009), the Corn Exchange has recently instituted a two season (March–June and October–December) opening pattern. This has provided a more condensed programme of activity, allowed planned maintenance to take place, and realised a revenue saving towards the Council's target saving of £600k for 2009/10.

Following the £2.4m capital investment by the Council in the Town Hall over the past four years to create the Customer Services Centre and Town Hall Galleries, the Council has committed a further £1.3m capital to the Corn Exchange to bring the external aspects of the building up to acceptable standards within constraints advised by English Heritage.

Corn Exchange – the current position and future options

These works have not however addressed the significant internal refurbishment work necessary to bring the rest of building up to modern standards.

Recognising that the Corn Exchange is not financially viable in its current format and needs significant investment, the Council is now seeking a developer partner or partners to invest in the building whilst also retaining it for some form of community use. Options could include, for example:

- indie gig venue (reflecting the needs assessment findings)
- A3 restaurant/pub use
- nightclub
- retail usage
- other forms of commercial leisure.

These options and others now require further investigation in order to determine their suitability for the Corn Exchange and potential market interest.

Dance space

4.67 A summary of our research findings relating to dance spaces, using the various research methodologies detailed in Section 1, is provided below. Headline issues can be summarised as follows:

Summary of headline issues and findings – dance venues

- Dance East has the potential to be a venue of regional significance and meet local need for a high quality, bespoke space
- additional dance venues in Ipswich can complement the Dance East hub and help to provide additional opportunities for local residents, while helping to develop local talent
- existing provision is now likely to meet current and projected future need for dance space.

Recommendation:

The delivery of the new Dance East facility provides Ipswich with a dance space of great local value and of regional significance and renown. Combined with existing spaces (both bespoke and flexible) elsewhere in the Borough, current provision is likely to meet current need and future demand. Additional dance venues are therefore unlikely to be needed.

4.68 Existing dance venues in the Borough identified in this analysis are:

- Dance East (3 studios) - opened late 2009 and provides facility of regional significance
- Ipswich School of Dancing (1 studio)
- Lait Dance Club (1 studio)
- Suffolk Academy of Dance (1 studio)
- Wolsey Studio (1 studio) - potential to use rehearsal/performance space at New Wolsey Theatre subject to availability.

4.69 The new Dance East facility (opened 2009) provides a dance facility of local and regional significance, including a c.200 audience capacity performance space. It is a circa £9 million regional project, and a major facility for East Anglia. This project was developed based on an analysis of need in Ipswich and beyond, to deliver a venue to meet current and projected demand.

4.70 It is expected that, with the addition of the new Dance East building, dance facilities in Ipswich meet demand, and there is therefore no need for additional provision.

Cinema

4.71 Mainstream cinema is the art form with the most widespread public appeal, and also invariably the most commercially sustainable. A summary of our research findings relating to cinemas, using the various research methodologies detailed in Section 1, is provided below.

4.72 Headline issues can be summarised as follows:

Summary of headline issues and findings – cinemas

- ACE data suggests that Borough residents are more likely to visit the cinema than to attend any other art form
- Ipswich's demographic profile suggests that residents have a slightly below national average propensity to visit the cinema
- Cineworld is likely to meet local demand for commercial films
- the two-screen Hollywood cinema, screening a more niche programme, closed in late 2009 having failed to be commercially viable under private sector operation
- niche/independent cinema has not proven successful or sustainable in recent years, but there appears to still be potential commercial appetite to replace the provision previously delivered at Hollywood Cinema. A leading independent cinema operator has been in discussions with CSV.

Summary of headline issues and findings – cinemas

Recommendation:

A niche, independent cinema appears to be the only potential cinema venue that is presently missing from Ipswich. CSV has spoken to a leading independent cinema chain about developing a four screen cinema as part of their proposed Zest project. An independent cinema space could be a valuable component of the overall arts and cultural offer in Ipswich, particularly if it were paired with film production facilities to encourage local filmmakers and offer a resource for young people.

4.73 The Borough's multiplex cinema is operated by Cineworld, and has 11 screens.

4.74 Additionally, the Hollywood Cinema (2 screens) closed in late 2009. It previously screened a more niche, independent film programme but was not proving commercially sustainable for its private sector operator, following a preceding period when the Council had operated the venue during which it had again been unsustainable. Both the nature of this provision and its location (i.e. in the basement of the Corn Exchange) are considered to be factors in the demise of this facility.

4.75 ACE arts attender data/propensity profling suggests that c.63% of Borough residents visit the cinema at least once in a given year. That makes film the most popular art form in the Borough, with the greatest penetration rate. This reflects the national position, where cinema has the broadest reach and appeal amongst art forms.

4.76 Borough residents have a slightly below national average propensity to visit the cinema (the national average is 64%).

4.77 A niche, independent cinema appears to be the only potential cinema venue that is presently missing from Ipswich. The private sector multiplexes are therefore likely to largely meet existing demand for mainstream films. The private sector typically regulates itself in this regard, and would fill any market gap were it to see one.

4.78 An independent cinema space could be a valuable component of the overall arts and cultural offer, particularly if it were paired with film production facilities to encourage local filmmakers and offer a resource for young people in particular.

4.79 CSV has spoken to a leading independent cinema chain about developing a four screen cinema as part of the proposed Zest project. This operator has proposed a significant capital contribution towards the project, and it has been reported to pmpgenesis that this operator is very keen to be in the Ipswich market. This proposal would potentially complement the more mainstream, commercial multiplex provision that is already established in the town.

4.80 The Council might consider approaching independent cinema chains such as Everyman Group and Electric to gauge their interest in developing a project of this nature. There may be scope to refurbish other facilities should the Zest/private cinema operator collaboration not be realised. However the Council should seek significant private sector input into, and funding for, any such project.

Art galleries

4.81 A summary of our research findings relating to arts galleries, using the various research methodologies detailed in Section 1, is provided below. Headline issues can be summarised as follows:

Summary of headline issues and findings – art galleries

- Ipswich has a rich artistic history and pedigree
- Ipswich has a track record of supporting emerging talent and profiling under-represented artists of national repute
- Galleries offer opportunities for residents and visitors to celebrate these strengths
- There are a number of important works that are not currently on display
- Potential to use existing venues more creatively and extensively to include art exhibitions (those this could prove expensive).

Recommendations

Consider exploring opportunities to make work that is currently not on display available to the public. Ideally this will be delivered through the Council's development of Wolsey Art Gallery to act as a dedicated home for Constable, to make this site the regional focal point to see his works.

4.82 Ipswich has a rich history of art, most notably focused around the famous exploits of Gainsborough and Constable. The town's galleries, therefore, offer opportunities for local residents to celebrate this strength and history, and also to attract visitors to Ipswich.

4.83 The audit identified two public art galleries in the Borough, including:

- Christchurch Mansion & Wolsey Art Gallery
- Town Hall Galleries.

4.84 Each of these sites is well-regarded locally, as was consistently communicated through this analysis. Christchurch Mansion & Wolsey Art Gallery also appeals to a wider market and attracts tourists to Ipswich.

4.85 A major Heritage Lottery Fund (HLF) bid is planned and the success of this bid will be instrumental in deciding the future direction of the service and the use of the building. This process is detailed further in Section 5 of this report. The development of the building also now has the potential to link in with the adjacent Art School building.

4.86 There is also identified scope to reposition Christchurch Mansion, as a dedicated focus/home for the works of Constable and Gainsborough and to make more of this historical connection. Christchurch Mansion currently welcomes circa 60,000 visitors per annum, and has aspirations to reach 100,000 visitors. It is considered to be a great asset but one with scope for even further improvement to help it towards this goal.

4.87 The Museum Service's vision is for the Wolsey Art Gallery to be more focused on the life and works of Constable, in order to capitalise on Ipswich's strength in this area due to the local link. Ipswich currently has the largest collection of Constable works outside London. The vision is to redisplay the Wolsey Art Gallery to incorporate Constable-related material from the Colchester collection and other material held at Ipswich so that it becomes the regional focal point to see the works of John Constable and to learn more about his life.

4.88 In addition to these major, historic works, consultation has also suggested potential scope to focus on and celebrate contemporary artists of renown, such as Giles and Geoffray Clarke, and other emerging local artists. Consultation has suggested that providing suitable art studio space would potentially help to encourage the development of the next generation of young local artists and also to retain university graduates and other talented people.

4.89 Consultation has identified that the Borough presently has large collections of important work that are not on public display. The Council should therefore consider exploring opportunities to make this work available to the public. However, this does not necessarily require a new art gallery and there may be opportunities to use existing venues as an appealing space for works of art to be displayed. For example, the Council has started to investigate with ACE the potential to use empty shop fronts to display works.

Other arts performance spaces

4.90 A summary of our research findings relating to other facilities, using the various research methodologies detailed in Section 1, is provided below. Headline issues can be summarised as follows:

Summary of headline issues and findings – other facilities

- arts performance spaces provide important opportunities for local amateur people and groups to engage with culture and perform
- consultation suggests that arts and cultural opportunities for young people should be a key priority, including new media and other activities – i.e. facilities that young people want to engage in, rather than those imposed upon them
- engagement with the arts from a young age is a strong determinant of future interest and participation
- arts and the media can provide important outlets for young people, and particularly disaffected young people
- BSF facilities may offer opportunities for performance spaces and arts studios, with investment potentially going into this provision at BSF schools

Recommendation

There is potential for the Council to investigate opportunities for Ipswich's younger residents in particular, including for example new media and emerging arts trends.

4.91 A number of facilities in Ipswich provide spaces that could be used for rehearsing and performing. These include schools, community halls, and spaces at the New Wolsey, for example. These spaces are important in developing and retaining interest in the arts amongst Ipswich residents.

4.92 With the development of Ipswich's BSF schools, there may be opportunities linked to community access and engagement to provide more arts facilities available to Ipswich residents. Establishing a network of spaces would also help to increase their accessibility.

4.93 CSV has started to develop proposals for the site of the Zest nightclub on Princes St. This development is intended to be an important project for the young people of Ipswich, delivering a creative, community-oriented media centre that would provide opportunities to engage with art, culture and new media. CSV's proposals include a series of 'zones' to potentially include sports, education, enterprise, advice, leisure, media, social and health.

4.94 Although CSV does not yet have a full design brief or schedule of areas, they have started to develop a mix of capital and grant funding required to deliver the project.

4.95 As previously noted, CSV has engaged with an independent private cinema operator who are strongly interested in developing a four-screen cinema as part of the CSV project. This operator has indicated a willingness to invest a significant capital sum in the project.

4.96 In addition, the Zest project could include a number of spaces that could engage young people with arts and new media, including performance spaces and recording studios. This could complement their existing efforts with community radio and provide a valuable outlet for local young people.

4.97 With the growth aspirations of UCS, developing a music and media 'scene' in Ipswich might work to attract more students and retain more graduates. Providing recording spaces and production studios would be a valuable step in achieving this.

Summary

4.98 Arts performances/events typically draw from a 30 minute catchment radius, though this can be extended to 60 minutes and in some cases 90 minutes for particularly rare or highly valued events. Beyond a 60 minute drive from Ipswich town centre, it is highly likely that arts attenders are more likely to migrate towards London for arts and culture rather than towards Ipswich.

4.99 Dependent on the Council's aspirations for arts and culture, this issue should be closely considered in looking at investment in facilities in the Borough. It is likely that local audiences should be the primary target given the relatively small total catchment of the town.

4.100 The anecdotal experiences of other towns and cities both domestically and internationally has suggested that high quality leisure and cultural facilities play an important role in attracting and retaining residents. Quality provision and a thriving arts and cultural scene can help, in particular, to increase a town's appeal to students selecting a university or young graduates, and retain graduates on completion of their degree due to their positive experiences.

4.101 Cities such as Leeds, Manchester and Sheffield have, in recent years, developed thriving cultural and music scenes that have increased their appeal to students and allowed them to retain educated young people having graduated.

4.102 Analysis suggests that Ipswich is currently relatively well provided-for in terms of arts and culture. The Council and other national and local stakeholders have invested significant capital sums in recent years on refurbishing the existing stock of venues and delivering new facilities such as Dance East and the New Wolsey. New venues are also planned by CSV (Zest) and Red Rose Chain (Witchbottle), subject to funding. Both would have the potential to add value to Ipswich's cultural offer, and complement current provision.

4.103 In light of these findings, it is suggested that any capital funding available be primarily invested in improving existing arts and cultural facilities rather than developing new venues. There is however scope to explore investment in facilities that allow groups to participate in the arts more regularly. While there is unlikely to be demand to justify the delivery of a larger theatre, there does appear to be latent demand for more performance space. This would be likely to be best delivered at an existing site such as the Wolsey to aid the effective management of the space.

4.104 The Council may also consider investing in other means of facilitating increased levels of participation and engagement in the arts over the coming years, and reviewing the quantity of provision again closer to 2025.

4.105 For example, the Council could encourage street theatre and performance in the town centre which would help to develop awareness of, and exposure to, the arts. It could also have the potential spin-off benefit of increasing levels of activity in the town centre beyond 5pm and keeping the streets busy. Through building demand with initiatives such as street theatre, there would be the potential to reach out to non-traditional arts consumers and to develop a market for arts and culture ahead of seeking to deliver any new capital infrastructure.

4.106 There are also opportunities to build on the existing work being undertaken by bodies such as CSV, IP1 and the New Wolsey to engage more young people with the arts. Encouraging participation amongst children has been shown to have a significant impact on their later demand for arts and culture as adults, and this will in turn generate a need for more venues, as well as potentially producing a more creative population.

5. Heritage needs analysis

05

Introduction

5.1 This section summarises the needs analysis findings in relation to heritage facility provision, drawing upon each element of the research undertaken, as detailed in Section 1.

5.2 For the purposes of this report, 'heritage' refers solely to built venues and includes:

- Museums
- libraries
- churches.

5.3 These venues and facilities are considered in turn below. As with arts and cultural provision, it is not possible to determine 'need' according to a number of venues. This analysis therefore draws on a range of research findings to build an overall picture of need for these facilities within the borough.

5.4 Headline findings relating to these facilities can be summarised as follows:

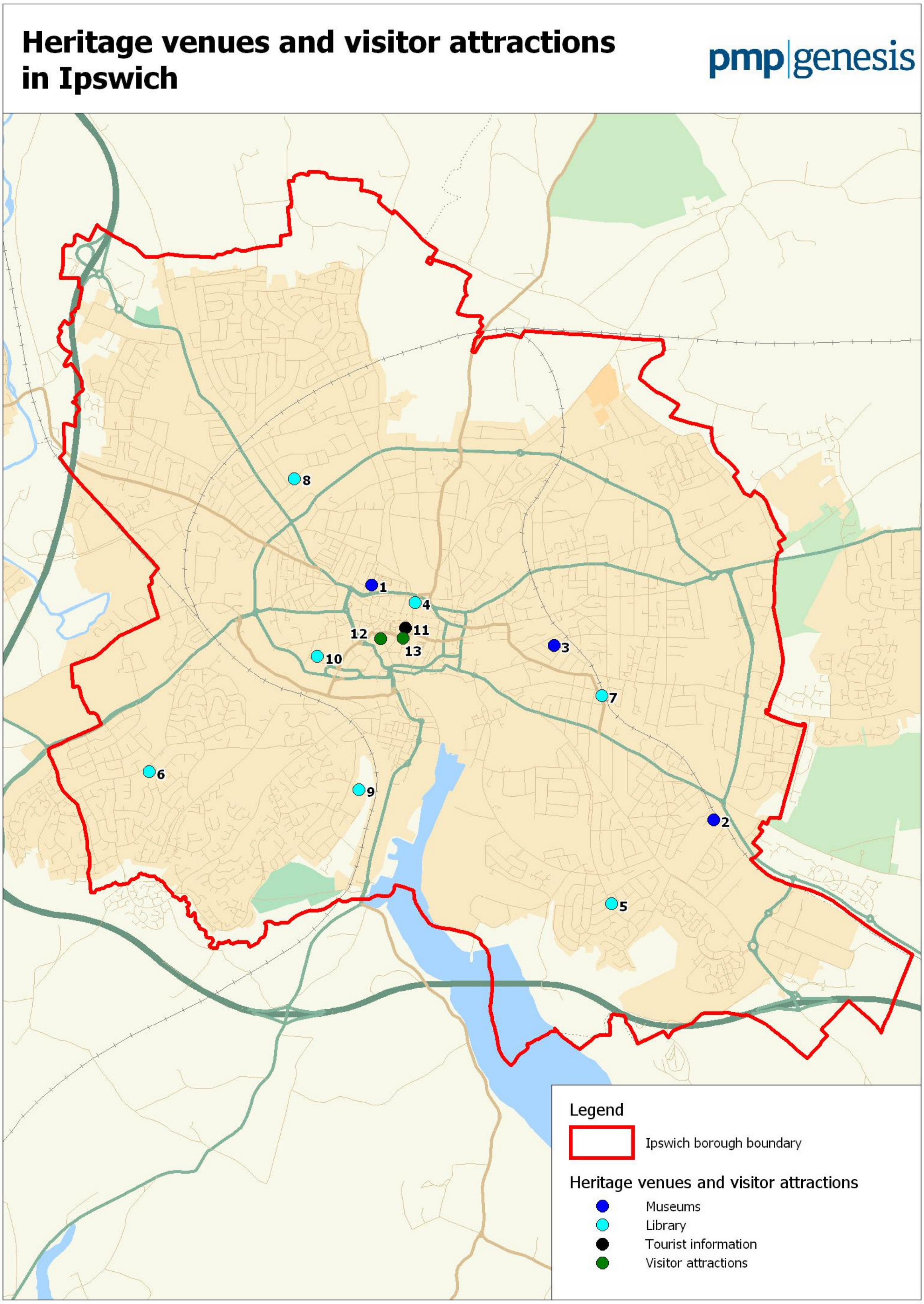
Summary of headline issues and findings	
Museums	• Ipswich residents have a below average propensity to visit museums • Ipswich Museum has potential scope for significant growth and the Council has aspirations to develop it as a major attraction. It is considering an HLF submission in order to develop the Museum, and if successful this could form the basis of an iconic venue and resource • the development of a coherent and appealing marketing message that links the Borough's venues and capitalises on heritage attractions elsewhere in the region, and investigates the use of temporary displays, could potentially help to boost visitor numbers at Ipswich's museums. **Pursue an HLF application and investigate additional funding sources to enable Ipswich Museum to be developed as a major museum attraction.**
Libraries	• Ipswich currently contains six static libraries, managed and delivered by Suffolk County Council • current provision largely meets national performance standards, though not all sites record full performance data to analyse • given population projections to 2025, Ipswich's library provision will need to be increased (i.e. new facility) and/or opening hours increased at current libraries to meet national standards

Summary of headline issues and findings	
	Explore with Suffolk County Council opportunities to improve performance against national indicators to ensure that facilities meet local need.
Churches	• full audit of churches not completed – only those with extended (i.e. beyond purely faith-based) usage • investment has been made in renovating churches in recent years to extend their usage **Continue to actively support opportunities to use Ipswich's church buildings for temporary exhibits and other functions that provide a community arts and heritage benefit beyond religion.**

Audit and mapping

5.5 pmpgenesis has audited heritage venues in Ipswich. These facilities are detailed in Appendix B and illustrated on Map 5.1 (alongside visitor attractions) overleaf. Further information on each of these venues is provided within this section.

Map 5.1 Heritage venues and visitor attractions in Ipswich



NORTH

Museums

5.6 The audit has identified the following museum sites in Ipswich:

- Ipswich Museum
- Ipswich Transport Museum
- Clifford Road Air Raid Shelter Museum.

5.7 ACE data suggests that Ipswich residents have a below average propensity to visit museums. Residents of the Borough are projected to be c.7% less likely to have visited a museum in the last 12 months than the national average. This extends to a reduced willingness to travel to London to visit museums.

5.8 It is expected that the market for local museums will extend beyond the Borough, and that they will appeal to visitors and tourists. However, the 30 minute and 90 minute drivetime catchments do not exhibit demographic characteristics suggesting a high propensity to visit museums.

5.9 Consultation has not suggested a significant local 'need' per se for more museums. Rather, new developments tend to be more outward-looking with the intention of increasing tourism and visitor numbers.

5.10 Ipswich Museum has though been identified through consultation as being in need of investment to fund improvements. It is believed that the Museum is likely to be a strong candidate to receive priority for Council funding, and that it has substantial scope for growth and that given the available site footprint the Council has aspirations to turn it into a world-class facility and major attraction.

