

Ploszajski Lynch  
Consulting Ltd.



Kings Lynn and West Norfolk  
Borough Council

*Sports Facilities Strategy*  
*First Review*

June 2025

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# 1 INTRODUCTION

## 1.1 Introduction

In 2022, Kings Lynn and West Norfolk Borough Council (KLWNBC) appointed Ploszajski Lynch Consulting Ltd. (PLC) to update Sports Facilities and Playing Pitch Strategies for the Borough. The study covers:

- Indoor sports and active recreation facilities.
- Playing pitches and outdoor sports facilities.
- Informal/casual outdoor active recreational opportunities.

This document comprises an updated assessment of indoor sports facilities needs in 2025.

## 1.2 The rationale for the strategy

### 1.2.1 Purpose

The Council produced a Sports Facilities Strategy since 2011 and a Playing Pitch and Outdoor Facilities Strategy in 2023. Following Sport England guidance on the need for regular reviews, it therefore now requires an update of both documents to help shape the future of leisure provision for West Norfolk. The future need assessments have been extended from 2036 in the original strategy, to 2040, to conform with the new Local Plan period.

### 1.2.2 Benefits

The benefits of the strategy update are as follows:

- ***The case for facilities developments:*** The Council has a number of sports projects at concept stage and the need and demand for these will be determined by the results of this strategy.
- ***The Local Plan: The Local Plan/ Neighbourhood Plans:*** The strategy documents will form part of the evidence base for the Local Plan review and/or emerging Neighbourhood Plans, which will enable the Borough Council and Town/Parish Councils to:
  - Include evidence-based policies on the provision and retention of sports facilities in the Borough.
  - Identify the additional sports facilities needs arising from new development.
  - Compile a charging schedule for developer contributions to fund additional facilities provision.
- ***Health and wellbeing:*** Facilities needs will be related to local health and wellbeing priorities and the delivery of sport and physical activity programmes.

- **Stakeholder engagement:** Sports facilities and pitch provision is a ‘mixed economy’ involving the public sector (KL&WNBC, schools and town/parish councils), the voluntary sector (sports clubs and associations) and the commercial sector (fitness gyms). The strategy compilation process (which is covered in more detail below) involved engagement with all providers (and the umbrella organisations that represent them like Sport England, Active Norfolk and the governing bodies of sport), so has identified who is best placed to deliver the established needs.
- **External funding bids:** All bids for external funding for sports facilities and pitch provision will involve demonstrating the strategic priority of the proposed developments, so the strategy documents will provide the basis for this.
- **Tourism and the visitor economy:** The visitor economy in West Norfolk is estimated to be worth around £496 million to the wider economy. Around 482,000 staying visitors spend an estimated £111 million per annum. Around 7.8 million day visitors spend around £300 million. The visitor economy supports around 17% of jobs in the economy. Sports facilities such as the Oasis Pool in Hunstanton and some coastal water sports provision make a significant contribution to the tourism offer and the update will address these needs in addition to those of the resident population.

### 1.3 The study brief

The study brief states that the project should culminate with the production of an updated Sports Facilities and Playing Pitch Strategy for West Norfolk considering short, medium and long term requirements and accounting for the West Norfolk Local Plan which runs to 2040. The plan should also consider the geography of the borough and the rurality and population demographic. In doing so, the assessment considers the following questions:

- What is the overall picture across West Norfolk in terms of the quantity of sports provision?
- What is the overall picture across West Norfolk in terms of the quality, accessibility, and sustainability of sports provision?
- What is the overall picture for West Norfolk in terms of disability sport and inclusive facilities, considering if demand for facilities is being met?
- Which geographical areas have poor access to sports facilities?
- How much informal and formal community use and security of community access is there to educational sites?
- Are there facilities which complement the natural environment and features of West Norfolk and is there demand for them?
- Is there a need to develop new standards for provision for sports facilities and pitches?

The study assesses need at a boroughwide, sub-area (north, central and south) and site-specific level and takes account of facilities in neighbouring areas that serve the needs of the Borough’s population.

## 1.4 The scope of the strategy

The indoor sports facilities included in the Strategy are:

- Sports halls.
- Swimming pools.
- Health and fitness facilities.
- Squash courts.
- Indoor tennis facilities.
- Indoor bowls facilities.
- Gymnastics facilities.
- Village and community halls.