5.11 As previously noted, a major HLF bid is planned and the success of this bid will be instrumental in deciding the future direction of the service and the use of the building. Initial Scoping for a Stage 1 HLF bid is due to be completed by Autumn 2010, with a submission date targeted for a Stage 1 HLF bid of Spring 2011. Subject to success with Stage 1, the production of a Stage 2 HLF bid is expected to follow in early 2012 with project completion in Spring 2013. There is believed to be potential scope to condense this timeframe should Ipswich & Haven Gateway progress in the City of Culture competition.

5.12 The vision for the Museum is for it to include a number of collections including some based around the region's Saxon history, a Victorian 'Cabinet of Curiosities', and world collections, and for an iconic design to develop its appeal.

5.13 Based on consultation and market analysis, the development of a coherent and appealing marketing message that links the Borough's venues and capitalises on heritage attractions elsewhere in the region could potentially help to boost visitor numbers at Ipswich's museums, both locally and more widely. Consultation has suggested the value placed on using the museums to engage with the wider community, and marketing and investigating temporary displays elsewhere in the Borough would be likely to support this aspiration.

Libraries

5.14 Libraries form a key element of the heritage/cultural facility stock in the Borough. The service is currently managed and delivered by Suffolk County Council. As with all other leisure, sport and cultural facilities, it is important that they meet the demands of local residents.

5.15 The audit has identified the following sites:

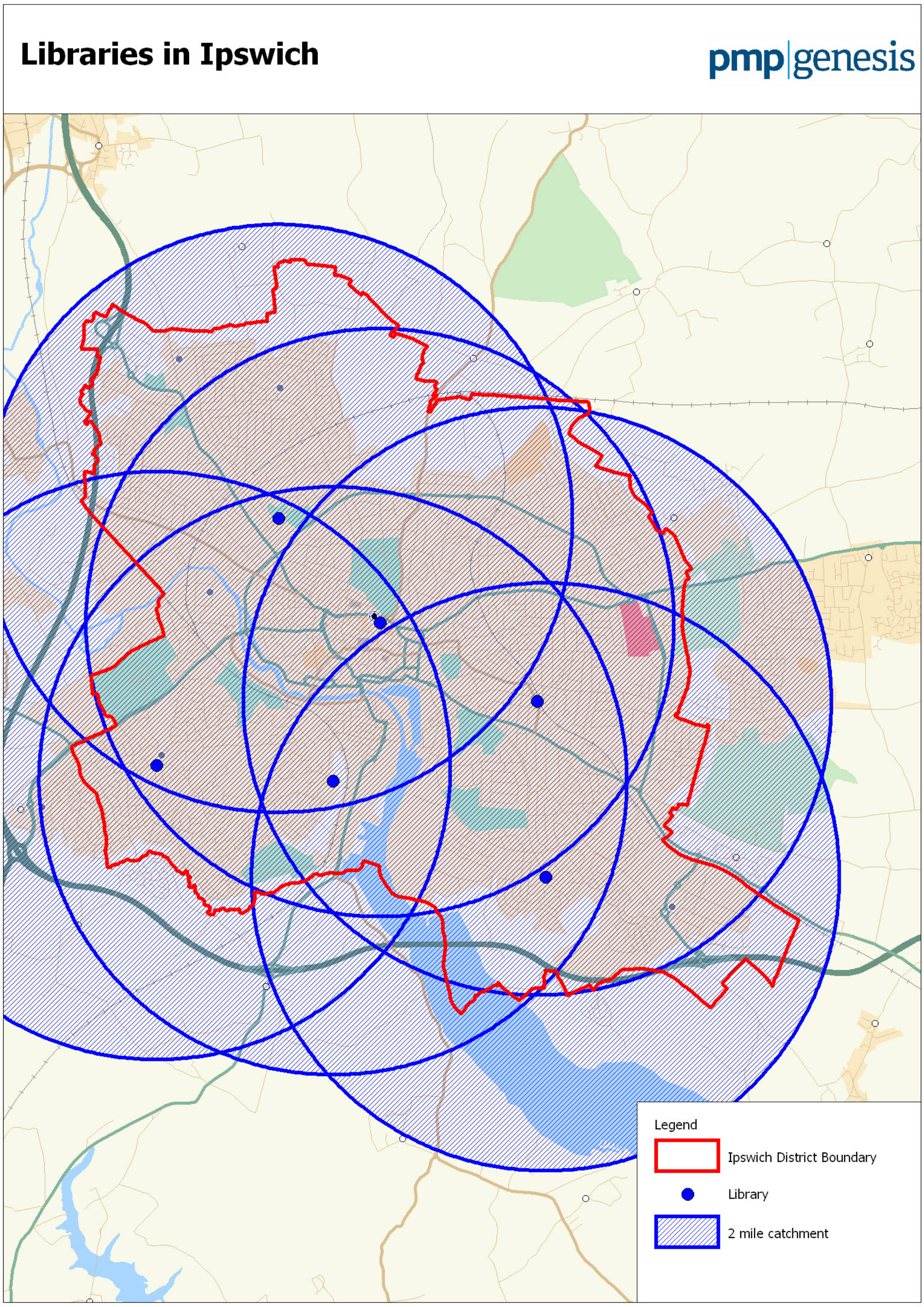
- Chantry Library
- County Library
- Gainsborough Library
- Rosehill Library
- Stoke Community Library
- Westbourne Library.

5.16 The County Council also offers an Adult and Community Service Office and mobile library service to complement this provision.

5.17 We have set out the current library context in Ipswich with a review of current facilities that assesses the distribution of sites and benchmarks their performance against government guidelines. This assessment has applied to both the current and projected future population of Ipswich.

5.18 As with leisure facilities in particular, the distribution and accessibility of libraries is crucial to ensuring they are fully utilised by residents. The distribution of libraries across the Borough is illustrated below on Map 5.2 along with their two mile catchments. This map serves to demonstrate that 100% of the borough population is within two miles of a library facility.

Map 5.2 Libraries in Ipswich



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5.19 The DCMS published the Public Library Service Standards in June 2008. Standards set are the most recent revision of the Framework for the Future (first revised in 2004). Local authorities report their position against the service standards in their annual statistical return to CIPFA. Table 5.1 below sets out these targets and Ipswich's performance.

Table 5.1 Ipswich's performance against Public Library Service Standards

Standard	Details	Target	Current performance	Pass/Fail
PLSS1	Proportion of households living within specified distance of a static library	100% within 2 miles	100%	PASS
PLSS2	Aggregate scheduled opening hours per 1,000 population for all libraries	128 hours per 1,000 population	111.5	FAIL
PLSS3	Percentage of static libraries providing access to electronic information resources connected to the Internet	100% (open more than 10 hours a week with public internet access)	100%	PASS
PLSS4	Total number of electronic workstations with access to the internet and the libraries catalogue available to users	6 per 10,000 population	6	PASS
PLSS5	Requests:			
	i. Percentage of requests for books met within 7 days	50%	69%*	PASS
	ii. Percentage of requests for books met within 15 days	70%	79%*	PASS
	iii. Percentage of requests for books met within 30 days	85%	88%*	PASS
PLSS6	Number of library visits per 1,000 population	6,800 visits	N/A#	N/A
PLSS7	Satisfaction levels	Based on full public survey, therefore not included within this analysis	N/A	N/A

Standard	Details	Target	Current performance	Pass/Fail
PLSS8	Satisfaction levels	Based on full public survey, therefore not included within this analysis	N/A	N/A
PLSS9	Annual items added through purchase per 1,000 population	216 additions	N/A#	N/A
PLSS10	Time taken to replenish the lending stock on open access or available on loan	6.7 years	6.4 years*	PASS*

* statistics solely based on performance of Gainsborough Library. Data for other libraries in Ipswich not provided.
\# current position not calculated due to unavailability of sufficiently robust information

5.20 The availability of data from Suffolk County Council is currently such that it is not possible to produce robust assessments of performance against all criteria at this stage.

5.21 However, based on the above assessment it is recommended that, in order to address projected need, Ipswich's libraries need to make improvements to:

- aggregate opening hours per 1,000 population:
  - current performance is 264.5 opening hours per week, across the six sites (111.5 hours per 1,000 based on 2010 population; 92 hours per 1,000 population based on 2025 population projection if no increase in hours is delivered)
  - recommended standard is 128 hours per 1,000 population – requiring total opening hours of 305 hours (**an increase of 38.5 hours**) based on 2010 population; and 372 hours (an increase of 105.5 hours) based on the 2025 population projection
- total number of electronic workstations with access to the internet and the libraries catalogue available to users:
  - although current provision meets the specified requirement (six per 10,000 population), the projected population growth reduces this to five per 10,000 population if no increase in stations is delivered
  - recommended standard requires the provision of 91 stations to meet projected demand in 2025 – an **increase of 11 stations over current provision levels**.

Churches

5.22 The Borough's churches are referenced in the preceding section of this report as appropriate, to acknowledge the role that they currently play, and could potentially play, in arts and cultural provision.

5.23 As such, an exhaustive audit of sites is not presented in this report. Where sites continue to play a formal, religious role (and have not been identified as potential venues for leisure, culture or art) they are therefore not referenced in this needs analysis.

6. Other facilities needs analysis

06

Introduction

6.1 This section summarises the needs analysis findings in relation to other forms of cultural and leisure facility provision, drawing upon each element of the research undertaken, as detailed in Section 1.

6.2 These facilities include:

- community halls
- commercial leisure
- visitor attractions
- parks and open spaces.

6.3 Each of these facility types is considered in turn below.

Community halls

6.4 Community halls provide a valuable resource for local communities, with the potential to supplement sports hall provision but perhaps more importantly to be local hubs and a focus for social interaction while also serving as a meeting space.

6.5 Research findings relating to community halls are provided below. Headlines issues and findings can be summarised as follows:

Summary of headline issues and findings – community halls

- there is currently a good geographical spread of community halls in Ipswich, providing access for the majority of the Borough within close proximity
- consultation completed as part of the Council's PPG17 study suggests that local residents generally consider the provision of community halls to be sufficient with only 13% of household survey respondents believing that there were 'not enough'
- while there may be scope to rationalise sites that are close geographically, the current ownership of these sites (i.e. not all being owned by the Council) would be likely to make this more difficult.

Recommendation:

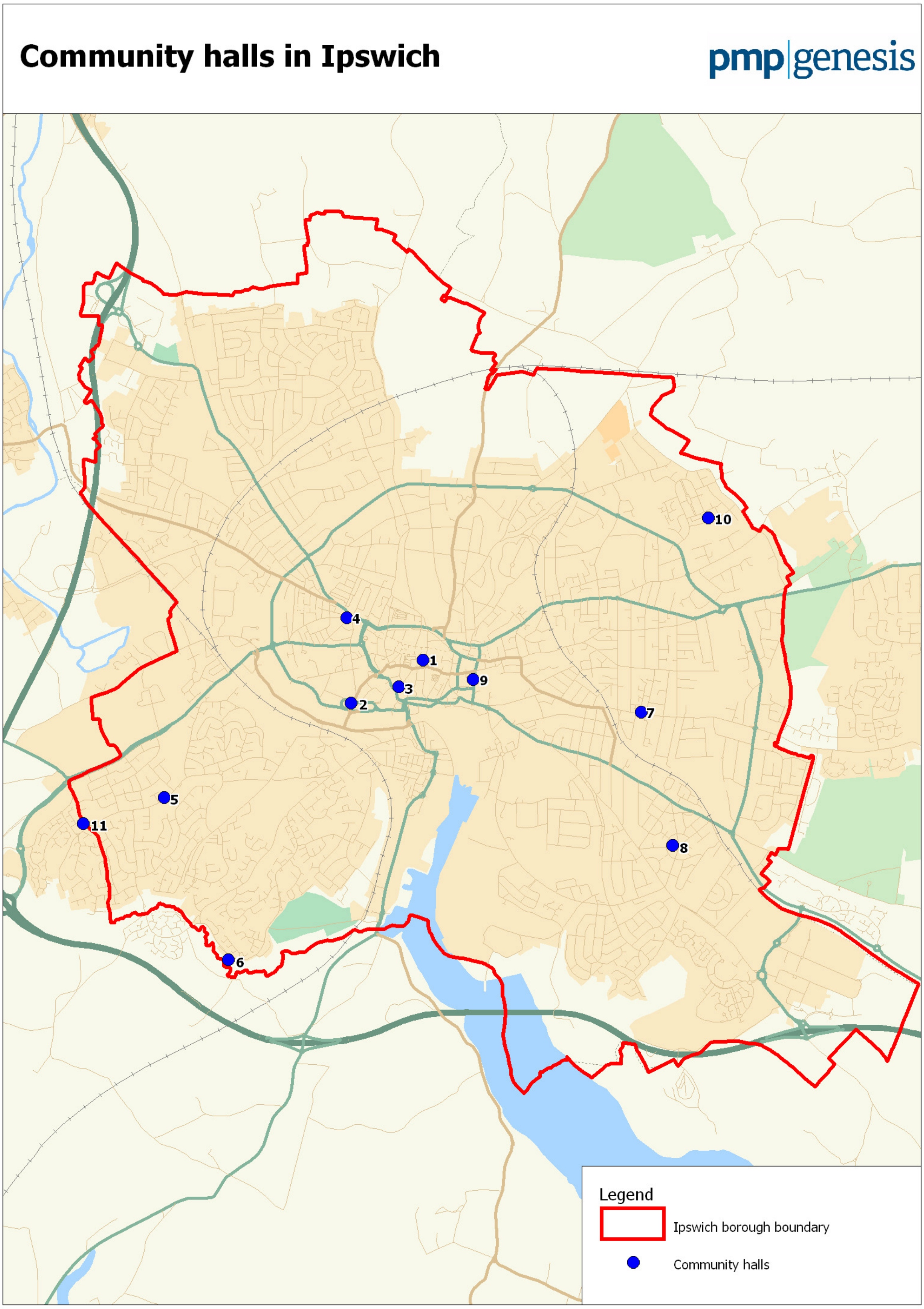
There is not considered to be sufficient need to justify any additional community hall provision in Ipswich.

6.6 The audit has identified 11 community halls, including:

- St Lawrence Church
- Community Service Volunteers
- St Nicholas Centre
- Oasis Drop-in Centre
- Hawthorn Drive Day Centre
- St Peters Church
- Sidegate Lane Community Centre
- The Salvation Army Ipswich Priory Centre
- Waterfront Community Centre
- Dumbarton Hall Boy Scouts
- Pinewood Community Hall.

6.7 Map 6.1 shows the geographical spread of community halls in Ipswich.

Map 6.1 Community hall provision in Ipswich



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NORTH

6.8 The household survey analysis completed as part of the Council's PPG17 study showed that local residents generally considered the provision of community halls to be sufficient with 57% responding that there were 'enough' or 'more than enough' venues and only 13% stating that there were 'not enough'. A large percentage (30%) of those completing surveys did not offer an opinion on the quantity of provision, suggesting that they are not used by all sections of the community.

6.9 Map 6.1 illustrates that there is presently a good dispersal of sites across Ipswich, with the possible exception of the North West of the Borough. While there may be potential scope to rationalise some of these community halls, the current mixed ownership of these sites would be likely to make this more difficult.

6.10 There is not considered to be sufficient need to justify any additional community hall provision in Ipswich.

Visitor attractions

6.11 Tourist or visitor attractions are places of interest which attract tourists, typically for their inherent or exhibited cultural value, historical significance, natural or built beauty, or amusement opportunities.

6.12 At their broadest, visitor attractions might include historical places, monuments, zoos, aquaria, museums and art galleries, botanical gardens, castles, buildings of specific architectural merit, national parks and forests, and theme parks.

6.13 Research findings relating to visitor attractions are provided below. Headlines issues and findings can be summarised as follows:

Summary of headline issues and findings – visitor attractions

- specific attractions can help to drive local tourism through appealing to potential visitors from beyond Ipswich and even from beyond the region, thereby delivering significant economic impact
- attractions, by their nature, typically appeal to non-residents and therefore have limited use by local residents
- the Borough has a number of significant visitor attractions such as museums, theatres and parks (considered elsewhere in this report)
- beyond these facilities, new build visitor attraction developments are almost exclusively private sector led and driven either by identified need or a perceived opportunity to create a market
- there are existing visitor attractions inside Ipswich and in the surrounding (i.e. 30 minute drivetime) catchment, as well as new attractions currently under development.

Summary of headline issues and findings – visitor attractions

Recommendation:

New populist visitor attraction development is invariably private sector led and funded, with local authorities solely acting as a planning body and, potentially, assisting with any necessary infrastructure improvements. The Council should not be seeking to invest public funds in developing visitor attractions (beyond those identified previously specific to theatres and museums), as the private sector is better placed to manage mass appeal projects and associated risk. The Council may however seek to facilitate their delivery through the planning process and encouraging outside investment.

6.14 This part of the report includes attractions identified through the audit that have not been covered in their own right in earlier sections, such as theatres and museums. The audit has identified the following attractions under this classification:

- Unitarian Meeting House
- Gemini Travel Ghost Walks
- Blue Badge Walks/Tourist Information Centre.

6.15 This audit has specifically included only those visitor attractions within Ipswich Borough's administrative boundaries. pmpgenesis acknowledges that there are a number of other significant attractions in Suffolk and in East Anglia. The plans for SnOasis are also now at an advanced stage and if delivered would provide a valuable venue with significant regional tourist appeal, although this is outside the Borough boundary.

6.16 New visitor attractions (i.e. those not linked to specific cultural or heritage facilities such as theatres or historical venues) are typically funded and delivered by the private sector, and therefore market-led based on a perceived need.

6.17 We would not expect Ipswich to invest significant public money in visitor attractions without major senior support from the private sector. Private sector support for projects will be contingent on a perception of market need, and the Council need therefore not play a key role in developing these projects.

Commercial leisure

6.18 Commercial leisure developments might include ten-pin bowling, paintballing, large children's soft play facilities, cinema, 'laser quest'-style games and commercial sport (eg 5-a-side football centres). Cinema has been covered previously in Section 4 of this report, which analysed the need for cultural and arts provision.

6.19 Research findings relating to commercial leisure are provided below. Headlines issues and findings can be summarised as follows:

Summary of headline issues and findings – commercial leisure

- commercial leisure facilities can be important resources for residents, while also attracting visitors from neighbouring local authorities (and potentially further) to Ipswich, thereby bringing economic impact to the Borough
- these developments are almost exclusively private sector led and driven either by identified need or a perceived opportunity to create a market
- there are commercial leisure developments both inside Ipswich and in the surrounding (i.e. 30 minute drivetime) catchment
- a Goals Soccer Centre is under development in the Borough, which will provide a valuable resource for Ipswich.

Recommendation:

Commercial leisure development is invariably private sector led and funded, with local authorities solely acting as a planning body and, potentially, assisting with any necessary infrastructure improvements. The Council should not be seeking to invest public funds in commercial leisure, as the private sector is better placed to manage these projects and associated risk, but may seek to facilitate their delivery through the planning process and encouraging outside investment.

6.20 As with visitor attractions, the pmpgenesis audit has specifically included only those commercial leisure facilities within Ipswich Borough's administrative boundaries. There are again a number of other commercial leisure developments within close proximity of Ipswich, such as Anglia Indoor Karting to the west and Kingpin Bowling Centre to the east. Identified commercial leisure sites in Ipswich include:

- Quasar (at Ipswich Indoor Cricket Stadium)
- All Fired Up
- Solar Bowl
- Snakes & Ladders
- Co-operating Education Centre.

6.21 Commercial leisure developments are typically funded and delivered by the private sector, and are therefore market-led and based on an identified need or a perceived opportunity to create a market.

6.22 We would not expect to see the Council contributing financially towards the development of commercial leisure projects. However, if it is able to encourage and facilitate the delivery of sites through the planning process, then commercial leisure opportunities are likely to provide important and valued facilities for residents, as well as attracting people into the Borough from surrounding areas.

Parks and open spaces

6.23 The correct provision and promotion of high quality, accessible leisure facilities is a vital component of improving quality of life, creating vibrant, healthy communities and improving local and national Infrastructure. Parks and open spaces can play an important role in improving levels of physical health and emotional and psychological wellbeing.