## 1.5 The study methodology

The methodology for the study follows the ‘Assessing Needs and Opportunities Guidance’ (2014) approach (ANOG), developed by Sport England. The process involves two parts and three stages as follows:

- **Part One** - Undertaking the assessment.
  - **Stage A:** Prepare and tailor the assessment.
  - **Stage B:** Gather information on supply and demand.
  - **Stage B:** Bring the information together.
- **Part Two - Stage C:** Applying the assessment.

## 1.6 Strategy format

This structure of the document is as follows:

- Assessing sports facilities needs in Kings Lynn and West Norfolk.
- The local context for facilities provision.
- Strategic influences on facilities provision.
- Sports halls.
- Swimming pools.

- Health and fitness facilities.
- Squash courts.
- Indoor tennis facilities.
- Indoor bowls facilities.
- Gymnastics facilities.
- Village and community halls.
- Policies and recommendations.
- Applying and reviewing the strategy.

## 2 ASSESSING SPORTS FACILITIES NEEDS IN KINGS LYNN AND WEST NORFOLK

### 2.1 Introduction

This section explains the basis upon which the current sports facilities needs in Kings Lynn and West Norfolk have been identified, along with the approach for identifying the additional provision that will be needed as a result of population growth.

The methodology applied to assess the needs and opportunities for sports facilities follows Sport England's recommended approach, advocated in '*Assessing Needs and Opportunities Guidance*' (2014). It also takes account of Sport England's '*Strategic Outcomes Planning Guidance*' (2020).

### 2.2 Preparing and tailoring the approach

KL&WNBC convened a project steering group led by officers from leisure, planning, green spaces, grounds maintenance, public health, tourism and economic development and involving advice from Sport England and the relevant governing bodies of sport to devise:

- The vision and objectives of the review of sports facilities in the borough.
- The scope of the exercise, including the types of facilities to include, the geographical scope and the overall timeframe for the assessment.
- The local and wider strategic context.
- The project management arrangements for the study.

A project brief was produced, approved and signed-off to complete Stage A of the process.

### 2.3 Assessing sports facilities supply

The assessment of sports facilities supply at Stage B of the study involved four main elements:

- **Quantity:** Establishing what facilities there are in the borough, with details of their dimensions, technical information like playing surfaces and floodlighting. This included consideration of facilities not currently in use, those not available to the community and significant provision in neighbouring areas that serves some needs of Kings Lynn and West Norfolk residents and visitors.
- **Quality:** Auditing the quality of facilities. This involved assessing each facility in terms of its condition (its age, appeal, fabric and ancillary provision like changing and car parking - factors that will influence its attractiveness to users) and fitness for purpose (its technical specifications and ability to accommodate an appropriate standard of play).
- **Accessibility:** Determining spatial distribution of provision in the borough by GIS mapping of each facility type, including catchment analysis appropriate to the scale and role of each facility.

- **Availability:** Identifying how much each facility is used, whether there is any existing spare capacity and if there is any scope to increase capacity. This involved consideration of programming and usage data, opening times and pricing levels, which was secured through consultation with facility providers and operators.

The information was collated and analysed in a facilities supply report, which was evaluated and approved by the project steering group.

## 2.4 Assessing sports facilities demand

The assessment of sports facilities demand at Stage B of the study involved five main elements:

- **Local population profile:** Establishing the local demography, including the size, age profile, affluence/deprivation, health indices and growth projections.
- **Sports participation:** Identifying local sports participation characteristics, through analysing the results of Sport England's 'Active Lives' survey, local facilities usage figures and a survey of local clubs to establish membership patterns and trends.
- **Unmet, displaced and future demand:** In addition to current expressed demand, analysis of unmet (demand which exists but cannot currently be satisfied), displaced (demand from within the borough that is satisfied elsewhere) and future demand (based on projected population and participation increases) was identified.
- **Local participation priorities:** Establishing any local priorities for the use of sports facilities, such as those relating to corporate health and well-being policies.
- **Sport-specific priorities:** Determining through consultation with Active Norfolk, the governing bodies of sport and a local sports clubs survey, whether there are any sport-specific priorities for Kings Lynn and West Norfolk.

The information was collated and analysed in a facilities demand report, which was evaluated and approved by the project steering group.