6.24 The role of these spaces in providing opportunities for active recreation is likely to be particularly key in Ipswich, where current levels of physical activity are significantly lower than the national average. Open spaces can also potentially be used as performance spaces for culture and the arts.

6.25 Research findings relating to parks and open spaces are provided below. Headlines issues and findings can be summarised as follows:

Summary of headline issues and findings – parks and open spaces

- Ipswich's parks and open spaces are important local resources and highly valued by residents and visitors
- there is scope for these spaces to play a valuable role in increasing physical and emotional health in the Borough, and strong links to cultural and leisure opportunities
- the Council has set ambitious targets for increasing levels of provision over future years.

2025 position:

Shortfall of provision equating to:

- Parks and Gardens: 25.3ha
- Natural and semi-natural open space: 43.9ha
- Amenity greenspace: 11.6ha
- Play areas for children: 1.3ha
- Provision for teenagers: 1.6ha
- Outdoor sports facilities (excludes golf courses): 40.2ha.

This indicates that the Council needs to work positively to realise the required increases that it aspires to deliver. Based on local consultation and analysis there is demand for significant additional open space across all PPG17 typologies for which quantitative standards are set.

6.26 The Council's recently-completed PPG17 study assessed the quality, quantity and accessibility of open space in Ipswich, on the basis of local need. The prime objectives of the study were to:

- establish local standards for the provision of open space, sports and recreation facilities that reflect the community's needs and local circumstances
- provide an analysis of areas with identified surpluses or deficiencies of provision across the Borough
- inform the development of a strategy for the protection, planning, management, improvement and enhancement of open spaces, sports and recreation facilities

- inform and provide an evidence base for site allocations and policies contained within the Ipswich Local Development Framework

- provide a robust evidence base for the development of policy in Ipswich's development plan documents and supplementary planning documents.

6.27 This Strategy was informed by extensive local consultation including household survey, 'drop-in' session engagement with the public, a survey of local school children, and discussions with key officers, members, and other major stakeholders.

6.28 Based on this analysis, local standards were derived to meet the specific needs of Ipswich for different types of space. This included quantitative standards, on a per capita basis, for the amount of open space needed to meet local need. On this basis, and assuming the projected population growth to 2025, Ipswich needs to provide additional open space equating to:

- Parks and Gardens: **25.3ha increase in provision**

- Natural and semi-natural open space: **43.9ha increase in provision**

- Amenity greenspace: **11.6ha increase in provision**

- Play areas for children: **1.3ha increase in provision**

- Provision for teenagers: **1.6ha increase in provision**

- Outdoor sports facilities (excludes golf courses): **40.2ha increase in provision**.

6.29 The Council has set highly aspirational targets for the quantity of open space provision, representing an increase in per capita levels for each type of open space identified by PPG17. These standards specify the aim to deliver significant additional open space in the Borough in future years, based on an analysis of local need in Ipswich.

Summary

6.30 This section of the report has summarised local need for a series of facilities and venues that do not fit within one of the headline categories considered previously, namely sports facilities, cultural facilities, or heritage facilities.

6.31 These sites nevertheless play an important role for local residents and in attracting visitors to the Borough. Attractions and appealing parks and open spaces, have strong potential to appeal to visitors which helps to stimulate the local tourism market.

7. Summary

07

7.1 This study has involved extensive research and consultation in order to produce a strategic overview of existing and required leisure and cultural provision in Ipswich. The work has established the base position, identified requirements for the next 15 years, and sought to highlight that a range of actions and interventions will be required for the Borough to move towards achieving its aspirations.

7.2 The emerging picture of provision now and in the future will be critical in shaping the Council's cultural strategy. However, the strategy will only become reality with full stakeholder commitment to deliver rather than simply continue to debate the opportunities that lie ahead. It is therefore important for the Council and its stakeholders to take up the challenge to address the study's findings.

7.3 A series of key actions are now required to deliver on the findings of this study and implement the developments necessary to drive culture and leisure in Ipswich forward over the next 15 years.

7.4 These include both facility specific developments and overarching actions for cultural and leisure provision as a whole, which might include:

- developing an investment priority matrix to guide the use of future funding available, based on established criteria designed to meet need and deliver best value
- completing a full management options review for Council leisure facilities in the Borough to establish the optimum management route to deliver service improvements and efficiency savings
- preparing a communications strategy to take forward the needs identified in thisreport, and ensure that key stakeholders remain engaged and on board with the development of culture and leisure in Ipswich, particularly since the necessary prioritisation may mean that some groups' wishes are not fully met.

7.5 As previously noted in the report, this needs analysis has been facilities based, and does not focus on service and initiative issues that will be addressed by the Council in its cultural strategy. However, based on our research findings, we would expect these to include:

- outreach and initiative programmes designed to maximise the appeal and impact of culture and leisure in the Borough
- the optimum management of the Council's facilities, based on the outcomes of the Council's proposed management options review
- methods for ensuring communication and synergy between venues and across sectors
- Ipswich's branding/marketing and the role of culture and leisure within this.

7.6 pmpgenesis would like to thank the Council and all of the stakeholders consulted for their time, information and enthusiasm shown throughout the study, and hope that these collective energies can be targeted towards further improving the delivery of culture, sport, arts and leisure in Ipswich to 2025 and beyond.

Appendix A Review of strategic documents

App. A The table below provides a full review of those strategic documents consulted in the development of this study, identifying their key findings and their relevance to this analysis of cultural and leisure need in Ipswich.

Document	Key findings/themes	Relevance to future culture and leisure in Ipswich
NATIONAL		
Family Spending (Office of National Statistics, 2008 edition)	The last 20 years has seen substantial increases in the amount spent in the UK on leisure and recreation activities. Rising disposable incomes and developing consumption trends mean modern households now devote almost a fifth of their weekly spending to leisure goods and services, such as trips to the cinema, theatre, internet links and satellite TV.	This trend provides opportunities for leisure and cultural facilities to attract spending which will boost their sustainability. The increase has however tailed off since 2002-3, and shrunk further in the economic downturn. As expenditure on recreation and culture has increased, so has competition for this consumer spending. This is particularly linked to the emergence and development of new delivery channels and home entertainment choices. To maximise appeal new provision in Ipswich should ideally capture the attention and deliver unique opportunities to differentiate from other facilities in the market.
	Average weekly household expenditure in the UK in 2007 was £459.20. As in previous years, spending was highest on transport at £61.70 a week, with the next highest expenditure on recreation and culture at £57.40 a week. Of this, spending on sports admissions, subscriptions, leisure class fees and equipment hire accounted for £5.20 a week and £2.00 was spent on admissions to the cinema, theatre and museums. Household spending was highest in the East region, with average weekly household expenditure of £63.60, of which sports admissions and leisure classes accounted for £7.00 a week and £2.30 was spent on admissions to the cinema, theatre and museums.	Where the head of house is employed, statistics suggest a significantly higher weekly spend on recreation average (£69.30 per week, compared to £40.20 for households with an economically inactive household reference person - HRP). With higher than average spending on recreation and leisure in the East region, there would appear to be potential opportunities for new and improved facilities and venues in Ipswich to attract usage and be sustainable.
	Expenditure on recreation and culture, as a proportion of total spending, increased from 10% among households with a household reference person (HRP) under to 16% among households with an HRP aged 65-	With their higher levels of education (and demographic trends showing an increase in the average age of the population), tomorrow's seniors might also be expected to boost museum and performing arts attendance. However, engagement declines in late middle age. Arts

Document	Key findings/themes	Relevance to future culture and leisure in Ipswich
	74, after which the proportion fell again to 13% among those with an HRP aged 75 years or over. It is highest among households with an HRP aged 30-65.	attendance is currently significantly lower among those aged 75 or older. In reviewing the Borough's demographic profile, it is important to note the impact of this trend on attendance at arts events in projecting future demand.
Creative Britain – New Talent for the New Economy (DCMS, 2008)	The creative industries must move from the margins to the mainstream of economic and policy thinking, as we look to create the jobs of the future. The bedrock on which the strategy is built is the Government's fundamental belief in the role of public funding to stimulate creativity and sharpen Britain's creative edge. The vision is of a Britain in 10 years' time where the local economies in our biggest cities are driven by creativity. It is a vision of creativity as the engine of economic growth for towns, cities and regions.	Ipswich is seeking to put in place the infrastructure that will allow it to achieve this vision. The delivery of this vision will be contingent on both physical and psychological factors. In attempts to grow the role of the creative industries and culture in Ipswich, it will be important that the Borough is able to offer fit-for-purpose facilities that encourage participation in, and attendance at, the arts.
	Young people benefit from artistic and cultural experiences in many ways. There is the sheer pleasure and enjoyment of seeing, listening and taking part; the building of confidence and presentation skills; the possibility of igniting a life-long passion. For some, the opportunity to experience the highest quality art and culture in schools will be the key that unlocks their creative talents, opening them up to the possibility of a future career in the creative industries.	The Council should seek to determine current and future demand for facilities to ensure that cultural and leisure facilities are well suited to meet the needs of children and adults so that they may enjoy the benefits. This study will help to identify the infrastructure needed to realise this.
	Arts Council England will help deliver the objectives of the Creative Economy Programme with support targeted at projects that combine artistic excellence with commercial potential. The RDAs will establish a network of regional beacons for the creative industries. The approach will be piloted in the South West, South East, North West, North East and West Midlands regions, and will look at ways in which the business support framework can best deliver benefits for the creative industries.	Delivering sustainable facilities is also likely to be a key driver for the Council. While artistic integrity and value is important, this must be balanced with the need to be sustainable. On completion of these pilots, the Council should seek to heed the lessons of best practice in any future provision of arts and cultural facilities in Ipswich.
	Through the LGA, and with the RDAs, the DCMS will develop a 'menu for local infrastructure', which will be a tool to help local and regional authorities decide which	The Council should see to understand the implications and recommendations of this menu on its completion, and use it to help guide investment. However, it is important that identified local need is

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	developments – like flexible office and rehearsal space, or protection of existing venues and marketing – they might pursue to attract the creative industries to their areas, kickstarting their own creative hubs.	prioritised, rather than purely applying the national average.
Informing Change - Taking Part in the Arts (Arts Council England, 2007)	Research suggests arts engagement (both attendance and participation) is particularly affected by: – age - Engagement declines in late middle age. Attendance levels increase gradually with age from 16-54, after which they begin to decline. As well as having lower rates of attendance, older people are also less likely to participate in the arts; – ethnic group - Those who define their ethnic group as white are more likely to have attended and participated in arts events and activities; – social class - Those in lower socio-economic groups are less likely both to have attended arts events and participated in arts activities; – education - Those with either higher education or A-levels have a significantly higher propensity to attend than members of all other groups; – disability - People with limiting illnesses or disabilities are less likely both to have attended arts events and to have participated in arts activities than those without; and – region - The attendance rates in the East region are higher than everywhere except the South East and the South West. Participation is similar, with the East region ranked equal third (with London) behind the South East and South West in terms of arts participation.	There seem to be a number of barriers preventing people from attending arts events or participating in arts activities. Some of these appear to be primarily practical in nature (eg poor health, fewer arts opportunities outside London) while others are more attitudinal. For example, the persisting low levels arts attendance among those of lower social status, lower educational level and non-white ethnic background suggests these types of arts/cultural events are not seen to be relevant or accessible to a majority of the population. A range of different strategies (particularly programme-based) are therefore likely to be required to overcome both the practical and attitudinal barriers to engagement with the arts. The demographic profile of Ipswich Borough and the 30-minute drivetime catchment of the town centre do not exhibit characteristics that are associated with higher levels of engagement in the arts. In general, these catchments suggest a large number of factors limiting uptake of the arts – most notably below national average numbers of those in key age groups, below average percentages of ABC1 households. In the short-term, these factors are likely to limit demand for arts performances. While these underlying issues are unlikely to be easily changed, the Council and local delivery agents can nevertheless pursue other methods to drive increased uptake and stimulate demand. This might include delivering new facilities, subsidising the development or delivery of appealing product, or investing in communicating the accessibility and benefits of culture.
	More than half of adults attending all the event types only attend once or twice a year. For a number of events this is the case for over three quarters of their audience (carnival, African or Asian dance, ballet, culturally-specific festival, contemporary dance, opera or operetta). These events are clearly rare, special	Attendance at arts events tends to be infrequent, This may be attributable in part to cost considerations or a shortage of available and desirable product. The Council should seek to understand the primary impediments and look to prioritise any efforts in this area to remove barriers to

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	occasions in the attendees' annual calendar. Similarly, a high proportion of those adults attending 'other theatre', which includes the seasonal favourite Christmas pantomime, do so only once or twice a year (69%). At the other end of the spectrum, book or writing events and other live music (not jazz or classical) attract more regular attendance, one in six of their audience members attending at least once a week or once a month.	engagement. While this might be facilities based, it is also likely to be impacted by initiatives and communication, and pricing, to attract from a wider audience base and secure more regular attendance at events in Ipswich.
	For arts participation, the most typical regular pastimes, engaged in at least once a week, are playing a musical instrument for one's own pleasure and doing textile crafts, both of which can be done at home at one's leisure. People engage in other creative activities such as making of film or videos and writing poetry much less regularly.	The most popular forms of arts participation often do not require the provision of any specific facilities. However, if the Council is keen for residents to take the next step towards public performance it is likely that investment in facilities will be necessary to (continue to) deliver quality performance spaces.
Music	Some key observations related to attendance at music events (classified as classical; opera; jazz; other live performance) observed by Taking Part include: – the best attended type of music event is 'other live music' (classification ostensibly relates to pop/rock concerts) - 24% of adults attend at least once a year; – opera has the smallest reach – only 4% attend at least once a year; and – most attenders at any given type of music event attend once or twice a year.	Data illustrates that no musical event or activity reaches a majority of the population. In comparison with other arts events, attendance at 'other live music' events is relatively high. The rates of attending opera and jazz are relatively low. Playing a musical instrument for one's own pleasure is among the more popular arts activities. In contrast, performing in an opera or operetta is among the most niche types of artistic activities, alongside participation in ballet (1%) and performing in a play/drama (2%).
	Playing a musical instrument for pleasure is the most popular, and most typically regular (weekly participation), musical activity. There is of course overlap between those who have engaged with these various events and activities. For example, over a quarter of those who had attended a classical music concert had also attended opera in the past 12 months2.	Taking overlap into account, 33% of English adults have attended at least one music event in the past 12 months, while 15% have participated in at least one musical activity. The combined reach of music through either attendance or participation is 39% of the English population.
Dance	The survey shows low attendance at and participation in	In comparison with other arts events, dance events are among the most

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	dance among the English adult population. Some key observations include: – attendance at all dance events is very low; – most of those who attend dance events do so relatively infrequently; and – participation rates are also low – less than 1% of adults have participated in ballet and around 8% in other types of dance activities at least once a year.	poorly attended events surveyed in Taking Part, alongside opera (4% attended at least once in the past 12 months) and video/electronic art events (4%). The rates of active participation in ballet are also low in comparison with participation in other arts activities. This suggests that dedicated dance space is unlikely to be heavily used, and multi-purpose space capable of use by a range of performance arts as well as dance. Taking account of overlap between groups, 7% of English adults have attended at least one type (contemporary, ballet, African/Asian) of dance event in the past 12 months, while 9% have participated in at least one dance activity. The combined reach of dance through either attendance or participation is 14%.
Theatre	The survey shows levels of attendance at and participation in theatrical performances among the English adult population. Some key observation include: – other theatre performances, such as musicals and pantomime, have the best reach, attended by around one in four English adults; – the majority of those who have attended theatre or street arts/circus have done so relatively infrequently (once or twice a year); – more frequent attendance is most common among those attending plays/dramas - 11% have attended at least three times in the past 12 months; and – the participation rate in amateur theatre is c.2%.	In comparison with other arts events, both types of theatre are among the better attended events surveyed in Taking Part, second only to cinema and museums/galleries, and with similar rates of attendance as other live music events (including rock/pop) (24% attended at least once in the past 12 months) and art exhibitions (22%). Taking part in a theatre performance is, in contrast, one of the most niche arts activities, alongside making films or videos (2%), ballet dancing (0.5%) and performing/rehearsing in opera or operetta (0.5%). Taking account of overlap between audiences, the combined reach of theatre and street arts/circus through both attendance and participation is 42%. Although this is the artform with the highest level of engagement it remains a minority pastime/activity. However, as the artform with greatest penetration the Council should consider opportunities to stimulate the product and venues needed to drive attendance and participation in theatre/drama.
Visual arts and crafts	In comparison with other arts events, the attendance rate at museums/galleries is high (second only to cinema). Also art exhibitions are one of the top five arts event types in terms of total reach (in attendance terms). As for participation, painting/ drawing, textile crafts and computer art/animation are among the most popular arts activities surveyed in Taking Part, while making films/videos is one of the most niche artistic pastimes.	Taking account of overlap between groups, 50% of English adults have attended at least one kind of visual arts venue/event in the past 12 months, while 37% have participated in at least one activity. The overall reach of visual arts and crafts through either attendance or participation is 62%.

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From indifference to enthusiasm: patterns of arts attendance in England (Arts Council, 2008)	The report has identified a number of barriers that prevent people from engaging with the arts. Some of these are primarily practical while others appear to be more psychological in nature. The importance of social status suggests that some people feel uncomfortable attending arts events or do not perceive arts attendance as an accessible or appropriate lifestyle choice. Qualitative research backs this up. The arts debate, the ACE's first public value inquiry, found a strong sense among many members of the public of being excluded from something they would like to be able to access, and a belief that certain kinds of arts experiences were not for 'people like me'. This feeling was found even among those who already had some degree of engagement with the arts.	To enable more people to engage with the arts it will be important for the Council and its local arts and cultural delivery partners to reduce the practical barriers preventing people from attending arts activities, while at the same time tackling the psychological barriers. To reduce the psychological barriers, the Council and the arts community could work together to: – provide information about practicalities of attendance (eg dress code, etiquette, the length of the intervals, content of the event itself); – ensure that arts venues are welcoming and are part of the local community; – bring the arts into people's everyday lives through using public spaces, and local communities; and – find new ways to develop a greater sense of public ownership of the arts in England, for instance inviting members of the local community to become ambassadors for arts organisations.
Encourage Children Today to Build Audiences for Tomorrow (Arts Council England, 2009)	This document builds on the findings of the Taking Part Survey to develop an understanding of the role of early engagement with the arts on attendance and participation in adulthood. Key findings include: – encouragement to attend arts events when growing up is associated with significantly higher chances of being an active arts consumer as an adult; – receiving encouragement to participate in the arts when growing up makes one more likely both to participate in arts activities and to attend arts events as an adult; – the effect of childhood experience is very strong, nearing in magnitude the effect of education – the strongest predictor of arts engagement; and – the level of parental encouragement differs by family background and personal demographics: parents of high social status are more likely to encourage their children to engage in the arts.	This research highlights the importance of initiatives such as Find Your Talent, which ensure all children have an opportunity to engage in the arts. It is important for the Council to examine ways to encourage children to engage with arts and culture where possible, be it through facilities or initiatives, or both. Evidence suggests this is an important determinant of demand in adulthood, though it is likely to take many years for this to be fully realised. Investment now is likely to be necessary to have a marked impact on demand in 15 years time at the conclusion of the timeframe governing this study.
	Overall 22% of English adults were taken to arts events	Encouraging, and providing opportunities for, children to engage with