## 2.5 Assessing the balance between sports facilities supply and demand

To complete Stage B of the process, the supply and demand information was brought together for each type of facility to establish:

- **Quantity:** Are there enough facilities with sufficient capacity to meet needs?
- **Quality:** Are the facilities fit for purpose for the users?
- **Accessibility:** Are the facilities in the right physical location for the users?
- **Availability:** Are the facilities available for those who want to use them?

Where appropriate for some types of facility, the assessment included the use of Sport England planning tools, in particular the Sports Facility Calculator (SFC). The SFC has been developed by Sport England to help local planning authorities quantify how much additional demand for three key community sports facilities (swimming pools, sports halls and indoor bowls) is generated as a result of new growth linked to specific development locations



## 2.6 Applying the assessment - Developing the strategy

The results of the assessment has been applied to produce a Sports Facilities Strategy for the borough, which includes:

- **Options for provision:** The options for meeting current and future facilities needs were identified under Sport England's recommended headings of 'Protect', 'Provide' and 'Enhance'.
- **Policy recommendations:** Arranged under the headings of 'Protect', 'Provide' and 'Enhance', planning policy recommendations were developed to ensure that the implementation of the strategy will be supported by the provisions of the Local Plan.

## 2.7 Keeping the Assessment robust and up-to-date

Sport England advocates that the SFS should be reviewed on an annual basis from the date it is formally signed off by the steering group. Along with ensuring that the strategy is used and applied, the process to keep it robust and up to date will expand the life of the strategy, providing people with the confidence to continue to both use it and attach significant value and weight to its key findings and issues, along with its recommendations and actions. Taking into account the time to develop the SFS this should also help to ensure that the original supply and demand information is no more than two years old without being reviewed.

The review should highlight:

- How the delivery of the recommendations and action plan has progressed and any changes required to the priority afforded to each action (e.g. the priority of some may increase following the delivery of others).
- How the SFS has been applied and the lessons learnt.
- Any changes to particularly important facilities and/or sites in the area (e.g. the most used or high-quality sites for a particular sport) and other supply and demand information, what this may mean for the overall assessment work and the key findings and issues.
- Any development of a specific sport or particular format of a sport.
- Any new or emerging issues and opportunities.

## 2.8 Sources of information

Information was gathered throughout the process from a wide range of consultees including:

- **Sport England:** Guidance on the assessment methodology.
- **Kings Lynn and West Norfolk Borough Council:** Consultation with officers from leisure, policy planning, grounds maintenance, public health, tourism and economic development.

- ***Other local sports facilities providers:*** Consultation with organisations such as local sports clubs and commercial health and fitness operators on usage levels and spare capacity.
- ***Neighbouring local authorities:*** Information on their sports facilities assessments and the impact of any cross-border issues was obtained from Breckland District Council, North Norfolk District Council, South Holland District Council, Fenland District Council, East Cambs District Council and West Suffolk Council
- ***Active Norfolk:*** Information on local and wider strategic priorities.
- ***National Health Service:*** The NHS Norfolk and Waveney Integrated Care Board and the West Norfolk Health and Wellbeing Partnership provided information on links with sport and physical activity.
- ***Governing bodies of sport:*** Information on local and wider strategic priorities and local supply and demand information.
- ***Sports clubs:*** Information on sports facilities provision and use, current and future needs and opinions on quality, which was submitted via an on-line survey.
- ***Schools:*** Information on sports facilities provision and use, plus attitudes towards community use, which was submitted via an on-line survey.
- ***Town and parish councils:*** Information on sports facilities provision and use, current and future needs and opinions on quality, which was submitted via an on-line survey.
- ***Local residents:*** Views and aspirations on local sports facilities provision, which was submitted via the Council's website.

## 2.9 Summary

Assessing sports facilities needs in Kings Lynn and West Norfolk using the approach advocated by Sport England in its '*Assessing Needs and Opportunities Guidance*' and '*Strategic Outcomes Planning Guidance*' has ensured that the exercise is both robust and evidence-based and as a result complies with the provisions of the Government's national planning policy framework.

## 3 THE LOCAL CONTEXT FOR FACILITIES PROVISION

### ***Key findings:***

- ***An elderly and ageing population:*** The borough has an elderly age profile and demographic change by 2040 will see a significant increase in the proportion of people aged over 50. Since sport and physical activity rates typically decline with age, the market for local sports facilities will evolve accordingly.
- ***Population growth:*** The ONS 2018 sub-national population projections increase of 4,750 (or 3.1%) over the period 2021 to 2040. If housing targets are met, population growth could be as high as 25,000 (or 12.6%). This will increase demand for facilities for sport and physical activity.
- ***Overall sports participation rates:*** Local participation rates in sport and physical activity are low and have fallen over the past eight years (based upon Sport England's 'Active Lives' survey) and they are well below the respective national, regional and county figures.
- ***Facilities supply:*** Sports facilities are provided by a mosaic of owners and operators from the public, voluntary and commercial sectors, which highlights the need for and benefits of a strategic approach to co-ordinating provision.

### 3.1 Introduction

This section identifies the context within which sports facilities provision is made in Kings Lynn and West Norfolk.

### 3.2 Background

#### 3.2.1 Location

Kings Lynn and West Norfolk borough covers approximately 556 square miles, which makes it the thirteenth largest authority area in England. The council area shares boundaries with six local authorities across four counties. These are Breckland District Council and North Norfolk District Council from Norfolk, South Holland District Council from Lincolnshire, Fenland District Council and East Cambs District Council from Cambridgeshire and West Suffolk Council.

#### 3.2.2 Settlement pattern

King's Lynn is the major settlement in the area with a population of 42,800. The remainder of the population is spread across a network of small villages and market towns. Downham Market at 10,000 is the largest town in the south of the borough. To the north the largest settlement is the seaside town Hunstanton at 4,300 residents. Other larger settlements like Dersingham, Heacham, Terrington St Clements, Upwell/Outwell are of similar size and population. There are 102 parishes in the borough.

The replacement Local Plan review, which will cover a period of 15 years ahead, proposes a focus for growth along the A10/ Main Rail Line corridor, specifically at King's Lynn, Downham Market and the Growth Key Rural Service Centres of Marham and Watlington. Other significant growth is proposed east of Wisbech (Walsoken Parish) and at Hunstanton.

### 3.2.3 Transport links

Road links to and through the borough include the A10, which links Kings Lynn and Downham Market with to the south, the A17, which links Kings Lynn to the west, the A47, which links Kings Lynn to Wisbech and Norwich and the A148 which links to Fakenham and Cromer. A north-south rail line links the Kings Lynn and Downham Market with London via Ely and Cambridge.

### 3.2.4 Tourism and the visitor economy

The visitor economy in West Norfolk is estimated to be worth around £496 million to the wider economy. Around 482,000 staying visitors spend an estimated £111 million per annum. Around 7.8 million day visitors spend around £259 million. The visitor economy supports around 17% of jobs in the economy. Sports facilities such as the Oasis Pool in Hunstanton make a significant contribution to the tourism offer.

## 3.3 Demography

### 3.3.1 Current population

The 2021 census data for Kings Lynn and West Norfolk indicates 154,300 residents. This represents an increase of 6,849 people (4.6% growth) since the 2011 Census figure of 147,451.

### 3.3.2 Age structure

Analysis of the 2021 census data shows that Kings Lynn and West Norfolk has a relatively elderly age profile compared with both Norfolk and England. The average age of residents of the borough is 48.4 years, compared with a national average of 43.1 years.