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	by their parents at least once a year when growing up, while 16% were taken less often than once a year and 63% were never taken For participation, similar proportions of people received 'a lot' and 'a little' encouragement to participate when growing up, with 59% not receiving any encouragement.	and participate in the arts is a likely key determinant of future demand for the arts and culture. In order to stimulate future demand it is important that this trend is acknowledged and efforts made to remove both physical and psychological barriers to engagement in Ipswich if the cultural sector is to thrive.
	Young people today are exposed to a wide range of other experiences, which might have a more significant impact on their future tastes and preferences than engagement with the types of activities investigated in ACE's research. In any case, the demographic analysis suggests that the social inequalities in the take-up of arts opportunities are not about to disappear – they are connected to long-lasting social norms, lifestyle and behavioural patterns and are perpetuated from one generation to another, partly mediated by parents.	Providing more opportunities for children to engage in the arts outside the family context, and targeting particularly those children who are less likely to receive parental encouragement, might be one way to ensure that a larger number of people have a chance to experience and become familiar with the arts when growing up. This could take the form of activities in school lessons, after-school activities organised by the school or other evening and weekend activities in community venues. In any case information and marketing are likely to be a part of the solution in encouraging engagement. More people might be persuaded that the arts are for 'people like them' if they had more information not only about the artistic content but also about the practicalities of taking part, such as dress code and etiquette.
Arts Audiences: Insight (Arts Council England, 2008)	The information summarised in this publication is based on in-depth segmentation research that breaks down the English adult population in terms of their engagement with the arts. It provides insight into the patterns of arts consumption and attitudes towards the arts, how people spend their leisure time and what competes with the arts for people's attention. It also considers socio-demographic factors, media consumption and lifestyles.	The information presented is perhaps of more relevance to delivery agents in Ipswich, to enable them to better target and communicated their venues and products to the local market. Although further distinct analysis of the Ipswich catchment is necessary to determine its composition and to further inform strategy for venues, this report does provide headline analysis of groups based on their propensity to engage with the arts and the optimum means of appealing to them.
	The segmentation suggests the following national characteristics: – 9% are highly engaged; – 70% have some engagement; and – 23% are not currently engaged.	Those people not currently engaged with the arts are subdivided into 'older and home bound' (6%); 'limited means, nothing fancy' (2%); quiet pint with the match (8%) and 'time poor dreamers' (7%). Methods of engaging with and appealing to these groups vary, and are primarily focused around the marketing of events and venues rather than assisting with venue feasibility or planning. For example: – to appeal to older people, arts activities could be positioned as an

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		opportunity for seeing and meeting people or as a way to promote mental alertness and general well being; and – to appeal to those with limited means, arts might be positioned as part of a broader leisure opportunity. With any new or improved provision, it will be important to get the communication elements right to maximise engagement moving forward – capitalising on the appetite of those who are highly engaged, providing suitable options for those with some engagement, and encouraging those not engaged with arts and culture to explore what may be out there.
	This segmentation can help organisations working to increase arts engagement to identify target segments and develop tailored engagement strategies and marketing campaigns. The segmentation may potentially be used to: – increase collective knowledge about how people in England engage with the arts – putting individual projects into context; – develop potential new strategies for increasing arts engagement and expanding audiences; and – inform the marketing of existing arts opportunities In the first instance, the Arts Council will be using it to inform the design and delivery of a national participation campaign.	The demographic data provided by ACE projects the propensity of those in Ipswich Borough and Ipswich's catchment to attend different arts events. This study has not included analysis of the fully segmented catchments at this stage, though the Council and its partners in the arts may wish to investigate the collection/purchase of this data to further inform the marketing mix (product, promotion, price and place) for culture and the arts in Ipswich. The data available from ACE does illustrate however that Ipswich Borough residents have a lower than national average propensity to attend arts and cultural events. In light of this, it is important for the Council and its partners to continue to investigate new means of engaging with these groups – be it through new/improved facilities or a more initiative-based approach that seeks to stimulate interest as a first step, before building new, permanent provision.
REGIONAL		
Sport England, Creating Active Places – Sports Facilities Strategy for the East of England, Strategic Leisure, 2007	The strategy identified the following conclusions with regard to sports facility provision in Suffolk: – large undersupply of swimming pools which may increase if the County Council move to a two tier system and middles schools are closed – the lack of an 8 courts sports hall in Ipswich limits competitions that can be hosted – identifies Ipswich BC as undertaking a number of sports projects	Ipswich was identified as having significantly low participation rates amongst those aged 16 and over. It is possible that a strong correlation exists between lack of facilities and low levels of community sport and leisure participation. The Council should identify areas with shortfalls and community demand.

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	– currently Suffolk has the lowest level of sport hall demand and highest levels of unused capacity. However the limiting factor at many sites is the access policy, which should be addressed (i.e. through BSF investment) – in terms of swimming capacity, levels are average for the region although unmet demand is high due to the rural nature of Suffolk – provision of health and fitness is lower than the regional average and a large number of private sites limits access in several areas – there is a significantly lower level of indoor bowls provision in Suffolk compared to the region and a lower level of STP provision.	
	Facilities identified by NGBs for inclusion specifically in Ipswich include cycling provision, a fencing hall and competition squash courts. The report suggests that the following have already been proposed for Ipswich: – a 50 metre swimming pool; – additional STPs, including a specific water based hockey pitch; and – a ski complex (Snoasis).	The 2012 Olympics may provide a catalyst for development. Through a robust sport and leisure needs appraisal the Council should consider a range of funding sources, including S106 contributions from developers.
East of England Plan (Communities & Local Government, 2008)	Ipswich is identified as a key centre for growth. The sub-regional strategy aims to achieve transformational development and change throughout Haven Gateway which will provide for major housing growth, develop the diverse economy of the sub-region (including provision for the needs of an expanding tourism) and regenerate the sub-region to address unemployment, deprivation and social issues.	With the projected growth in population, it is important the Council puts in place the necessary facilities and other infrastructure to meet future demand for leisure and culture. This needs to be considered now and implemented in the medium-term where possible to ensure the Borough can meet future demand with the right quality, quantity, accessibility and breadth of cultural and leisure opportunities. These industries can play a key role in how the Borough is perceived and in so doing drive tourism and economic impact, as well as attracting new residents.
	The East of England provides a high quality urban and rural environment incorporating a wealth of cultural facilities, sites and activities which are enjoyed by both residents and visitors. The region has one of the main	The creative and cultural sector, and tourism, heritage and leisure should be supported as essential components of a successful regional economy, and given their role in increasing the satisfaction levels and mental and

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	concentrations of creative industries in the UK. Collectively, the culture sectors employ substantial numbers, make a major contribution to the region's economy, and can play a significant role in regeneration.	physical health of residents.
	Regionally or nationally significant leisure, sport, recreation, arts, tourism or other cultural facilities should be supported in locations where proposals: – will enhance existing facilities of regional or national significance or, elsewhere, reflect a sequential approach with priority to town centre locations; – meet sustainable development objectives; – maximise opportunities to use means of transport other than the car; and – are of an appropriate scale and impact.	The Council needs to carefully consider any new provision of leisure and cultural facilities, to ensure that they meet a clearly identified need and are developed in such a way as to be sustainable, with a robust business case. This does not necessarily mean that they must be profitable, but they should have any necessary subsidy secured and clearly justified on the basis of the value it delivers to the Borough. Their location should ideally boost this sustainability, maximising their accessibility and reducing the onus on users to use private transport to visit them. This will mean placing facilities in areas of greatest need and is likely to be focused around high density residential areas and the town centre.
Creating an Active Suffolk – Suffolk County Sports Facilities Strategy 2009-2016, Strategic Leisure	The strategy outlines various issues that will impact on future facility provision and priority areas in Ipswich, these include the following: – Emerging proposals for a 50 metre pool and the Snoasis complex in Ipswich – The need for a competition eight court sports hall in Ipswich – The development of the new Suffolk University within the Waterfront regeneration – The development of Suffolk College Network to explore student sport opportunities which will encompass the Ipswich campus – The Boundary Committee Review are due to make proposals that will affect the governance of schools in the area. This is in addition to Suffolk County Council reviewing the possibility of adopting a two tier school system – £3.5 million is being invested in refurbishing Crown Pools (2009). The plan is to extend the facility's life	It is important that these plans are considered in the appraisal of the current facility stock. Ipswich is a rapidly developing areas and it is vital that cultural, sport and leisure facilities continue to keep pace with resident demands.

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	by 10 years – There are plans for a new cycling facility, development of the hockey STP at Ipswich Hockey Club – New indoor sport facilities are planned in the new Sixth Form Centre and Suffolk New College.	
	The strategy states that all residents across the county should be no further than 20 minutes drive time from a large leisure facility with community access. The Haven Gateway sub-region project is estimated to result in an additional 15,400 residents in Ipswich and approximately 3,920 on the edge of the town.	The supply and demand analysis should account for population projections within the regional plan.
	Within Ipswich Borough 53.8% of respondents reported zero activity, lower that the East of England average and other local authorities in Suffolk. There is a significant reduction in participation levels between those aged 16-34 and those 55 and over. There are also low participation levels amongst those in lower socio-economic groups. Despite general low participation rates, overall satisfaction with sports provision was the highest in the East region. There is a strategic aim to increase participation in Suffolk by 5% by 2016.	Given the low physical activity levels currently in Ipswich there is a pressing need to promote facilities and initiatives that facilitate the Borough to reach the county activity target.
	The supply of sports halls in Ipswich is above other local authorities however once accessibility levels are considered there is an undersupply of approximately 2 courts by 2016.	These shortfalls will be reviewed further in the supply and demand section of this report. It will also be important to consider how the facilities in Ipswich serve those residents on the periphery of the Borough.
	The focus for swimming provision and health and fitness facilities should be on enabling greater community access levels to current facilities.	These shortfalls will be reviewed further in the supply and demand section of this report. It will also be important to consider how the facilities in Ipswich serve those residents on the periphery of the Borough.
	There are also the following sport specific facility requirements in Ipswich: – A specific competition two court basketball centre in Ipswich – Proposed STP in Ipswich	

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	– A permanent fencing facility – Competition squash courts – Floodlit tennis courts.	
LOCAL		
Ip-Art	Ip-art is an initiative that aims to complement Ipswich's economic expansion by reinvigorating the cultural growth of the town. Ip-art's mission statement is "To provide a cost effective and varied programme of the Arts to the people of Ipswich and beyond that is both appealing and accessible to all sections of the community".	Much good work is already underway in Ipswich to support and facilitate cultural growth in the Borough. This provides a strong base, but it will be important for the Council and its stakeholders to sign up to a vision for the future of arts and culture in leisure to secure continuous improvement. Appeal and accessibility should be at the forefront of future thinking, in line with the aspirations of Ip-art, to maximise benefit.
	Cultural activities, interests and places can generate vitality and increase the quality of life for both individuals and communities. The cultural sector contributes towards the achievement of the Council's vision for 'Transforming Ipswich', being: : "To improve the quality of life of all people who live and work in and visit Ipswich and to ensure that the principles of fairness and ease of use underpin all the council's activities".	The Council has already acknowledged the role of culture and leisure in delivering on its wider objectives. The Council's Cultural Strategy has delivered notable successes in recent years, and this study will help to build on those successes and ensure that culture and leisure continue to be relevant over the next 15 years.
	Ipswich has already hosted four successful Ip-art festivals (late June, early July) celebrating visual arts, performing arts, literature, film and music. As well as using the more traditional spaces, Ip-art 2007 took exhibitions and performances into public buildings and spaces throughout the town. The event brought together tradition, innovation and imagination in the arts in Ipswich.	Cultural events and good cultural and leisure facilities can attract visitors to Ipswich and help to realise an economic benefit for the Borough. Delivering festivals help to raise the profile of the town, but year-round activity and venues is likely to be necessary to drive sustained change. The Council should continue to engage with key local stakeholders and delivery agents to understand local demand and perceptions of what cultural venues are required to stimulate visits from outside the Borough.
	Ip-art is keen to champion the delivery and maintenance of a comprehensive range of leisure and cultural opportunities, as cultural activities can help develop people's creative abilities that are used for problem solving and decision-making in the workplace. Cultural activities can stimulate or renew an interest in learning.	The arts can play a key social role in communities, beyond their intrinsic benefits. With their ability to stimulate interest in learning, increase creative abilities and to deliver economic impact, arts and culture are an important part of the fabric of towns and cities. The Council should investigate ways to deliver meaningful arts, culture and leisure activities that stimulate local engagement and capture the imagination.
Arts Attender data (Arts Council	Area profile reports are generated by Arts Council England approved research organisations, and provide	Some potential uses of the data, of which the Council and its partners should be aware, include:

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England, generated 2009)	profiles of the population, and particularly of adults, who live within a defined area. They provide comprehensive demographic and other information and an estimate of the number of potential arts attenders or museum visitors. When used with box office data on the numbers of ticket buyers for a particular venue or visitor survey data, they can identify opportunities for developing sales or visits.	– defining an area from which access to the centre by car is relatively easy; – identifying factors which help in understanding venues' different degrees of success in attracting visitors or audiences; and – showing the degrees of difference between the postal sectors in a drive-time area in demographic profile and potential for museum visits or arts attendance.
	Data has been received for three catchment areas – Ipswich Borough as a whole, and 30 and 90 minute catchments. This information illustrates the propensity of Borough residents to attend arts events, and shows the propensity of wider catchments to attend events, which suggests whether demand for cultural facilities in Ipswich is likely to be pronounced.	Dependent on the Council's aspirations for leisure and culture, these catchment demographic profiles should be considered when establishing demand for new facilities. Arts performances/events typically draw from a 30 minute catchment radius, though this can be extended to 60 minutes and in some cases 90 minutes for particularly rare or highly valued events. Beyond a 60 minute drive from Ipswich town centre, it is highly likely that arts attenders are more likely to migrate towards London for arts and culture rather than towards Ipswich.
	The data illustrates the following propensities to attend arts events: – Plays: below average engagement among Borough residents; 30 minute catchment propensity to attend broadly in line with national average; above average engagement in 90 minute catchment – Opera: below average engagement among Borough residents; below national average propensity in 30 minute catchment – Ballet: below average engagement among Borough residents; 30 minute catchment propensity to attend broadly in line with national average; above average engagement in 90 minute catchment – Contemporary Dance: below average engagement among Borough residents; below national average propensity in 30 and 90 minute catchments – Classical Music: below average engagement among Borough residents; 30 minute catchment propensity to attend broadly in line with national average; above	At the Borough level, the propensity to attend arts performances is below the national average for all art forms included in ACE's analysis. This suggests that the Borough's demographic profile is not conducive to regular or repeated attendance at arts events. As such, marketing and seeking to elicit an attitudinal change is likely to be key in increasing attendance. This may be initiative or education-based. In the wider catchment, the demographic profile is more conducive to supporting arts events and venues. However, no catchment exhibits characteristics that are particularly conducive to high attendance levels at arts and cultural events. This data suggests that there is unlikely to be significant current demand for the arts, and the Council might instead seek to deliver facilities that meet local need (i.e. that are not reliant on attracting large numbers of visitors from outside the Borough to be sustainable) and focus on eliciting an attitudinal change to increase penetration rates amongst residents and encourage increased repeat visits.

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	average engagement in 90 minute catchment – Jazz: below average engagement among Borough residents; 30 minute catchment propensity to attend broadly in line with national average; above average engagement in 90 minute catchment – Art Galleries/Art Exhibitions: below average engagement among Borough residents; below national average propensity in 30 minute catchment; 90 minute catchment propensity to attend broadly in line with national average; – Any performance in a Theatre: below average engagement among Borough residents; 30 minute catchment propensity to attend broadly in line with national average; above average engagement in 90 minute catchment – Cinema: below average engagement among Borough residents; 30 and 90 minute catchment propensity to attend both broadly in line with national average; – Pop/Rock concert: below average engagement among Borough residents; 30 and 90 minute catchment propensity to attend both broadly in line with national average; – Museum visit in last 12 months: below average engagement among Borough residents; below national average propensity in 30 and 90 minute catchments; – Stately Home or Castle visit in last 12 months: below average engagement among Borough residents; 30 minute catchment propensity to attend broadly in line with national average; above average engagement in 90 minute catchment; and – Archaeological site visit in last 12 months: in line with national average level of attendance among Borough residents; 30 minute catchment propensity to attend broadly in line with national average; above average	

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	engagement in 90 minute catchment.	
Ipswich Borough Council Asset Management Plan 2009-13	Consistent improvements have been made in the way the Council manages its assets base, as reflected by recent CPA scores. One of the strategic goals of the Corporate Plan is to improve the vibrancy of Ipswich by encouraging participation in all sport and leisure pursuits and increase the availability of public arts and live performance opportunities.	An element of the CPA (which has now been superseded by CAA) involves providing suitable access for residents across the whole local authority to cultural, sport and leisure facilities.
	Specific improvements identified with the asset portfolio include refurbishment of Ipswich Regent Theatre, improvements to the façade and rood of the Corn Exchange (£1.2 million) and other works to St Lawrence Church and Christchurch Mansion.	The prioritisation of the Council's capital programme should be aligned to residents needs, supported by robust evidence. The Council should aim to ensure all sport, leisure and cultural assets are of suitable quality.
Building Schools for the Future (non-school facilities with potential school use)	This document identifies community buildings that may accommodate school use. These include the Town Hall Galleries, Corn Exchange and Robert Cross Hall, the Hollywood Cinema, Cooperative Education Centre, Sir Johns Mills Theatre, New Wolsey Theatre and Ipswich Regent Theatre. In addition, there are several churches, museums and libraries that are also deemed suitable. The paper acknowledges that there are a lack of working visual arts, craft and design technology spaces within Ipswich.	It will be vital that this strategy considers a multitude of delivery sources for leisure and cultural facilities including dual use provision and the forthcoming BSF opportunities. Any future management options of cultural facilities should also look to identify shared use opportunities with schools.
Ipswich Borough, Crime Statistics 2006-9	The recent statistics suggest there is a high level of crime in Alexandra and Gipping ward, particularly with regard violence and theft.	This strategy should look to identify all types of deprivation. The provision of suitable leisure and cultural facilities and programmes will regenerate deprived communities and areas.
Ipswich Borough Health Profile, 2009	Compared to the national average the main health issues in Ipswich are deprivation, smoking and crime. Other areas of concern include rates of child poverty, education standards and low physical activity levels amongst the youth.	It is vital that the Council ensure access policies at schools and community sites facilitate physical activity amongst children. Facility provision will be required to meet the Government's new five our offer policy.
Ipswich Swimming Facility Needs Assessment, Torkildsen Barclay, May 2006	The report highlights the following possible development opportunities within Ipswich: – the Council may elect for a rebuild of Crown Pools given there are aspirations to deliver a competition	Further consultation with the University may be required to establish its sporting aspirations and how this links with community provision. This assessment should be reviewed in light of Sport England's updated FPM run for this needs analysis.

Document	Key findings/themes	Relevance to future culture and leisure in Ipswich
	50 metre facility – there are plans to develop a 'Sports and Leisure Quarter', based primarily around Ipswich FC's stadium and the Multiplex cinema – due to population projection estimates, by 2021 there will be the demand for an additional 25 metre, six lane pool in Ipswich (accounts for 10-15 minute drive time catchment around the borough) – swimming clubs are currently using the facility in Norwich which is close to full capacity. University developments are likely to increase the demand for competition facilities in Ipswich. Several clubs are looking to expand but are restrained by pool availability – the proposed 50 metre pool is supported by the CSP. The ASA confirmed that two additional 50 metre pools are required in the region – in addition to a 50 metre pool with boom the report recommends leisure water is provided that allows for competition warm up/ down and a multi-use fitness studio. The cost of a total new build was estimated at around £20million.	
Ipswich Community Strategy 2008-10, One-Ipswich	The strategy identifies that fewer than one in ten residents meet the recommended physical activity levels suggested by the Ipswich Health Profile 2007. Other health problems exist with regard obesity, drinking and smoking. One of the long term aims of the strategy is to map the services that already exist and increase the efficiency of the way partners work to improve health and care services.	It is important that a partnership approach is adopted whereby any community facilities are linked where appropriate with the PCT.
	The strategy identifies the need to improve access to ordinary community facilities for people with learning difficulties and increase overall physical activity levels.	This strategy will identify areas where deprivation is most severe and identify where gaps in facility provision can best meet the needs of residents.
	The population of the town is expected to reach 150,000 by 2021 which will result in the need for additional sport, leisure and cultural facilities. There is	A supply and demand analysis will identify facility gaps based on population projections. It will be important that suitable programmes to enhance residents' skills are in place to make full use of any new

Document	Key findings/themes	Relevance to future culture and leisure in Ipswich
	an overarching need to address inequalities. It is important that people have the necessary skills to sustain community led activity.	developments.
Building Schools for the Future – map of wave 6 schools	The following secondary schools are included in wave 6 in Ipswich: – Thurleston High School; – Westbourne Sports College; – Stoke High School; – Holywells High School; and – Chantry High School and Sixth Form. The following special schools are included in wave 6 in Ipswich: – Thomas Wolsey School; – Beacon Hill School; – Belstead School; and – Heathside School. The following pupil referral units are included in wave 6 in Ipswich: – Parkside Unit; and – Alderwood PRU.	The appraisal of sport and leisure stock should also account for the community access levels at dual use school sites. All sport developments through the BSF programme should provide a level of community access.
Ipswich Borough sport centre customer satisfaction surveys 2007-8	The following conclusions can be drawn from the surveys: – Crown Pools consistently scored poorest out of all sport centres – Whitton, Northgate and Maidenhall Sport Centres consistently scored highly – the main criteria that customers were least satisfied with is cleanliness of toilet and changing areas and the standard of catering/ vending on offer – there is a significant lack of car parking provision at	Crown Pools is currently being refurbished. Only one site (Maidenhall SC) is QUEST accredited.