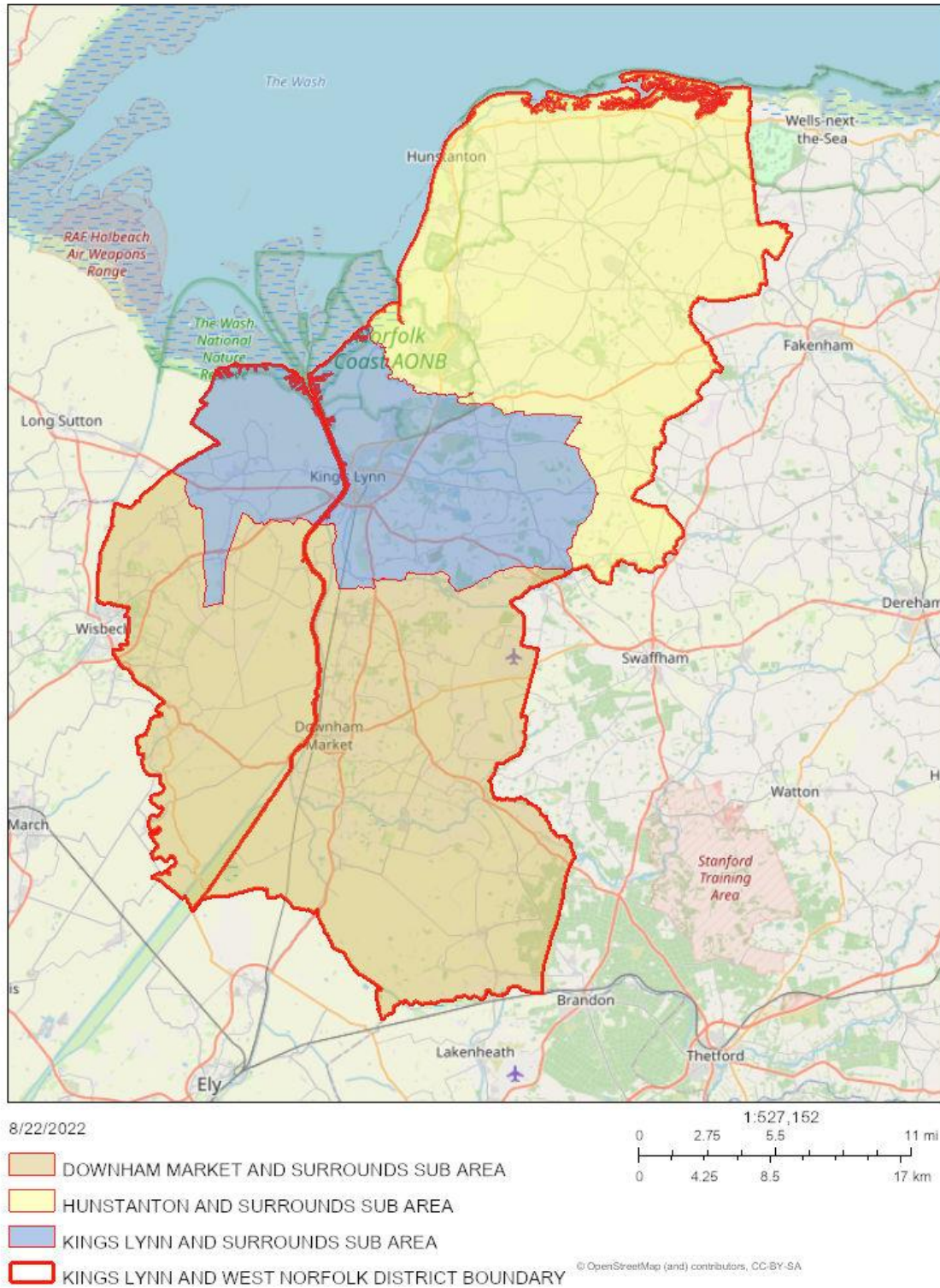
*Table 1: Kings Lynn and West Norfolk Age Structure*

| <b>Age</b>   | <b><i>Kings Lynn and West Norfolk No.</i></b> | <b><i>Kings Lynn and West Norfolk %</i></b> | <b><i>Norfolk %</i></b> | <b><i>England %</i></b> |
|--------------|---|---|-------------------------|-------------------------|
| 0-14         | 24,000  | 15.6%                                       | 15.2%                   | 17.4%                   |
| 15-24        | 14,400  | 9.3%  | 10.7%                   | 11.7%                   |
| 25-49        | 43,400  | 28.1%                                       | 29.1%                   | 33.0%                   |
| 50-64        | 32,600  | 21.1%                                       | 26.6%                   | 19.4%                   |
| 65+          | 39,900  | 25.9%                                       | 24.4%                   | 18.4%                   |
| <b>Total</b> | <b>154,300</b>                                | <b>100.0%</b>                               | <b>100.0%</b>           | <b>100.0%</b>           |

### 3.3.3 Sub-areas

The borough can be divided into sub-areas, to assist with analysing provision at a more local level and in particular to assess the differential spatial impact on supply and demand for sports facilities arising from housing growth. Three areas have been selected on the basis that they comprise discrete areas within which the resident population will typically look to access provision like sports facilities on a relatively local basis.

## KINGS LYNN & WEST NORFOLK SUB AREAS





The sub-area ward populations are based upon ONS 2019 small-area estimates and are as follows:

*Table 2: Kings Lynn and West Norfolk sub-areas*

| <b><i>Sub-area</i></b>       | <b><i>Wards</i></b>                | <b><i>Ward Population<br/>2020</i></b> | <b><i>Sub-area<br/>Population 2020</i></b> |
|------------------------------|------------------------------------|--|--|
| Hunstanton and surrounds     | Bircham with Rudhams               | 2,645                                  | 28,316                                     |
|                              | Brancaster                         | 2,256                                  |  |
|                              | Burnham Market and Docking         | 2,520                                  |  |
|                              | Dersingham                         | 5,807                                  |  |
|                              | Heacham                            | 5,197                                  |  |
|                              | Hunstanton                         | 4,189                                  |  |
|                              | Massingham with Castle Acre        | 3,094                                  |  |
|                              | Snettisham                         | 2,608                                  |  |
| Kings Lynn and surrounds     | Clenchwarton                       | 2,705                                  | 67,643                                     |
|                              | Fairstead                          | 6,930                                  |  |
|                              | Gayton and Grimston                | 5,700                                  |  |
|                              | Gaywood Chase                      | 2,903                                  |  |
|                              | Gaywood Clock                      | 3,300                                  |  |
|                              | Gaywood North Bank                 | 7,746                                  |  |
|                              | North Lynn                         | 6,701                                  |  |
|                              | South and West Lynn                | 5,399                                  |  |
|                              | Springwood                         | 3,426                                  |  |
|                              | St. Margaret's with St. Nicholas   | 5,285                                  |  |
|                              | Terrington                         | 5,857                                  |  |
|                              | The Woottons                       | 6,816                                  |  |
|                              | West Winch                         | 4,875                                  |  |
| Downham Market and surrounds | Airfield                           | 6,128                                  | 55,286                                     |
|                              | Denver                             | 2,381                                  |  |
|                              | Downham Old Town                   | 3,344                                  |  |
|                              | East Downham                       | 3,165                                  |  |
|                              | Emneth and Outwell                 | 4,883                                  |  |
|                              | Feltwell                           | 5,814                                  |  |
|                              | Methwold                           | 2,814                                  |  |
|                              | North Downham                      | 2,425                                  |  |
|                              | South Downham                      | 2,135                                  |  |
|                              | Tilney, Mershe Lande and Wiggshall | 4,919                                  |  |
|                              | Upwell and Delph                   | 6,155                                  |  |
|                              | Walsoken, West Walton and Walpole  | 5,762                                  |  |
|                              | Watlington                         | 2,717                                  |  |
|                              | Wissey                             | 2,644                                  |  |

### 3.3.4 Population growth

The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%). Comparison of the 2021 census data with the 2018 sub-national population projections for 2040 shows that the percentage of people aged under 50 falls from 53.0% to 48.0%, with proportion population increases amongst the over 50s.