Document	Key findings/themes	Relevance to future culture and leisure in Ipswich
	Crown Pools.	

Appendix B Audit of facilities and venues

App. B

The table below provides a summary of the facilities and venues identified in the course of this study as currently being available in the Borough.

Facility	Facility type	Size/details	Postcode
HEALTH & FITNESS			
Adrenaline Gym	Health & Fitness	20 stations	IP4 1LT
Copleston Centre	Health & Fitness	12 stations	IP4 5HD
Crown Pools	Health & Fitness	25 stations	IP1 3JA
David Lloyd	Health & Fitness	120 stations	IP3 9SJ
Fitness First	Health & Fitness	110 stations	IP1 2BX
Gainsborough Sports Centre	Health & Fitness	19 stations	IP3 0SP
Gym and Trim	Health & Fitness	200 stations	IP1 1AX
Ipswich Sports Club	Health & Fitness	25 stations	IP1 4NJ
St Josephs College	Health & Fitness	9 stations	IP2 9DR
Swallow Leisure	Health & Fitness	14 stations	IP2 9HB
Westbourne High School	Health & Fitness	15 stations	IP1 5JN
Whitton Sports Centre	Health & Fitness	21 stations	IP1 6LW
YMCA	Health & Fitness	30 stations	IP1 2NU
Oaks Fitness	Health & Fitness	50 stations	IP4 1HP
Spirit Health and Fitness	Health & Fitness	17 stations	IP2 0UA
SPORTS HALLS			
Chantry Sports Centre	Sports hall	4 badminton courts	IP2 9LR
Copleston Centre	Sports hall	4 badminton courts	IP4 5HD
Gainsborough Sports Centre	Sports hall	4 badminton courts	IP3 0SP
Holywells High School	Sports hall	6 badminton courts	IP3 9PZ
Ipswich School	Sports hall	4 badminton courts	IP1 3SG
Maidenhall Sports Centre	Sports hall	4 badminton courts	IP2 8NZ
David Lloyd	Sports hall	4 badminton courts	IP3 9SJ
Northgate Sports Centre	Sports hall	4 badminton courts	IP4 3DJ
St Joseph's College	Sports hall	4 badminton courts	IP2 9DR
Thurleston High School	Sports hall	6 badminton courts	IP1 6SG
Westbourne High School	Sports hall	4 badminton courts	IP1 5JN
Whitton Sports Centre	Sports hall	3 badminton courts	IP1 6LW
YMCA	Sports hall	3 badminton courts	IP1 2NU
Beacon Hill School	Sports hall	Excluded by Sport England	IP2 9HW
Ransomes Sports and Social Club	Sports hall	Excluded by Sport England	IP4 4JJ
St. Alban's High School	Sports hall	Excluded by Sport England	IP4 3NJ
SWIMMING POOLS			
Crown Pools	Swimming pool	882 sqm pool space	IP1 3JA
Fore Street Pool	Swimming pool	171 sqm pool space	IP4 1JZ
David Lloyd	Swimming pool	397 sqm pool space	IP3 9SJ
Ipswich School	Swimming pool	120 sqm pool space	IP1 3SG
David Lloyd (lido)	Swimming pool	Excluded by Sport England	IP3 9SJ
Swallow Leisure	Swimming pool	Excluded by Sport England	IP2 9HB
Thomas Wolsey School	Swimming pool	Excluded by Sport England	IP1 6LU

Facility	Facility type	Size/details	Postcode
STPs			
Chantry Sports Centre	STP	Sand-based	IP2 9LR
Copleston Centre	STP	Sand-based	IP4 5HD
Gainsborough Sports Centre	STP	Sand-based	IP3 0SP
Ipswich Ladies Hockey Club	STP	Sand-based	IP4 3QL
Ipswich School	STP	Sand-based	IP1 3SG
Ipswich Sports Club	STP	Sand-based	IP1 4NJ
Northgate Sports Centre	STP	Rubber-based	IP4 3DJ
Whitton Sports Centre	STP	3G	IP1 6LW
Chantry High School	STP	Sand-based	IP2 9LR
Ipswich Town FC	STP	3G	IP4 5RQ
Other sports facilities			
Ipswich Sports Club	Indoor tennis	3 courts	IP1 4NJ
David Lloyd	Indoor tennis	6 courts	IP3 9SJ
Northgate Sports Centre	Athletics track	6 lanes	IP4 3DJ
Ipswich & District Indoor Bowling	Indoor bowls	6 rinks	IP4 4JU
Indoor Cricket Stadium	Cricket Facility		IP1 6TD
Gainsborough Gymnastics Centre	Gymnastics		IP3 0SP
Commercial leisure			
Solar Bowl	Commercial leisure		IP1 5AQ
All Fired Up	Commercial leisure		IP1 3DJ
Co-operative Education Centre	Commercial leisure		IP4 1JW
Snakes and Ladders	Commercial leisure		IP3 8AX
Quasar	Commercial leisure		IP1 6TD
Libraries			
County Library	Library		IP1 3DE
Gainsborough Library	Library		IP3 0RL
Chantry Library	Library		IP2 0QY
Rosehill Library	Library		IP3 8DB
Westbourne Library	Library		IP1 4HT
Stoke Community Library	Library		IP2 8PL
Adult & Community Service Office	Library		IP1 2BX
Community halls			
St Lawrence Church	Community hall		IP1 1DR
Community Service Volunteers	Community hall		IP1 1RS
St Nicholas Centre	Community hall		IP1 1UQ
Oasis Drop-in Centre	Community hall		IP1 2NB
Hawthorn Drive Day Centre	Community hall		IP2 0RG
St Peters Church	Community hall		IP2 9YP
Sidegate Lane Community Centre	Community hall		IP3 8LQ
The Salvation Army Priory Centre	Community hall		IP3 9EX
Waterfront Community Centre	Community hall		IP4 1LP
Dumbarton Hall Boy Scouts	Community hall		IP4 3JP
Kesgrave Community Centre	Community hall		IP5 1JF
Kesgrave Youth Centre	Community hall		IP5 2PB
Needham Market Community Centre	Community hall		IP6 8BB
Pinewood Community Hall	Community hall		IP8 3SL
St. Mary's Church Hall	Community hall		IP9 2EF
Capel St. Mary Community Trust	Community hall		IP9 2XH

Facility	Facility type	Size/details	Postcode
Museums			
Ipswich Museum	Museum		IP1 3QH
Ipswich Transport Museum Ltd	Museum		IP3 9JD
Clifford Rd Air Raid Shelter Museum	Museum		IP4 1PJ
Visitor attractions			
Unitarian Meeting House	Visitor attraction		IP1 1TD
Gemini Travel Ghost Walks	Visitor attraction		IP1 5AP
Blue Badge/ T.I Centre	Visitor attraction		IP1 1DP
Dance			
Ipswich School of Dancing	Dance facility		IP4 1JE
Dance East	Dance facility		IP4 1DJ
Lait Dance Club	Dance facility		IP1 2JD
Suffolk Academy of Dance	Dance facility		IP1 3LD
Wolsey Studio	Dance facility		IP1 2AS
Theatre			
Ipswich Regent Theatre	Theatre/music venue		IP4 1HE
Corn Exchange	Theatre/music venue		IP1 1DH
Sir John Mills Theatre	Theatre		IP1 2LQ
New Wolsey Theatre	Theatre		IP1 2AS
Art gallery			
Christchurch Mansion & Wolsey Art Gallery	Art gallery		IP4 2BE
Town Hall Galleries	Art gallery		IP1 1DH
Other arts/cultural facilities			
Cineworld	Cinema		IP1 1AX
St Mary at the Quay Church	Art studio		IP4 1BZ
Punch Music Company	Recording studio		IP1 3NU

Appendix C List of consultees

App. C

The people below were consulted through a combination of telephone and face-to-face discussions, and/or through the group workshop session hosted by pmpgenesis and the Council during the study.

Consultee	Organisation
John Davidson	Arts Council East
Mick Talbot	Britannia Table Tennis Club
Mike Cook	Broomhill Pool Trust
Jayne Austin	Colchester Ipswich Museums Service
Lynette Burgess	Colchester Ipswich Museums Service
Peter Berridge	Colchester Ipswich Museums Service
Philip Wise	Colchester Ipswich Museums Service
Tom Hodgson	Colchester Ipswich Museums Service
Christine Hay	Co-op Juniors Theatre Company
Paul Lofts	Co-op Juniors Theatre Company
Bruce MacGregor	CSV
Branislav Henselmann	Dance East
Ivan Cutting	Eastern Angles
Mary Southwood	Friends of Ipswich Museum
Damien Ribbans	Genesis Orwell Mencap
Mick Doyle	Gymnastics in Ipswich
Leah Kurta	IP1
Moira Ellice	Ipswich and District Photographic Society
Vera Rogers	Ipswich Arts Association
Jonathan Stephenson	Ipswich Borough Council
Mike Deane	Ipswich Borough Council
Rebecca Weaver	Ipswich Borough Council
Billy Brennan	Ipswich Borough Council
Cllr Judy Terry	Ipswich Borough Council
David Stainer	Ipswich Borough Council
Jonathan Owen	Ipswich Borough Council
Cllr Bryony Rudkin	Ipswich Borough Council
Eddie Peters	Ipswich Borough Council
John Stebbings	Ipswich Borough Council
Tim Snook	Ipswich Borough Council
Michael Mann	Ipswich Borough Council
Adam Keer	Ipswich Borough Council
Greg Cooper	Ipswich Borough Council
Rachel Palfyman	Ipswich Borough Council
David Hayhow	Ipswich Gilbert & Sullivan Society
Matthew Try	Ipswich Town Football Club
Terry Baxter	Ipswich Town Football Club
Ian Twinley	John Grose Group Ltd/Team Ipswich
Rob Salmon	New Wolsey Theatre

Consultee	Organisation
Sarah Holmes	New Wolsey Theatre
David Newborn	Red Rose Chain
David Mansfield	Regent Theatre
Philip Raiswell	Sport England
Bernard Westren	St. Peter's Church
Cheryl Holder	Suffolk Coastal District Council
Rosemary Clarke	Suffolk County Council
Richard Hunt	Suffolk County Council
Lindsay Martin	Suffolk County Council (BSF programme)
Phil Houghton	Suffolk County Council (BSF programme)
Owen Cheshire	Suffolk County Council (BSF programme)
Elaine Aylott	Suffolk NHS/Ipswich Borough Council
John Clough	Suffolk Sport
Kathryn James	Suffolk Sport
Chrissie Harrington	University College Suffolk

Ipswich leisure and cultural need workshop

1 October 2009
Town Hall, Ipswich

Minutes reflect items noted on sub-group flipcharts, plus additional notes taken by pmpgenesis and group facilitators where possible

Arts and culture subgroup

Breakout session 1

What are major current strengths?

- Presence of multiple Arts Council regularly-funded organisations in Ipswich (New Wolsey, Eastern Angles, Dance East)
- Good Facilities – A range of venues
- UCS/ New College
- Successful amateur sector – 3,000 participant memberships, 55 societies
- Good geographical spread
- Supportive County Council
- Can draw on county/regional wealth

What are major current weaknesses?

- Lack of artist studios/creative spaces
- Proximity to London
- Lack of support for disengaged young people/Urban Culture
- Lack of communication – between activities etc
- Partnerships need strengthening – broader geographic relations
- Lack of co-ordination – multi agencies
- Inward looking
- Low profile outside of region

Suggestions

- Greater awareness of each other's projects
- Improve profile/branding – come together as whole

Issues

1. Classical Music
   - Good activity, but perceived lack of fit-for-purpose facilities
   - Many facilities require investment in facilities
2. Developing venues needing investment
   - Red Rose – fundraising for Witch Bottle Centre(working towards 2011 target)
   - CSV community radio/TV; bid to 'My Place' fund for ZEST to include music facilities and Picture House – a grassroots project across media forms
   - NWT capital development plan for additional facilities for Creative Learning and artist development
   - Ongoing concern with Corn Exchange
3. Lack contemporary visual arts gallery.

Arts and culture subgroup

Breakout session 2

Potential investment sources

1. Private
   - Paradigm shift in giving – endowment etc
   - Private money is there
   - Public money is shrinking
2. BSF – important to influence schools' decisions
3. My Place DCSF
4. Commercial partners
5. Haven Gateway
6. City of Culture – profile will be raised
7. Think outside the box - Venezuelan Orchestra (arts/well being crossover) funding example cited
8. Grasp the Commissioning concept

How do we increase profile?

1. Celebrate Ipswich as part of Suffolk
   - urban/rural options and Haven Gateway
   - proximity to Europe and historic context
2. Quality we have is distinctiveness – need more coordination and "take your breath away" work
3. Hiring marketing agents to build identity
   - encourage more visits
   - marketing officers continue to share ideas in current forum
4. Use digital communication
5. Festivals – encourage, market, promote and support them to aid growth

Where should investment be prioritised?

1. Participation and engagement
   - Disenfranchised
   - Youth – Increase take up, educational outreach work
   - Older
2. Engage new audiences
3. What do we define as being "effective"?
   - cost effective
   - use of facilities - *factors need to be balanced*
   - impact on lives
4. New work – 'truly distinctive'
   - embrace technology -
   - modes of presentation
   - ways of getting involved
   - digital opportunities

Arts and culture subgroup

Additional key issues for growth

- Communication with current and potential audiences is a major issue
- Need to grasp the Commissioning concept as it is used more frequently by LAs
- Growing participation and engagement – important distinction between giving people what they want, and what we think they want

Suggested potential additional stakeholders

Groups to be engaged in developing the Cultural Strategy:

- additional cultural groups
- ACE.

Heritage subgroup

Breakout session 1

What constitutes our 'heritage' in Ipswich? Setting the context

- Built heritage
    - Waterfront
    - UCS
    - Dance East etc
- Open spaces
    - Parks
- Museums
    - Buildings
    - Heritage
    - Learning
- Churches
    - Buildings
    - Uses
- Town's History
    - Strength of stories – Charter Town, national dimensions (Wolsey, Clarkson, Dickens etc
    - Industry
    - Diversity
- People
    - Community
    - Recent heritage
    - New arrivals
- Archives/library
- Transport
    - Maritime
    - Road
    - Rail
- Artistic
    - Constable
    - Gainsborough
- Sporting
- Hinterland
    - River
    - Countryside
- Military, naval and RAF history

What are major current strengths?

+ Built heritage and conservation
+ Co-ordinating groups – IAG attractions, IDHA hoteliers
+ Churchill Trust, HODS, volunteers and friends
+ Creating groups with younger membership
+ Diversity and flexibility of solutions for churches
+ IBC as facilitator of self-help for heritage groups – churches. Parks

Heritage subgroup

+ Joint Muslim service – collections

+ Low crime – cohesive community

+ Ambition and aspiration (growing but is it recognised externally? How can this aspiration be harnessed and resulting improvements be realised?)

+ Haven Gateway

+/- Need to be mindful of access and widening it – opening hours

+ IP- Art

+ MELA

+ Polish Festival

+ Pulse

+ HODs

+ Waterfront community

+ Museum Events programme

+ Town Hall Galleries

+ Jamestown event

+ Charter Day – 29th June Heritage Open Day?

+ Royal Opera House

Need to maintain and build on existing efforts in events

What are major current weaknesses?

ageing membership of volunteer groups, therefore succession planning is vital

- Local and national lack of perception of rich heritage

- Maintaining steady investment

- Investment from external funding bodies

- Lack of strong identity

- Lack of ethnic diversity in heritage groups

- Lack of co-ordinated publicity – nationally

- Collections not all being on display

+/- Need to be mindful of access and widening it – opening hours

? County relationship

There are a number of individual success stories, but coordination and communication are issues.

Breakout session 2

What elements will form the vision for Ipswich's heritage – facilities, events, marketing, perception etc?

- City of Culture/ 2012 legacy
- Link together all heritage assets
  - Branding (museum service is going through a branding exercise at the moment)
- 'Haven Gateway' – too unclear?, cross boundary (connections)
  - Identifiable names – Wolsey, Constable
- Capture essence of heritage
  - Welcoming, diversity, discovery, belonging (museum service)
- Discovery – raise awareness

Heritage subgroup

- Working together
  - to create identity, across Haven Gateway
- Cultural forum
- Ipswich Museum
  - Linking in contemporary art
  - 20th Century art
  - World collections
  - A world class museum
  - Birth of England – Anglo-Saxon heritage – opening hours/ improved access to be addressed
- Christchurch Mansion
  - A focus point for Constable
  - Strong links with Constable country
  - Strongest collection outside London
- Waterfront has key opportunities
  - Existing and new venues
  - Historic Buildings
  - Churches
  - Links to the rest of town – Bridging
- Investment/funding
  - Raise profile, raise funding
  - Retail, income sources
  - External funding opportunities in East of England
  - HLF – fund existing buildings
  - Private funding/ Sponsorship
  - RDAs
  - Opportunistic funding (2012) – plus volunteers
  - Arts Council
- Ipswich Transport Museum
  - Step change
  - Wider visitor opportunities
  - Links with wider Ipswich
- St Mary at the Quay
  - Wellbeing centre
- St Clements
- Making Ipswich world class

Sports subgroup(s)

Breakout session 1

What are the greatest strengths at the moment?

Team Ipswich brand is strong and can be built further

Strengths are typically softer (rather than facilities-based), apart from Gainsborough gymnastics

What are major current weaknesses?

- Facilities are old and in need of investment
- Ancillary facilities
- Need better links to schools and better use of facilities
- More facilities required (peak times) – BSF links need to be key in resolving
- Spectator provision (seating?)
  - Would raise standards/aspirations
  - Gym centre/Portman Road/Dance East are exceptions
- Transport/accessibility
- Disability access improvements
  - Space/facilities
  - Private/public sector split of provision
- Lack of public money appears likely in future
  - Private funding/ partnership will be key
  - Portable solutions?
- Pool facility needed
  - Public affinity for sites?
- Consultation/awareness of need/opportunities
  - Local Authority strength as broker/lever

Where are the current gaps in provision/facilities?

- Major facilities of regional significance
- Provision to meet ageing population needs?
- Improve use of natural habitat as a facility – parks/rivers
- Ethnic diversity needs
- Provision for those on low income

- BSF model could offer good practice for addressing gaps?

Breakout session 2

Where do we want to get to and how do we get there?

Vision	How to get there?
– Strong voice representing Ipswich at regional/national level – Provider of excellent and sustainable facilities – Healthiest town in England – Body of stakeholders that has a spy for benefit of provision – Pool – Open cycling	– Build on strength of 'Team Ipswich' to enable partner input and influence key focus areas – councillor focus? – National Governing Bodies focus, commercial opportunities – Make the vision visible – enable wider partnership support – Improve co-ordination and publicise aspiration (cohesive marketing) – Rationalisation of existing facilities and

Sports subgroup(s)

– Spectator provision – Parks and paths – Bigger/better facility and widening access – Disability needs – Volunteering skills/knowledge – Want to attract top performers and change the perception of Ipswich	spaces – BSF schools to provide local provision – with major sites to offer more

Key issues for future growth

- Need to meet community needs and expectations to increase participation
- Aging population and demographic developments will impact future demand for facilities, and this needs to be considered
- Not all about new facilities – programming, increasing activity/usage in existing facilities is also important
- Better collaboration is needed between clubs, sports etc
- Potential to rationalise facilities, with BSF facilities providing facilities for local communities
- Want to develop a volunteer base.

IPSWICH BOROUGH COUNCIL

pmp genesis

Ipswich cultural and leisure needs analysis survey

Ipswich Borough Council is preparing a Culture and Leisure Needs Analysis to identify current demand for a range of facilities, and to ensure that leisure and cultural provision meets the needs of residents.

Your views are important in helping us to identify local needs and priorities. We are keen to hear from everyone, and would therefore be grateful if you would complete this questionnaire. It should take no longer than 10 minutes.