Table 3: Kings Lynn and West Norfolk Population Projections to 2040

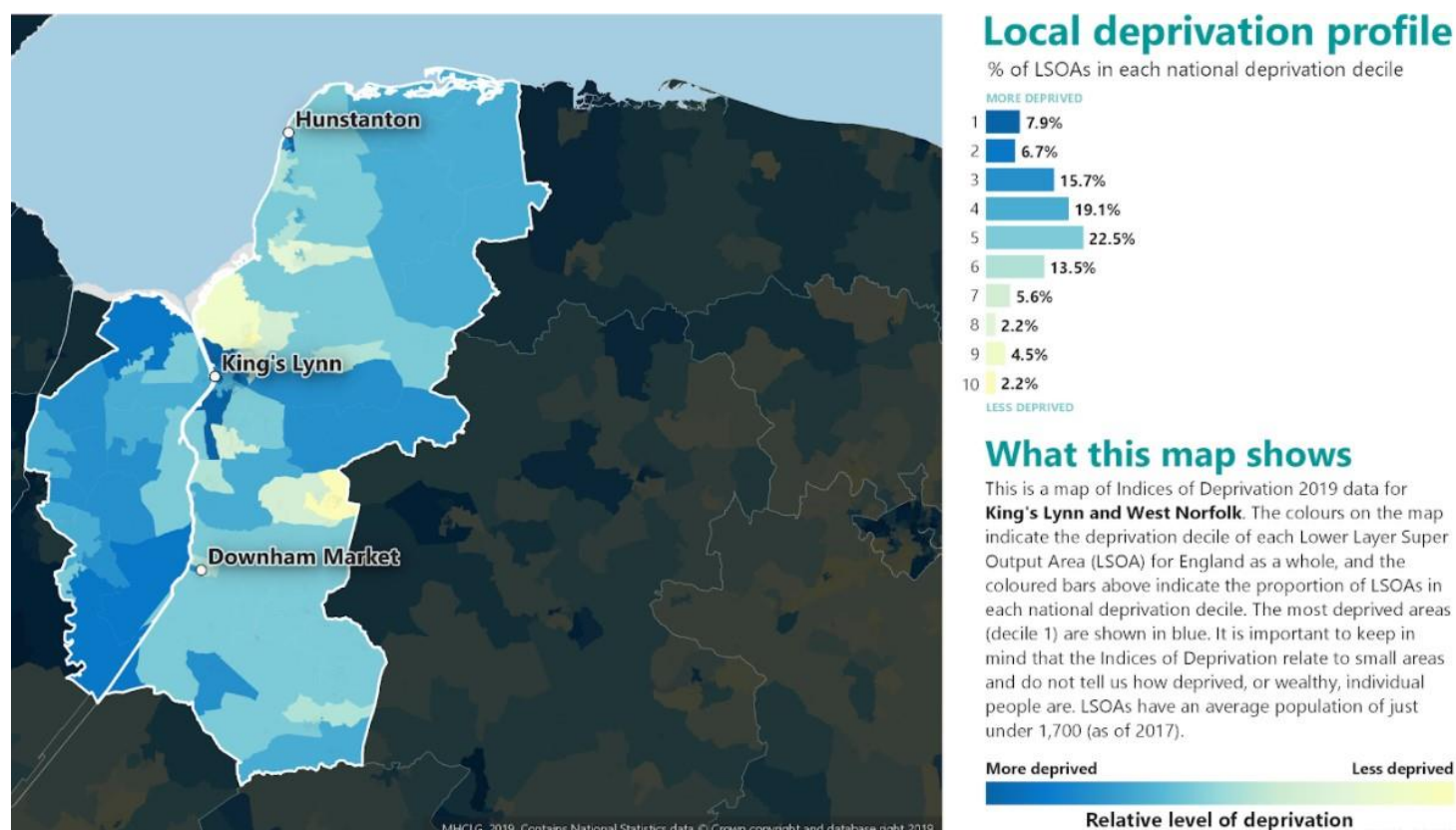
| Age          | Population 2021 | % 2021        | Population 2040 | % 2040        |
|--------------|-----------------|---------------|-----------------|---------------|
| 0-14         | 24,000          | 15.6%         | 22,736          | 14.3%         |
| 15-24        | 14,400          | 9.3%          | 14,690          | 9.2%          |
| 25-49        | 43,400          | 28.1%         | 38,974          | 24.5%         |
| 50-64        | 32,600          | 21.1%         | 30,339          | 19.1%         |
| 65+          | 39,900          | 25.9%         | 52,311          | 32.9%         |
| <b>Total</b> | <b>154,300</b>  | <b>100.0%</b> | <b>159,050</b>  | <b>100.0%</b> |

### 3.3.5 Housing needs

The location of population growth will be determined to a large extent by housing development allocations. The Local Plan (submission Plan, para 2.1.3) specified a Local Housing Need (LHN) for 554 dwellings per year (8,085 dwellings over the next 15 years). At an average of 2.3 people per dwelling this would amount to a population increase of approximately 25,000, which is significantly more than the ONS projection. This would take the population in 2040 to 179,300, a 16.2% from 2021.

### 3.3.6 Deprivation

The English Indices of Deprivation (2019) show that the borough is ranked 73 out of 317 local authority areas in England on a range of deprivation issues. 14.6% of the population live in Lower Super Output Areas that are amongst the 20% most deprived in the country. These areas are mostly concentrated in the urban parts of the borough. Average weekly earnings in the borough are low at £558 compared with the regional average of £629 and national average of £613.



### 3.3.7 Ethnicity

Figures from the 2011 census reveal that a low proportion of King's Lynn and West Norfolk's population identifies themselves as from the Black and Minority Ethnic groups - only 7.4% compared to the England average of 14.6%.

### 3.3.8 Health

Local health indices recorded in Public Health England's *Health Profile for Kings Lynn and West Norfolk* (2019) show that in general the health of people in the borough is around the average for England as a whole, although:

- Life expectancy at birth in the borough is 0.1 years shorter for men and 0.4 years shorter for women than the respective national averages. However, life expectancy is 7.4 years lower for men and 1.2 years lower for women in the most deprived areas of the borough than in the least deprived areas.
- The prevalence of obese children aged 10-11 years is 21.5%, compared with 21.0% nationally.
- 62.8% of the adult population of the borough is classified as overweight or obese the same as the national average.