To inform the work, this questionnaire will gather the views and opinions of local people about sport and leisure facilities, cultural venues, arts and heritage sites.

The results of this survey will only be used in aggregate form and you will not be contacted about your responses.

Your views of current leisure and cultural provision in Ipswich

Q1 How important is leisure and culture to you?

	very important	*fairly important*	*neither important nor unimportant*	*fairly unimportant*	*not at all important*
Sport/physical activity	☐	☐	☐	☐	☐
Arts/culture (eg theatre, live music)	☐	☐	☐	☐	☐
Leisure attractions (eg ten pin bowling, cinema, ice rink)	☐	☐	☐	☐	☐

Q2 Which forms of leisure and culture do you participate in, and how regularly? (please answer for all)

	3+ times /week	*twice a week*	*once a week*	*twice a month*	*once a month*	*once every 3 months*	*seldom/ never*
Athletics	☐	☐	☐	☐	☐	☐	☐
Badminton	☐	☐	☐	☐	☐	☐	☐
Basketball	☐	☐	☐	☐	☐	☐	☐
Bowls	☐	☐	☐	☐	☐	☐	☐
Cricket	☐	☐	☐	☐	☐	☐	☐
Cycling	☐	☐	☐	☐	☐	☐	☐
Fitness classes	☐	☐	☐	☐	☐	☐	☐
Football	☐	☐	☐	☐	☐	☐	☐
Gymnastics	☐	☐	☐	☐	☐	☐	☐
Hockey	☐	☐	☐	☐	☐	☐	☐
Jogging	☐	☐	☐	☐	☐	☐	☐
Going to the gym	☐	☐	☐	☐	☐	☐	☐
Netball	☐	☐	☐	☐	☐	☐	☐
Rugby	☐	☐	☐	☐	☐	☐	☐
Squash	☐	☐	☐	☐	☐	☐	☐
Swimming	☐	☐	☐	☐	☐	☐	☐
Tennis	☐	☐	☐	☐	☐	☐	☐
Recreational walking	☐	☐	☐	☐	☐	☐	☐
Acting/amateur dramatics	☐	☐	☐	☐	☐	☐	☐
Performance dance	☐	☐	☐	☐	☐	☐	☐
Musical performance	☐	☐	☐	☐	☐	☐	☐
Ten pin bowling	☐	☐	☐	☐	☐	☐	☐
Ice skating	☐	☐	☐	☐	☐	☐	☐
Library visits	☐	☐	☐	☐	☐	☐	☐

Other (please specify)

Q3 Which cultural performances do you attend (i.e. as a spectator), and how regularly? (please answer all)

	2+ times/ week	*once a week*	*once a month*	*once every 3 months*	*once a year*	*never/almost never*
Theatre/drama	☐	☐	☐	☐	☐	☐
Pop/rock music concert	☐	☐	☐	☐	☐	☐
Classical music/opera	☐	☐	☐	☐	☐	☐
Dance performance	☐	☐	☐	☐	☐	☐
Art gallery/exhibition	☐	☐	☐	☐	☐	☐
Museum	☐	☐	☐	☐	☐	☐
Cinema	☐	☐	☐	☐	☐	☐
Ip-art	☐	☐	☐	☐	☐	☐

Other (please specify)

Q4 Which type of facility outside Ipswich borough have you used the most regularly in the last 12 months? (Please tick only one)

- *Athletics track* ☐
- *Sports hall (eg for basketball or badminton)* ☐
- *Indoor bowls* ☐
- *Outdoor bowls* ☐
- *Cricket pitch* ☐
- *Cycling track/velodrome* ☐
- *Gym* ☐
- *Football/ Rugby pitch (grass)* ☐
- *Hockey pitch (synthetic surface)* ☐
- *Gymnastics centre* ☐
- *5 a side football centre* ☐
- *Netball court* ☐
- *Squash court* ☐
- *Swimming pool* ☐
- *Tennis court* ☐
- *Acting/amateur dramatics centre* ☐
- *Performance dance space* ☐
- *Musical performance space* ☐
- *Ten pin bowling centre* ☐
- *Ice rink* ☐
- *Theatre (attending)* ☐
- *Pop/rock music concert venue* ☐
- *Classical music/opera venue* ☐
- *Dance performance space* ☐
- *Art gallery/exhibition* ☐
- *Museum* ☐
- *Cinema* ☐

Other (please specify)

Q5 **If you have visited facilities outside Ipswich borough in the last 12 months, what have been the reasons for this? (Please tick all that apply)**

- *N/A* ☐
- *There are not any facilities of this type in Ipswich* ☐
- *Facilities in Ipswich are not easy to get to* ☐
- *The facilities in Ipswich are not as good as those elsewhere* ☐
- *Facilities in Ipswich are too busy* ☐
- *Special event that Ipswich did not/could not attract* ☐
- *Only because I was visiting another area* ☐
- *Comparable facilities/venues in Ipswich are more expensive* ☐

Other (please state)

Q6 How would you rate the quantity of provision in Ipswich Borough for the following types of facility?

	More than enough	*Adequate*	*Not enough*	*No opinion*
Athletics track	☐	☐	☐	☐
Sports hall (eg for basketball or badminton)	☐	☐	☐	☐
Indoor bowls	☐	☐	☐	☐
Outdoor bowls	☐	☐	☐	☐
Cricket pitch	☐	☐	☐	☐
Cycling track/velodrome	☐	☐	☐	☐
Gym	☐	☐	☐	☐
Football/ Rugby pitch (grass)	☐	☐	☐	☐
Hockey pitch (synthetic surface)	☐	☐	☐	☐
Gymnastics centre	☐	☐	☐	☐
5 a side football centre	☐	☐	☐	☐
Netball court	☐	☐	☐	☐
Squash court	☐	☐	☐	☐
Swimming pool	☐	☐	☐	☐
Tennis court	☐	☐	☐	☐
Acting/amateur dramatics centre	☐	☐	☐	☐
Performance dance space	☐	☐	☐	☐
Musical performance space	☐	☐	☐	☐
Ten pin bowling centre	☐	☐	☐	☐
Ice rink	☐	☐	☐	☐
Theatre (attending)	☐	☐	☐	☐
Pop/rock music concert venue	☐	☐	☐	☐
Classical music/opera venue	☐	☐	☐	☐
Dance performance space	☐	☐	☐	☐
Art gallery/exhibition	☐	☐	☐	☐
Museum	☐	☐	☐	☐
Cinema	☐	☐	☐	☐

Other (please specify)

Q7 How would you rate the quality of provision in Ipswich Borough for the following types of facility?

	Very good	*Good*	*Average*	*Poor*	*Very poor*
Athletics track	☐	☐	☐	☐	☐
Sports hall (eg for basketball or badminton)	☐	☐	☐	☐	☐
Indoor bowls	☐	☐	☐	☐	☐
Outdoor bowls	☐	☐	☐	☐	☐
Cricket pitch	☐	☐	☐	☐	☐
Cycling track/velodrome	☐	☐	☐	☐	☐
Gym	☐	☐	☐	☐	☐
Football/ Rugby pitch (grass)	☐	☐	☐	☐	☐
Hockey pitch (synthetic surface)	☐	☐	☐	☐	☐
Gymnastics centre	☐	☐	☐	☐	☐
5 a side football centre	☐	☐	☐	☐	☐
Netball court	☐	☐	☐	☐	☐
Squash court	☐	☐	☐	☐	☐
Swimming pool	☐	☐	☐	☐	☐
Tennis court	☐	☐	☐	☐	☐
Acting/amateur dramatics centre	☐	☐	☐	☐	☐
Performance dance space	☐	☐	☐	☐	☐
Musical performance space	☐	☐	☐	☐	☐
Ten pin bowling centre	☐	☐	☐	☐	☐
Ice rink	☐	☐	☐	☐	☐
Theatre (attending)	☐	☐	☐	☐	☐
Pop/rock music concert venue	☐	☐	☐	☐	☐
Classical music/opera venue	☐	☐	☐	☐	☐
Dance performance space	☐	☐	☐	☐	☐
Art gallery/exhibition	☐	☐	☐	☐	☐
Museum	☐	☐	☐	☐	☐
Cinema	☐	☐	☐	☐	☐

Other (please specify)

Q8 **Are there any particular facilities with quality issues (either positive or negative) that you wish to bring to our attention?**

Your aspirations for future leisure and cultural provision in Ipswich

Q9 **What are the main issues stopping you from using Ipswich's leisure and cultural venues? (please tick all that apply)**

- *Not interested* ☐
- *Lack of time* ☐
- *Transport/access difficulties* ☐
- *Don't know what is on* ☐
- *Cost of taking part* ☐
- *Poor health* ☐
- *I use other facilities/venues outside the Borough* ☐
- *Facilities provided are poor quality* ☐
- *There are no events/productions that I like* ☐

Other (please state)

Q10 **What leisure and cultural activities in particular would you like to participate in more, if more/better facilities were available and encouraged you to do so? (please tick all that apply)**

- *Athletics* ☐
- *Badminton* ☐
- *Basketball* ☐
- *Bowls* ☐
- *Cricket* ☐
- *Cycling* ☐
- *Fitness classes* ☐
- *Football* ☐
- *Gymnastics* ☐
- *Hockey* ☐
- *Jogging* ☐
- **Going to the gym** ☐
- *Netball* ☐
- *Rugby* ☐
- *Squash* ☐
- *Swimming* ☐
- *Tennis* ☐
- *Recreational walking* ☐
- *Acting/amateur dramatics* ☐
- *Performance dance* ☐
- *Musical performance* ☐
- *Ten pin bowling* ☐
- *Ice skating* ☐
- *Library visits* ☐

Other (please specify)

Q11 **Which other cultural events/attractions would you like to attend in Ipswich, if more/better facilities were available and encouraged you to do so? (please tick all that apply)**

- *Theatre/drama* ☐
- *Pop/rock music concert* ☐
- *Classical music/opera* ☐
- *Dance performance* ☐
- *Art gallery/exhibition* ☐
- *Museum* ☐
- *Cinema* ☐

Other (please specify)

Q12 **What could the Council and other partners do to encourage you to use leisure and cultural facilities and venues in Ipswich more? (please tick all that apply)**

- *Nothing - I will not increase my usage* ☐
- *Improve transport and access to venues* ☐
- *Communicate programmes and opportunities better* ☐
- *Subsidise the cost of taking part* ☐
- *Invest in improving the quality of existing facilities* ☐
- *Deliver new, purpose-built facilities* ☐
- *Deliver flexible new facilities* ☐
- *Work harder to attract more events/productions* ☐

Other (please state)

Q13 Is there any particular type of new arts/cultural or sports facility that you think Ipswich needs to provide? (please tick all that apply) If so, where should it be located? (please state)

	Yes
Athletics track	☐
If so, where should it be located? (please state)	
Sports hall (eg for basketball or badminton)	☐
If so, where should it be located? (please state)	
Indoor bowls	☐
If so, where should it be located? (please state)	
Outdoor bowls	☐
If so, where should it be located? (please state)	
Cricket pitch	☐
If so, where should it be located? (please state)	
Cycling track/velodrome	☐
If so, where should it be located? (please state)	
Gym	☐
If so, where should it be located? (please state)	
Football/ Rugby pitch (grass)	☐
If so, where should it be located? (please state)	
Hockey pitch (synthetic surface)	☐
If so, where should it be located? (please state)	
Gymnastics centre	☐
If so, where should it be located? (please state)	
5 a side football centre	☐
If so, where should it be located? (please state)	
Netball court	☐
If so, where should it be located? (please state)	
Squash court	☐

If so, where should it be located? (please state)

Swimming pool ☐

If so, where should it be located? (please state)

Tennis court ☐

If so, where should it be located? (please state)

Acting/amateur dramatics centre ☐

If so, where should it be located? (please state)

Performance dance space ☐

If so, where should it be located? (please state)

Musical performance space ☐

If so, where should it be located? (please state)

Ten pin bowling centre ☐

If so, where should it be located? (please state)

Ice rink ☐

If so, where should it be located? (please state)

Theatre (attending) ☐

If so, where should it be located? (please state)

Pop/rock music concert venue ☐

If so, where should it be located? (please state)

Classical music/opera venue ☐

If so, where should it be located? (please state)

Dance performance space ☐

If so, where should it be located? (please state)

Art gallery/exhibition ☐

If so, where should it be located? (please state)

Museum ☐

If so, where should it be located? (please state)

Cinema ☐

If so, where should it be located? (please state)

Other (please specify)

Summary

Q14 How would you rate your overall satisfaction with cultural and leisure facilities in Ipswich (1 = very dissatisfied; 3 = neither satisfied nor dissatisfied; 5 = very satisfied

1	*2*	*3*	*4*	*N/A*
☐	☐	☐	☐	☐

Q15 Overall, do you feel that cultural and leisure provision in Ipswich Borough meets your needs? If not, why not?

Yes .... ☐ *No* .... ☐

If not why not?

Q16 General comments, please write any other comments you may have on local provision for sport, leisure, arts and culture below

About you

Q17 Are you:

Male .... ☐ *Female* .... ☐

Q18 How old are you?

16 or younger .... ☐ *35-44* .... ☐ *65+* .... ☐

17-25 .... ☐ *45-54* .... ☐

26-34 .... ☐ *55-64* .... ☐

Q19 **Which of the following best describes your ethnic origin?**

White British	☐	*Asian Indian*	☐
White Irish	☐	*Asian Bangladesh*	☐
White Other	☐	*Asian Other*	☐
Black British	☐	*Mixed White and Black Caribbean*	☐
Black African	☐	*Mixed White and Black African*	☐
Black Caribbean	☐	*Mixed White and Asian*	☐
Black Other	☐	*Mixed Other*	☐
Asian British	☐	*Chinese.*	☐
Asian Pakistani	☐		

Other (please specify)

Q20 **Do you have any long-standing illness, disability or infirmity?**

Yes ☐ *No* ☐

Q21 **What is your postcode? (This will only be used for mapping purposes and will not be communicated beyond the remit of this study)**

To be entered into a free prize draw open to completed survey respondents, please tick the box below, include a contact telephone number and indicate which prize you would prefer.

Q22 **I would like to be entered into the prize draw**

Yes ☐

Q23 **Preferred prize**

Free family swim tickets for Crown Pools ☐

2 tickets to a show of your choice at Regent Theatre ☐

Q24 **Daytime Telephone number**

Thanks for your time

Regent Theatre tickets are subject to availability. Terms and conditions available on request.

pmpgenesis Demand Model - Health and Fitness - DEMAND SIDE

Local authority area: Ipswich

Generic Assumptions Used in the Model

- The model defines health and fitness users as all people participating in health and fitness, including private club members, users of local authority facilities, home users.
- The model is based on the premise that for the supply to be sufficient, it must be large enough to cater for the maximum demand at any one time. Maximum demand is described as the demand during a peak hour/session.
- Penetration of health and fitness users is defined using results from Sport Englands Active People Survey 2005/06. A figure of 10.58% penetration was attained for GB as a whole. This is a current figure and does not take into account market trends in health & fitness.

Parameters Used in the Model

- A potential penetration rate of 9.5% will be used. This figure was obtained from the Sport Englands Active People Survey 05/06 for this area. It includes **all** gym users.
- The average health and fitness session is 60 minutes
- 65% of use is during peak times
- Peak times are 6-10pm Monday to Friday and 12pm-4pm weekends 28 hours in a week.
- The average user participates on average 2.4 times per week or 9.5 times in 4 weeks (Active People)
- The at one time capacity of a health and fitness facility is calculated by the ratio of one user per station.

The Calculations Used to Calculate Demand (2009)

			1.195	
			Current year	**Future year**
Total Adult Population =			102,434	124,425
Number of Potential members/users of health and fitness clubs =	9.5%	of total adults =	9,731	11820.41283
Number of visits per week = potential members/users *	2.4	=	23,355	28368.99078
Number of visits per week in peak times =	65%	of total number of visits =	15,181	18439.84401
Number of visits in one hour of peak time = total visits during peak times /	28	=	543	659

A total number of 543 stations would be required in 2009 to cater for the predicted demand by potential members/users of any health and fitness facility.

Quantifying Demand - demand changes over time as a result of changes in resident population.

In the current year there is a demand for : **543** stations

In the future year there will be a demand for: **659** stations

The yellow boxes must be amended to localise the model
The green data should only be amended on request of the client.

NB. Market trends have not been considered at this stage.

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Sport England's Facilities Planning Model (FPM)

Swimming Pool Provision in the Ipswich Borough
Profile of 2009 Provision

This paper and the accompanying maps present data from Sport England's National Facilities Audit Dataset as of January 2009. The information contained within the paper should be read alongside the two appendices. Appendix 1 presents the facilities that have been included within the dataset and those excluded. Appendix 2 provides background to the Facilities Planning Model (FPM).

As presented in Appendix 2 the FPM modelling and dataset builds in a number of assumptions regarding the supply and demand of provision. It is therefore recommended that the information contained within this paper should form part of a wider assessment of provision at the local level.

The paper is set out into the following seven sections:

1. **Supply of Swimming Pools**
2. **Demand for Swimming Pools**
3. **Supply & Demand Balance**
4. **Satisfied Demand**
5. **Unmet Demand**
6. **Used Capacity**

The paper is also accompanied by three maps:

Map 1. Unmet Demand
Map 2. Aggregated Unmet Demand

Supply of Swimming Pools

		IPSWICH
1	**Number of swimming pools** ▪ Includes all operational indoor pools available for community use. Excludes pools where the main pool is less than 20 meters or is less than 160 square meters.	**7**
2	**Number of swimming pool sites**	**4**
3	**Total waterspace available (sqm)** ▪ Total waterspace ▪ Total waterspace scaled to take account of hours available for community use	**1,570** **1.437**
4	**Capacity of all swimming pools** ▪ visits per week in the peak period	**11,678**
5	**% of county/ supply**	**15.6% of total water space in Suffolk (18.1% of total scaled water space to account of hours available for community use)**
6	**Waterspace available per 1,000 population** ▪ England = 12.9 sq.m ▪ East region = 13.8 sq.m	**12.7 sq.m**

Commentary on supply:

- The model includes a total of 7 swimming pools on 4 sites in Ipswich which are available for community use for all or part of the peak period. These are listed in Appendix 1 and shown on each of the accompanying maps.

- Due to their size, nature of use or lack of information a number of pools are excluded from the audit. These pools are also listed in Appendix 1.

- In terms of swimming pool space, the 7 pools included within Ipswich provide 1,570sqm of waterspace. Taking account of hours available for community use this is adjusted to 1,437 sqm of waterspace. Crown Pools in total have the highest total amount of water space (56.2%) and capacity (54.9%) of Ipswich pools.

- Ipswich has 12.7 sqm of waterspace per 1000 population. This figure is below the average levels recorded for both England and the region. This figure is the 3rd highest of all the Suffolk districts. Babergh (23.6 sq.m per 1000) and St Edmundsbury (20.1 sq.m per 1000) have the highest average levels.

- Regarding the attractivness weightings applied to the supply of pools only the Next Generation Health Club pools had a weighting of greater than 95%. Of the remaining 3 sites, Crown Pools had a rating of 74%, Ipswich School (78%) and Fore Street Pool (only 20%). Attractiveness weightings relate to the age of the pool and the propensity of residents to access the facilities as set out in Appendix 2.

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2. Demand for Swimming Pools

		IPSWICH
7	**Population** ▪ ONS 2007 population	**123,924**
8	**Demand for swimming pools from resident population** ▪ visits per week in the peak period	**7,137 vpwpp**
9	**Demand for swimming pools from resident population (% of county/regional demand)** ▪ visits per week in the peak period	**18.1% of demand in Suffolk**
10	**Demand expressed as square metres of provision** (taking into account a 'comfort' factor)	**1,255 m2**
11	**% of population without access to a car** ▪ England = 19.5% ▪ East region = 13.0% ▪ Suffolk =13%	**20.9%**

Commentary on demand:

- Demand for swimming pool provision from Ipswich residents equates to 7,137 visits per week in the peak period and is equivalent to 1,255 sqm of waterspace. This takes into account a 'comfort factor' (see appendix 2 for explanation).
- The percentage of the population of Ipswich without access to a car is 20.9% which is higher than the Suffolk average and the highest figure of all the Suffolk districts although comparable with the national average. For more information on the transport modes and travel time catchments see appendix 2.

3. Supply / Demand Balance

		IPSWICH
12	**Supply** ▪ Swimming pool provision (sqm) scaled to take account of hours available for community use	**1,437**
13	**Demand** ▪ Swimming pool provision (sqm) taking into account a 'comfort' factor	**1,255**
14	**Supply / Demand balance** ▪ Variation in sqm of provision available compared to the minimum required to meet demand.	**+182**

Commentary on supply / demand balance:

- **Note:** This provides only a 'global' view of provision in the Borough and does not take account of the location of facilities in relation to demand; how accessible facilities are to the resident population (by car and on foot); nor does it take account of facilities in adjoining districts. These are covered in the more detailed modelling below (see 'satisfied demand' and 'unmet demand').
- When looking at a very simplistic picture of the overall supply and demand across the Borough, the resident population of Ipswich is estimated to generate a demand for a minimum of 1,255 sqm of waterspace. This compares to a current available supply of 1,437 sqm, giving a **supply/demand balance of +182 sqm of waterspace**. As mentioned above this figure does not include a number of important factors including the spatial interaction between the location of supply and demand as well as the nature and quality of the provision. These factors are built into the figures presented within sections 4 to 7 of this report.

4. Satisfied Demand - demand from Ipswich residents currently being met by supply

		IPSWICH
15	**% of total demand satisfied by supply** England = 90.8% East Region = 89.8% Suffolk = 87.6%	**87.4%** (6,236 vpwpp out of the total 7,137 demanded by Ipswich residents)
16	**Satisfied demand by mode of transport** i) % who travelled by road • England = 82.3% • East Region = 88.4% ii) % who travelled on foot ▪ England = 17.7% ▪ East Region = 11.6%	**86.2%** **13.8%**

Commentary on satisfied demand:

- With the spatial interaction between supply and demand built in the modelling suggests that **87.4%** of demand for swimming pools in Ipswich is currently being met by supply (this includes facilities both within the Borough and those in adjoining areas which are accessible to Ipswich residents). This percentage figure is lower than the national and regional figures but comparable with the average Suffolk figure (87.6%)

- Across Ipswich the modelling suggests some **86.2% of the satisfied visits made to swimming pools are by road** (higher than the national but lower than the regional figures) and **13.8% on foot** (lower than the national figure and higher than the regional figures). However, the level of satisfied visits made by road is the lowest of the Suffolk districts and the level of visits made by foot is the highest of the Suffolk districts.

- Of the 6,236 visits per week in the peak period, 4,335 are from Ipswich residents while 1,901 visits are from people who reside outside of Ipswich

5. Unmet Demand - demand from Ipswich residents not currently being met

		IPSWICH
17	**Total no. of visits from Ipswich residents not currently being met**	**900 vpwpp**
18	**% of total demand not being satisfied by supply (i.e. unmet demand)** ▪ England = 9.2% ▪ East Region = 10.2%	**12.6%**
19	**Unmet demand in sqm (taking into account 'comfort' factor)**	**158**
20	**% of unmet demand due to lack of swimming pool capacity (i.e. pools being full at peak times)** ▪ England = 0.5% ▪ East Region = 0%	**0%**
21	**% of unmet demand due to residents without access to a car living outside walking catchment of a pool:** ▪ England = 80.7% ▪ East Region = 64.1% ▪ Suffolk = 63.0%	**93.7%**
22	**% of unmet demand due to residents with access to a car living outside driving catchment of a pool:** ▪ England = 18.9% ▪ East Region = 35.9%	**6.3%**

Commentary on unmet demand:

- Some **12.6%** of demand for swimming pool provision from Ipswich residents is not being met by current supply (this includes facilities both within the Borough and those in adjoining districts which are accessible to Ipswich residents). This figure is higher than both the national and regional figures but is similar to the Suffolk average.

- This level of unmet demand across the Borough is equivalent to the **capacity of approximately 158 sqm of waterspace.** Map 1 (Unmet Demand) shows that the greater levels of the unmet demand are in the north west, south west and south east corners of the borough.

- Map 2 (Aggregated Unmet Demand) indicates how much of the unmet demand would be met by additional provision in any one location. The figures in each of the 1km grid squares take account of the catchment of any additional provision in that location irrespective of local authority boundaries. As shown on Map 2 the highest figures in the Borough, in excess of 50sqm, are to be found to the west and south west of the borough. These locations suggest that along with meeting unmet demand from Ipswich residents, additional provision in these locations would help to meet unmet demand recorded in the neighbouring Babergh District (especially in the built-up area around the Copdock A14/A12 junction which straddles the district boundaries). This may be explained by the accessibility of this area by road. However, the highest figure recorded in the borough is only 66.4 sqm.

- None of the unmet demand in Ipswich or the wider area is due to a lack of swimming pool capacity. This is a similar to the situation across the country and the region which both indicate that only a negligible proportion of unmet demand is due to a lack of capacity. The majority **(93,7%)** of the unmet demand in Ipswich is from residents who do not have access to a car and live outside of a walking catchment of a pool. This figure is significantly above those for both England, the region and Suffolk (63%) but comparable to similar local authority areas in the region such as Norwich or Luton. The remaining 6.3% of the unmet demand is from residents who do have access to a car but live outside of the driving catchment of a pool.

6. Used Capacity - How well used are the facilities.

		IPSWICH
23	**Total number of visits used of current capacity (vpwpp)**	**5,761**
24	**% of overall capacity of swimming pools which are being used at peak times:** ▪ England = 57.5% ▪ East Region = 59.2%	**49.1** Ipswich Range: Lowest = 13.3% Highest = 65.0%
25	**% of visits made to pools by road:** ▪ England = 82.3% ▪ East Region = 88.9%	**84.9**
26	**% of visits made to pools by walk:** ▪ England = 17.7% ▪ East Region = 11.1%	**15.1**

Commentary on use of swimming pools:

- The model estimates that, in overall terms, **49.3%** of swimming pool capacity in Ipswich is being used at peak times. This figure is lower than the England and regional figures and the lowest figures of all the Suffolk districts (Suffolk average 57.1%).

- As outlined in appendix 2, 70% utilised capacity should be used as a guide to indicate that swimming pools are becoming busy. Appendix 1 presents the used capacity figures for all the pools included in the audit for Ipswich and shows that none of the sites are above 70%. The Next Generation Health Club site is close to becoming busy at 65.0%. This may be linked to the high (98%) attractiveness weighting for this facility which may be related to its accessibility by road and its age. Conversely, the Fore Street pool has a utilised capacity of only 13.3% which may be linked to the low (20%) atrractiveness weighting of this facility. It should also be noted that Ipswich High School (in Babergh District) which lies just outside of the urban area of Ipswich has a utilised capacity of 65% and an attractiveness rating of 99%

- The % of visits made to pools by road is higher than the England average but lower than the regional average. The % of visits made by walking is lower than the England average while higher than the regional average. This may be explained by the fact that Ipswich is a dense urban area where accessibility to pools by walking is greater than most parts of the region. Pools in the centre of Ipswich such as Crown Pools (22%) and the Fore Street Pool (50%) have a relatively high proportion of visits made by walking. However, some of these figures may be skewed by the numbers of people visiting the facility e.g. Fore Street Pool has a relatively low number of visits

- Out of 5,761 visits made to Ipswich pools, it is estimated that 1,426 come from outside the Borough which equates to about 25% of users of the pools.

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Appendix 1: Swimming Pools Included/Excluded

Pools Included:

Note: Swimming Pool weightings – the model uses both age of the facility and how it is owned and managed for attractiveness weightings (see appendix 2).

Sites Included	Total Sqm	Attractiveness weighting (%)	Capacity (vpwpp)	Used capacity (%)
Crown Pools (Main, Leisure and Learner Pools)	882	74	6416	49.0
Fore Street Pool	171	20	1389	13.3
Ipswich School	120	78	647	52.0
Next Generation Health Club (Main and Learner Pools)	397	98	3226	65.0

Swimming Pools Excluded:

The audit excludes pools that are deemed to be either for private use, too small or there is a lack of information, particularly relating to hours of use. Within Ipswich the following pools were deemed to fall under one or more of these categories and therefore excluded from the modelling:

- Next Generation Health Club (Lido) – lido
- Swallow Leisure (Leisure and Learner Pools) – too small
- Hampstead Heath Bathing Pond – lido
- Thomas Wolsey School – too small

Further detail is provided in Appendix 2 of what is and isn't included in the calculations and the reasoning for this.

Appendix 2 – Background to the FPM

Inclusion Criteria used for this analysis

The following inclusion criteria were used for this analysis;
Include all Operational Indoor Pools available for community use i.e. pay and play, membership, Sports Club/Community Association

- Exclude all pools not available for community use i.e. private use
- Exclude all outdoor pools i.e. Lidos (because they only have seasonal use)
- Exclude all pools where the main pool is less than 20 meters OR is less than 160 square meters (because they are not substantive in size and are less likely to be able to offer for a wide programme of swimming activities).[1]
- Include all 'planned', 'under construction, and 'temporarily closed' facilities where identified.
- Where opening times were missing assumes on availability have been made based on similar facility types.
- Where the year built is missing assume date 1975[2].
- Facilities in Wales and the Scottish Borders included, as supplied by sportscotand and Sports Council for Wales. All facilities weighted 75% due to no data on age of facilities.

Attractiveness Weightings

Not all facilities are the same and users will find certain facilities more attractive to use than others. Attractiveness however, is very subjective. In attempt to reflect this in this modeling work, the facility age/year in it was last significantly refurbished has been used as an indicator of quality and therefore attractiveness.

The assumption used in this analysis is that the older a facility is, the less attractive it will be to users. It is recognized that this is a general assumption and that the will be examples where older facilities are more attractive than newly built ones due to excellent local management, programming and sports development.

Additionally, the date of any significant refurbishment is also included within the weighting factor; however, the attractiveness is set lower than a new build of the same year. It is assumed that a refurbishment that is older than 20 years will have a minimal impact on the facilities attractiveness.

The information on year built/refurbished is taken from Active Places. A graduated curve is used to allocate the attractiveness weighting by year. This curve levels off at around 1920 with a 20% weighting. The refurbishment weighting is slightly lower than the new built year equivalent.

Example of weighting factor;

Year pool was built	Attractiveness Weighting
2007	100%
1998	96%
1988	86%
1978	76%
1960	58%
1950	48%
1920	20%

To reflect the increased cost element often associated with commercial facilities an additional weighing factor is incorporated within the model. For each population output area the Indices of Multiple Deprivation (IMD) score is used to limit whether people will use commercial facilities. The assumption is that the higher the IMD score (less affluence) the less likely the population of the OA would choose to go to a commercial facility.

[1] 160m is equivalent to a 20m x 8m pool. This assumption will exclude very small pools, such as plunge pools and hotel pools.
[2] Choosing a date in the mid '70s ensures that the facility is included, whilst not overestimating its impact within the run.

Comfort Factor

As part of the modelling process, each facility is given a maximum number of visits it can accommodate, based on its size, the number of hours it's available for community use and the 'at one time capacity' figure (pools =1user /6m^2 , halls = 3users /court). This gives each facility a "theoretical capacity".

If the facilities were full to their theoretical capacity then there would simply not be the space to undertake the activity comfortably. In addition, there is a need to take account of a range of activities taking place which have different numbers of users, for example, aqua aerobics will have significantly more participants, than lane swimming sessions. Additionally, there may be times and sessions that, whilst being within the peak period, are less busy and so will have fewer users.

To account for these factors the notion of a 'comfort factor' is applied within the model. For swimming pools, 70% and for sports halls 80% of its theoretical capacity is considered as being the limit where the facility starts to become uncomfortably busy.

The comfort factor is used in two ways;

1. Utilised Capacity - How well used is a facility? 'Utilised capacity' figures for facilities are often seen as being very low, 50-60%, however, this needs to be put into context with 70-80% comfort factor levels. The closer utilised capacity gets to the comfort factor level, the busier the facilities are becoming. You should not aim to have facilities operating at 100% of their theoretical capacity, as this would mean that every session throughout the peak period would be being used to its maximum capacity. This would be both unrealistic in operational terms and unattractive to users.

2. Adequately meeting Unmet Demand – the comfort factor is also used to increase the amount of facilities that are needed to comfortably meet the unmet demand. If this comfort factor is not added, then any facilities provided will be operating at its maximum theoretical capacity, which is not desirable as a set out above.

Maps

If maps are to be included within any printed report, the full scale maps must be reproduced to include the title, legend and copy right information. Failure to do so will be in breach of OS copyright.

Travel times Catchments

The model uses travel times to define facility catchments. These travel times have been derived through national survey work, and so are based on actual travel patterns of users. With the exception of London where DoT travel speeds are used for Inner & Outer London Boroughs, these travel times are used across the country and so do not pick up on any regional differences, of example, longer travel times for remoter rural communities.

The model includes three different modes of travel, by car, public transport & walking. Car ownership levels are also taken into account, in areas of low car ownership, the model reduces the number of visits made by car, and increases those made on foot.

Overall, surveys have shown that the majority of visits made to swimming pools and sports halls are made by car, with a significant minority of visits being made on foot and the least number of visits made by public transport:

	Car	Public transport	Walking
Pool	76.5%	5.7%	17.8%
Hall	80.2%	4.3%	15.5%

The model also includes a distance decay function; where the further a user is from a facility, the less likely they will travel. The table shows the % of visits made within each of the travel times, which shows that almost 90% of all visits, both car borne or walking, are made within 20 minutes. Hence, 20 minutes can be used as a rule of thumb for catchments for sports halls and pools.

	Sport halls		Swimming Pools	
Minutes	Car	Walk	Car	Walk
0-10	58%	66%	59%	62%
10-20	31%	23%	30%	23%
20 -40	8%	6%	9%	7%

NOTE: These are approximate figures, and should only used as a guide, particularly for walking where the distance used in the model has been converted to a travel time.

Utilised Capacity (used capacity of pools)

Following on from Comfort Factor section, here is more guidance on Utilised Capacity.

Utilised capacity refers to how much of facilities theoretical capacity is being used. This can, at first, appear to be unrealistically low, with area figures being in the 50-60% region.

Without any further explanation, it would appear that facilities are half empty. The key point is not to see a facilities theoretical maximum capacity (100%) as being an optimum position. This, in practise, would mean that a facility would need to be completely full every hour it was open in the peak period. This would be both unrealistic from an operational perspective and undesirable from a users perspective, as the facility would completely full.

For examples:

A 25m, 4 lane pool has Theoretical capacity of 2260 per week, during 52 hour peak period.

	4-5pm	5-6pm	6-7pm	7-8pm	8-9pm	9-10pm	Total Visits for the evening
Theoretical max capacity	44	44	44	44	44	44	264
Actual Usage	8	30	35	50	15	5	143

Usage of a pool will vary throughout the evening, with some sessions being busier than others though programming, such as, an aqua-aerobics session between 7-8pm, lane swimming between 8-9pm. Other sessions will be quieter, such as between 9-10pm. This pattern of use would give a total of 143 swims taking place. However, the pool's maximum capacity is 264 visits throughout the evening. In this instance the pools utilised capacity for the evening would be 54%.

70% utilised capacity is used as a guide to indicate that pools are becoming busy.

Creating sporting opportunities in every community

Sport England's Facilities Planning Model (FPM)

Sports Hall Provision in the Borough of Ipswich
Profile of 2009 Provision

This paper and the accompanying maps present data from Sport England's National Facilities Audit Dataset as of January 2009. The information contained within the paper should be read alongside the two appendices. Appendix 1 presents the facilities that have been included within the dataset and those excluded. Appendix 2 provides background to the Facilities Planning Model (FPM).

As presented in Appendix 2 the FPM modelling and dataset builds in a number of assumptions regarding the supply and demand of provision. It is therefore recommended that the information contained within this paper should form part of a wider assessment of provision at the local level.

The paper is set out into the following seven sections:

1. **Supply of Sports Halls**
2. **Demand for Sports Halls**
3. **Supply & Demand Balance**
4. **Satisfied Demand**
5. **Unmet Demand**
6. **Used Capacity**

The paper is also accompanied by three maps:

Map 1. Unmet Demand
Map 2. Aggregated Unmet Demand
Map 3. Relative Share

Creating sporting opportunities in every community

Supply of Sports Halls

		IPSWICH
1	**Number of sports halls** ▪ Excludes all halls not available for community use and where the main hall is less than 3 court size	**25**
2	**Number of sports hall sites**	**13**
3	**Courts** ▪ Total number of courts ▪ Scaled by hours (to take account of hours available for community use)	**82** **67**
4	**Capacity of all sports halls** ▪ visits per week in the peak period	**13,525**
5	**% of county/regional supply**	**23.7% of all courts in Suffolk, despite only having 17.1% of population of Suffolk**
6	**Courts per 10,000 population** ▪ England = 3.8 courts ▪ East region = 3.9 courts	**6.6 courts per 10,000 population**

Commentary on supply:

- The model includes a total of 25 sports halls on 13 sites in Ipswich which are available for community use for all or part of the peak period. These are listed in Appendix 1 and shown on each of the accompanying maps.
- Due to their size, nature of use or lack of information a number of halls are excluded from the audit. These halls are also listed in Appendix 1.
- In terms of sports hall capacity, the 25 halls included within Ipswich provide 82 courts in total, adjusted to 67 taking account of hours available for community use. These courts are distributed on 13 separate sites within the Borough.
- Ipswich has 23.7% of all the sports halls within Suffolk, despite only having 17.1% of the total population of the county.
- Ipswich has a total hall provision of 6.6 courts per 10,000 population, well above the regional average of 3.9 courts and the national average of 3.8 courts per 10,000 population. This figure is the joint highest (with Bedford) of all districts within the East of England

2. Demand for Sports Halls

		IPSWICH
7	**Population** ▪ ONS 2007 population	**123,924**
8	**Demand for halls** ▪ visits per week in the peak period	**5,809**
9	**Demand for sports halls from resident population (% of county/regional demand)** ▪ visits per week in the peak period	**18.1% of demand in Suffolk**
10	**Demand expressed as equivalent in courts** (taking into account a 'comfort' factor of 20%)	**36**
11	**% of population without access to a car** ▪ England = 19.5% ▪ East region = 13.1% ▪ Suffolk =13.0%	**20.9%**

Commentary on demand:

- Demand for sports hall provision from Ipswich residents equates to 5,809 visits per week in the peak period and is equivalent to 36 courts taking into account the 'comfort factor'. This takes into account a 'comfort factor' (see appendix 2 for explanation).
- The percentage of the population of Ipswich without access to a car is 20.9% which is higher than the Suffolk average and the highest figure of all the Suffolk districts although comparable with the national average. For more information on the transport modes and travel time catchments see appendix 2.

3. Satisfied Demand (Demand being met by supply)

		IPSWICH
12	Total number of visits which are met	**5,534**
13	% of total demand satisfied Region = 91.1% England = 89.9%	**95.3%**
14	% of demand satisfied who travelled by road Region = 89.4% England = 83.6%	**78.6%**
15	% of demand satisfied who travelled by foot Region = 10.6% England = 16.4%	**21.4%**
16	Retained = 4491 Exported = 1043	**81.15%** **18.85%**

Commentary on satisfied demand:

- Ipswich enjoys a very high level of satisfied demand for sports hall use, above both the national and average figures and the highest of all authorities in Suffolk. Satisfied demand in excess of 95% is about as high as it is statistically possible to achieve.
- Ipswich has a higher percentage of people who satisfy their demand for sports hall use by foot than both the regional and national figure and again this percentage is the highest of all the Suffolk authorities.
- 81.15% of all satisfied demand from Ipswich residents is met within the Borough, with 18.85% being exported to facilities outside the Borough boundaries.

4. Unmet Demand - demand not currently being met

		IPSWICH
17	Total number of visits not currently being met	**275 (4.7% of total visits)**
18	Equivalent in courts (with comfort factor)	**2**
19	% of County unmet demand	**12.5%**
20	Unmet Demand due to: Lack of capacity Outside catchment -	 **0%** **100%**
21	Unmet demand due to lack of capacity – road/walkers split	**N/A**
22	Unmet demand due to outside catchment – access/no access to car split	**3.5% access to car, 96.5% no access to car**

Commentary on Unmet Demand:

As previously commented, Ipswich has a relatively low level of unmet demand, which equates to a total of 2 courts across the Borough, once a comfort factor has been applied.

This equates to approximately 12.5% of all unmet demand across Suffolk.

All the unmet demand in Ipswich is due to people living outside the catchment area of a hall, and of those people an overwhelming majority (96.5%) are walkers (people with no access to a car who live outside the walking catchment of a sports hall).

5. Facilities – how well used are the facilities

		IPSWICH
23	**Total number of visits used of current capacity**	**5,934**
24	**% of overall capacity of halls being used** **Regional= 66.7%** **England = 65.9%**	**43.9% (Ranging from 18.8% to 73.6%)**
25	**% of visits made to halls by walk** **Region = 10.1%** **England = 16.4%**	**20.3%**
26	**% of visits made to halls by road** **Region = 89.9%** **England = 83.6%**	**79.7%**

Commentary on use of facilities:

- Existing halls in Ipswich are only being used to 43.9% of capacity at peak times. This figure is much lower than both regional and national average figures. The utilisation of individual facilities in Ipswich ranges from a low of 18.8% of capacity at Thurleston High School to 73.6% at Next Generation Health Club.
- The percentage of visits made to sports halls in Ipswich by walkers is 20.3%, higher than both the national and regional average, reflecting the urban nature of the Borough. The figure for % of visitors arriving by foot varies hugely in Ipswich, from 73.1% at the Ipswich YMCA to 0.8% at the Next Generation Health Club.
- The corresponding figure for visits made by road is lower than the regional and national averages.

6. Personal Share – equity share of facilities

		IPSWICH
27	**Personal share of halls** **Region = 100%** **England = 100%**	**127%**
28	**Difference from England average**	**+27%**

Commentary on personal share:

- **This planning tool is similar to the 'facilities per 10,000 population', but also factors in facility capacity and travel modes to give a comparative estimate of provision in an equity way i.e. how much share of facilities people have in comparison to each other.**
- **The figure is always given as a comparison to the national average, which is calculated at 100%**
- **This figure shows that the residents of Ipswich have an excellent 'personal share' of access to sport hall provision, which equates to 27% above the national average.**
- **It is also 27% above the regional average, as the figure for the East of England is exactly the same as the national average figure.**

Appendix 1: Sports Halls Included/Excluded

Halls Included:

Note: attractiveness weightings – the model uses both age of the facility and how it is owned and managed for attractiveness weightings (see appendix 2).

Sites Included	Weightings %	Courts (Main)	Courts (ancillary)	Capacity (vpwpp)
Chantry Sports Centre	45	4	5.3	1517
Copleston Centre	90	4	2	1020
Gainsborough Sports Centre	94	4	-	780
Holywells High School	45	6	2	900
Ipswich School	46	4	-	710
Maidenhall Sports Centre	70	4	2	1020
Next Generation (David Lloyd)	97	4	-	810
Northgate Sports Centre	74	4	7.8	2010
St Joseph's College	46	4	-	610
Thurleston High School	25	6	4.4	2106
Westbourne High School	29	4	4	1120
Whitton Sports Centre	94	3	-	585
YMCA Ipswich	34	3	-	338

Halls Excluded:

The audit excludes sports halls that are deemed to be either solely for private use, too small (i.e. less than 3 court size) or there is a lack of information, particularly relating to hours of use. Within Ipswich the following halls were deemed to fall under one or more of these categories and therefore excluded from the modelling:

- Beacon Hill School (too small)
- Ransomes Sports and Social Club (too small)
- St Alban's High School (no community use)

Further detail is provided in Appendix 2 of what is and isn't included in the calculations and the reasoning for this.

Appendix 2 - Background

Inclusion Criteria used for this analysis

The following inclusion criteria were used for this analysis;
Include all Operational Sports Halls available for community use i.e. pay and play, membership, Sports Club/Community Association

- Exclude all Halls not available for community use i.e. private use
- Exclude all Halls where the main hall is less than 3 Courts in size
- Where opening times were missing assumes on availability have been made based on similar facility types.
- Where the year built is missing assume date 1975[1].
- Facilities in Wales and the Scottish Borders included, as supplied by sportscotland and Sports Council for Wales. All facilities weighted 75% due to no data on age of facilities.

Ancillary Halls

The inclusion criteria for modeling sports halls is for a minimum of halls that are 3 badminton court size and above, and have a ceiling clearance of 5.7m within the main hall. Additional to the 'main' sports hall, all smaller ancillary halls which are on site are also included within the supply side of the model. The logic for this inclusion criterion for main and ancillary halls is that the usage parameters used in the model are based on a 'balanced program' of used for the sports hall. It is assumed that this balanced program will include a range of activities ranging from team to individual sports. A standard 3 or 4 court hall, with smaller ancillary rooms/halls provides the flexibility to provide this balanced program. Note - ancillary halls are given a higher theoretical capacity than the main hall, to reflect their usage for classes and more intensive sessions, such as aerobics, pilates, yoga, etc. The main sports hall has a lower capacity to reflect the use of less intensive activities team activities, such as, football, basketball, hockey, netball, etc.

Attractiveness Weightings

Not all facilities are the same and users will find certain facilities more attractive to use than others. Attractiveness however, is very subjective. In attempt to reflect this in this modelling work, the facility age/year in which it was last significantly refurbished has been used as an indicator of quality and therefore attractiveness, together with how the sports hall is managed.

Age/refurbishment weighting - The assumption used in this analysis is that the older a facility is, the less attractive it will be to users. It is recognized that this is a general assumption and that the will be examples where older facilities are more attractive than newly built ones due to excellent local management, programming and sports development.

Additionally, the date of any significant refurbishment is also included within the weighting factor; however, the attractiveness is set lower than a new build of the same year. It is assumed that a refurbishment that is older than 20 years will have a minimal impact on the facilities attractiveness.

The information on year built/refurbished is taken from Active Places. A graduated curve is used to allocate the attractiveness weighting by year. This curve levels off at around 1920 with a 20% weighting. The refurbishment weighting is slightly lower than the new built year equivalent.

[1] Choosing a date in the mid '70s ensures that the facility is included, whilst not overestimating its impact within the run.

Example of weighting factor;

Year facility was built	Attractiveness Weighting
2007	100%
1998	96%
1988	86%
1978	76%
1960	58%
1950	48%
1920	20%

Management & ownership weighting – Due to the large number of halls being provided by the education sector, an assumption is made that in general, these halls will not provide as balanced a program that halls run by LA's, trusts, etc, with school halls more likely to be used teams and groups through block booking. A less balanced programme is assumed to be less attractive to a general, pay & play user, than standard local authority leisure centre sports hall, with a wider range of activities on offer.

To reflect this, two weightings curves are used for education and non-education halls, a high weighted curve, and a lower weighted curve;

1. High weighted curve - includes Non education management - better balanced programme, more attractive.

2. Lower weighted curve - includes Educational owned & managed halls, less attractive.

Commercial Halls – whilst there are relatively few sports halls provided by the commercial sector, an additional weighing factor is incorporated within the model to reflect the cost element often associated with commercial facilities. For each population output area the Indices of Multiple Deprivation (IMD) score is used to limit whether people will use commercial facilities. The assumption is that the higher the IMD score (less affluence) the less likely the population of the OA would choose to go to a commercial facility.

Comfort Factor

As part of the modelling process, each facility is given a maximum number of visits it can accommodate, based on its size, the number of hours it's available for community use and the 'at one time capacity' figure (pools =1user /6m^2 , halls = 3 users /court). This is gives each facility a "theoretical capacity".

If the facilities were full to their theoretical capacity then there would simple not be the space to undertake the activity comfortably. In addition, there is a need to take account of a range of activities taking place which have different numbers of users, for example, aqua aerobics will have significantly more participants, than lane swimming sessions. Additionally, there may be times and sessions that, whilst being within the peak period, are less busy and so will have fewer users.

To account of these factors the notion of a 'comfort factor' is applied within the model. For swimming pools, 70% and for sports halls 80% of its theoretical capacity is considered as being the limit where the facility starts to become uncomfortably busy.

The comfort factor is used in two ways;

1. Utilised Capacity - How well used is a facility? 'Utilised capacity' figures for facilities are often seen as being very low, 50-60%, however, this needs to be put into context with 70-80% comfort factor levels for pools. The closer utilised capacity gets to the comfort factor level, the busier the facilities are becoming. You should not aim to have facilities operating at 100% of their theoretical capacity, as this would mean that every session throughout the peak period would be being used to its maximum capacity. This would be both unrealistic in operational terms and unattractive to users.

2. Adequately meeting Unmet Demand – the comfort factor is also used to increase the amount of facilities that are needed to comfortably meet the unmet demand. If this comfort factor is not added, then any facilities provided will be operating at its maximum theoretical capacity, which is not desirable as a set out above.

Maps

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Travel times Catchments

The model use travel times to define facility catchments. These travel times have been derived through national survey work, and so are based on actual travel patterns of users. With the exception of London where DoT travel speeds are used for Inner & Outer London Boroughs, these travel times are used across the country and so do not pick up on any regional differences, of example, longer travel times for remoter rural communities.

The model includes three different modes of travel, by car, public transport & walking. Car ownership levels are also taken into account, in areas of low car ownership, the model reduces the number of visits made by car, and increases those made on foot.

Overall, surveys have shown that the majority of visits made to swimming pools and sports halls are made by car, with a significant minority of visits being made on foot and the least number of visits made by public transport:

	Car	Public transport	Walking
Pool	76.5%	5.7%	17.8%
Hall	80.2%	4.3%	15.5%

The model also includes a distance decay function; where the further a user is from a facility, the less likely they will travel. The table shows the % of visits made within each of the travel times, which shows that almost 90% of all visits, both car borne or walking, are made within 20 minutes. Hence, 20 minutes can be used as a rule of thumb for catchments for sports halls and pools.

	Sport halls		Swimming Pools	
Minutes	Car	Walk	Car	Walk
0-10	58%	66%	59%	62%
10-20	31%	23%	30%	23%
20 -40	8%	6%	9%	7%

NOTE: These are approximate figures, and should only used as a guide, particularly for walking where the distance used in the model has been converted to a travel time.

Utilised Capacity (used capacity of facilities)

Following on from Comfort Factor section, here is more guidance on Utilised Capacity.

Utilised capacity refers to how much of facilities theoretical capacity is being used. This can, at first, appear to be unrealistically low, with area figures being in the 50-60% region. England figure for Feb 2008 halls was only 66.6%.

Without any further explanation, it would appear that facilities are half empty. The key point is not to see a facilities theoretical maximum capacity (100%) as being an optimum position. This, in practise, would mean that a facility would need to be completely full every hour it was open in the peak period. This would be both unrealistic from an operational perspective and undesirable from a users perspective, as the facility would completely full.

For examples:

A 4 court sports hall has a theoretical capacity of 800 per week, during 52 hour peak period.

	4-5pm	5-6pm	6-7pm	7-8pm	8-9pm	9-10pm	Total Visits for the evening
Theoretical max capacity	12	12	12	12	12	12	72
Actual Usage	0	6	10	20	8	4	48

Usage of a hall will vary throughout the evening, with some sessions being busier than others though programming, such as, a circuit training session between 7-8pm, 5's football between 6-7pm. Other sessions will be quieter, such as between 9-10pm. This pattern of use would give a total of 48 users taking place. However, the hall's maximum capacity is 72 visits throughout the evening. In this instance the halls utilised capacity for the evening would be 66%.

80% utilised capacity is used as a guide to indicate that halls are becoming busy.

CACI

Arts Council Area Profile
Defined Area Overview Report

Area: Ipswich
Base: Great Britain

	Data Items		Data for area	Data as % for area	Index av=100
	Population (2001 Census)	**2001 Total Pop**	**124,487**	100.0	100
	Total Population		124,487	100.0	100
	Total Adults (15+)		99,863	80.2	99
age	**Total Adults (15+)**	**2001 Adl 15+**	**99,863**	100.0	100
	Total Adult Females		51,422	51.5	99
	Total Adult Males		48,441	48.5	101
	15 - 19		7,881	7.9	104
	20 - 24		7,730	7.7	104
	25 - 34		18,544	18.6	106
	35 - 44		17,543	17.6	95
	45 - 54		15,534	15.6	95
	55 - 64		11,817	11.8	91
	65 - 74		10,603	10.6	102
	75 +		10,211	10.2	110
	(15 - 24)		(15,611)	(15.6)	(104)
	(25 - 44)		(36,087)	(36.1)	(101)
	(45 - 64)		(27,351)	(27.4)	(93)
	(65 +)		(20,814)	(20.8)	(106)
social grade	**Social Grade (2001 Census)**	**2001 Adl 16-64**	**76,624**	100.0	100
	AB		17,143	22.4	90
	C1		21,096	27.5	93
	C2		16,173	21.1	115
	D		17,807	23.2	113
	E		4,405	5.7	85
	(ABC1)		(38,239)	(49.9)	(92)
	(C2DE)		(38,385)	(50.1)	(110)
*ethnic groups	**Ethnic Group* (2001 Census)**	**2001 Total Pop**	**124,319**	100.0	100
	White		116,422	93.6	102
	Mixed (White/Black Caribbean or African)		1,799	1.4	**261**
	Black or Black British		2,178	1.8	87
	Mixed White and Asian		368	0.3	89
	Asian or Asian British		2,166	1.7	43
	Other Mixed Group*		574	0.5	**169**
	Chinese		498	0.4	94
	Other Ethnic Group		314	0.3	63
economic activity	**Economic Activity (2001 Census)**	**2001 Adl 16-74**	**88,070**	100.0	100
	All economically active		60,986	69.2	104
	Economically inactive - Retired		11,976	13.6	100
	Economically inactive - All other		15,108	17.2	86
	Students (economically active and inactive)		4,510	5.1	70
	Disability/Illness (2001 Census)	**2001 Adl 16-74**	**88,074**	100.0	100
	Unable to work due to Disability/Illness		4,397	5.0	88
	Disabled and Economically Active		3,766	4.3	104
occupation	**Occupation (2001 Census)**	**2001 Adl 16-74 in employment**	**57,747**	100.0	100
	Managers and senior officials		6,903	12.0	80
	Professional occupations		5,504	9.5	86
	Associate professional & technical occupations		7,023	12.2	88
	Administrative and secretarial occupations		7,753	13.4	101
	Skilled trades occupations		7,159	12.4	106
	Personal service occupations		4,093	7.1	102
	Sales and customer service occupations		5,612	9.7	**125**
	Other employed		13,700	23.7	115

*For Scotland 'Other Mixed Group' includes all 'Mixed' combinations

Arts Council Area Profile
Defined Area Overview Report

CACI

Area: Ipswich
Base: Great Britain

	Data Items		Data for area	Data as % for area	Index av=100
quals.	**Higher Qualifications (2001 Census)**	**2001 Adl 16-74**	**88,078**	100.0	100
	Higher Educational/Vocational Qualification		13,534	15.4	75
	Total Households	**2001 Total Hhs**	**52,679**	100.0	100
depends.	**Dependents (2001 Census)**	**2001 Total Hhs**	**52,693**	100.0	100
	Households with dependent children		15,388	29.2	99
cars	**Cars/Vans in Household (2001 Census)**	**2001 Total Hhs**	**52,684**	100.0	100
	Households without a car or van		14,879	28.2	103
	Households with one car or van		24,587	46.7	107
	Households with two or more cars or vans		13,218	25.1	87
	(Households with at least one car or van)		(37,805)	(71.8)	(99)
Welsh language	**Welsh Speakers (2001 Census)**	**2001 Pop aged 3+**	**0**	0.0	0
	Understands spoken Welsh only		0	0.0	0
	Speaks but does not read or write Welsh		0	0.0	0
	Speaks and reads but does not write Welsh		0	0.0	0
	Speaks, reads and writes Welsh		0	0.0	0
	Combination of Welsh		0	0.0	0
	No knowledge of Welsh		0	0.0	0
arts/museum etc. attenders	**Attenders (TGI)**	**2007 Adl 15+**	**106,475**	100.0	100
	Plays		35,850	33.7	94
	Opera		9,357	8.8	90
	Ballet		10,939	10.3	91
	Contemporary Dance		9,165	8.6	90
	Classical Music		17,903	16.8	89
	Jazz		12,009	11.3	92
	Art Galleries/Art Exhibitions		30,593	28.7	92
	Any performance in a Theatre		52,457	49.3	97
	Any of the previous 8 Arts		63,560	59.7	96
	Cinema		66,580	62.5	97
	Pop/Rock		37,653	35.4	99
	Any of the previous 10 Arts		84,117	79.0	98
	Museum visit in last 12 months		28,904	27.1	93
	Museum visit in London in last 12 months		16,721	15.7	87
	Other museum visits in last 12 months		19,365	18.2	98
	Stately Home or Castle visit in last 12 months		23,847	22.4	94
	Archaeological site visit in last 12 months		8,053	7.6	100
	Any performance in a Theatre twice or more a year		19,884	18.7	93
	Plays twice or more a year		11,326	10.6	91
	Art Galleries/Art Exhibitions twice or more a year		11,838	11.1	90
	Any of the 8 arts twice or more a year		29,186	27.4	91

Due to small cell adjustments in the census data to protect confidentiality, totals from different tables for E&W (and a few Scottish tables) will not always l the same. Tables are internally additive and relationships between variables have not been impacted.

Arts Council Area Profile
Defined Area Overview Report

Area: **Ipswich**
Base: **Great Britain**

Data Items	Data for area	Data as % for area	Index av=100

 10-Aug-09

Arts Council Area Profile

Defined Area Overview Report

Area: Ipswich
Base: Great Britain

	Data Items		Data for area	Data as % for area	Index av=100
newspaper readership	**Newspaper Readership (TGI)**	**2007 Adl 15+**	**106,475**	100.0	100
	Guardian/Observer/Independent/Indep. on Sun		4,474	4.2	90
	The Times/Sunday Times/Financial Times		6,012	5.6	86
	Daily Telegraph/Sunday Telegraph		4,492	4.2	83
	Any of the previous qualities		12,670	11.9	85
	Regional morning		3,145	3.0	99
	Regional evening		2,875	2.7	102
	Mid-market Tabloids		13,328	12.5	97
	Popular Tabloids		26,320	24.7	112
internet usage	**Internet Usage (TGI)**	**2007 Adl 15+**	**106,475**	100.0	100
	Internet - use at home		70,474	66.2	96
	Internet - use anywhere, more than 3 times/week		42,451	39.9	96
Adult 15+ ACORN categories	**2007 Adults 15+ ACORN Category**	**2007 Adl 15+**	**106,475**	100.0	100
	1. Wealthy Achievers		15,592	14.6	59
	2. Urban Prosperity		9,394	8.8	70
	3. Comfortably Off		41,392	38.9	**137**
	4. Moderate Means		13,708	12.9	97
	5. Hard Pressed		26,387	24.8	**125**
	Unclassified		2	0.0	0
Adult 15+ ACORN groups	**2007 Adults 15+ ACORN Group**	**2007 Adl 15+**	**106,475**	100.0	100
	1.A Wealthy Executives		5,507	5.2	62
	1.B Affluent Greys		4,111	3.9	46
	1.C Flourishing Families		5,974	5.6	69
	2.D Prosperous Professionals		1,788	1.7	77
	2.E Educated Urbanites		5,117	4.8	75
	2.F Aspiring Singles		2,489	2.3	59
	3.G Starting Out		7,908	7.4	**212**
	3.H Secure Families		23,291	21.9	**144**
	3.I Settled Suburbia		6,950	6.5	101
	3.J Prudent Pensioners		3,243	3.0	95
	4.K Asian Communities		0	0.0	0
	4.L Post Industrial Families		3,433	3.2	72
	4.M Blue Collar Roots		10,275	9.7	**130**
	5.N Struggling Families		18,412	17.3	**144**
	5.O Burdened Singles		4,388	4.1	99
	5.P High Rise Hardship		3,443	3.2	**188**
	5.Q Inner City Adversity		144	0.1	7
	Unclassified		2	0.0	0

Workforce ACORN categories	**2001 ACORN Category for Workforce**	**2001 Working Pop**	**67,833**	100.0	100
	1. Wealthy Achievers		20,434	30.1	110
	2. Urban Prosperity		3,178	4.7	38
	3. Comfortably Off		24,691	36.4	**128**
	4. Moderate Means		8,927	13.2	88
	5. Hard Pressed		10,450	15.4	94
	Unclassified		153	0.2	39

Arts Council Area Profile
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Data Items	Data for area	Data as % for area	Index av=100

 10-Aug-09