## 3.4 Disability

The Public Health Profile for Kings Lynn and West Norfolk identifies that the proportion of people in the borough reporting that they have a limiting long-term illness or disability is 21.3%, compared with 17.6% nationally. Based on the borough's population of 154,300 this equates to 32,866 people.

People with disabilities have significantly higher levels of inactivity than the population as a whole, 43% compared with the national figure of 23%.

According to the National Disability Survey 2021 Over a quarter of disabled respondents often had difficulty accessing public buildings, whilst one in three disabled respondents often had difficulty accessing public spaces. These figures present substantial barriers to participation.

In line with most comparable local authorities, there are no disability-specific sports facilities but the following programmes for disabled people are provided within general sports facilities:

- The council runs multi-sports Ability Counts, wheelchair bowls and football Ability Counts sessions every week at Lynnsport.
- The council runs inclusive swimming lessons at Downham Market Sports Centre.
- Little Discoverers, an education charity, provides Conductive Education to children with movement difficulties and delayed developmental between 0 and 5 years. The charity runs three session per week for a total of 24 children at the Dutton Pavilion on River Lane Playing Fields in Kings Lynn. There is no waiting list at present, but Little Discoverers is keen to develop expanded facilities in conjunction with Pelicans Hockey Club.



- Active Norfolk runs the countywide ‘On the Move’ programme that takes sport and physical activity to day care providers across Norfolk to deliver 10-week blocks of activity in day centres. It also provides videos featuring home workouts for people with disabilities. The project has worked locally with the West Norfolk Deaf Association, Independence Matters and Forward Day Centre.

### 3.5 Sport and physical activity

#### 3.5.1 Participation rates

Sport England’s ‘*Active Lives*’ survey measures physical activity rates amongst people aged 16 and over at district, county, regional and national levels. The definitions used in the survey are as follows:

- ***Sport and physical activity:*** This includes at least 10-minutes of moderate or higher intensity sports activities, walking and cycling for leisure or travel, fitness and dance.
- ***Active:*** The ‘Active’ population is defined as those doing at least 150 minutes of the above activities per week.
- ***Fairly active:*** The ‘Fairly active’ population is defined as those doing between 30 and 149 minutes of the above activities per week.
- ***Inactive:*** The ‘Inactive’ population is defined as those doing 30 minutes or less of the above activities per week.

The key data for Kings Lynn and West Norfolk since 2015 is set out below and shows a downward trend in activity levels:

*Table 4: ‘Active Lives’ survey sport and physical activity participation rates in Kings Lynn and West Norfolk*

| <b>Activity</b> | <b>2015/16</b> | <b>2016/17</b> | <b>2017/18</b> | <b>2018/19</b> | <b>2019/20</b> | <b>2020/21</b> | <b>2021/22</b> | <b>2022/23</b> | <b>% Change</b> |
|-----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|
| Active          | 58.2%          | 55.2%          | 53.1%          | 56.6%          | 57.0%          | 50.2%          | 51.6%          | 53.9%          | -4.3%           |
| Fairly active   | 16.3%          | 10.0%          | 12.8%          | 14.4%          | 12.5%          | 12.1%          | 12.7%          | 11.4%          | -4.9%           |
| Inactive        | 25.5%          | 34.8%          | 34.1%          | 29.0%          | 30.4%          | 37.7%          | 35.6%          | 34.7%          | +9.2%           |

In comparative terms, activity levels are well below the county, regional and national figures:

*Table 5: ‘Active Lives’ survey 2022/23 sport and physical activity participation rates comparisons*

| <b>Area</b>                 | <b>Active</b> | <b>Fairly active</b> | <b>Inactive</b> |
|-----------------------------|---------------|----------------------|-----------------|
| Kings Lynn and West Norfolk | 53.9%         | 11.4%                | 34.7%           |
| Norfolk                     | 60.4%         | 10.8%                | 28.8%           |
| East of England             | 63.2%         | 11.6%                | 25.3%           |
| England                     | 63.4%         | 10.9%                | 25.7%           |

#### 3.5.2 Demographic variations

The ‘*Active Lives*’ survey national level data identifies that there are significant demographic variations in participation rates:

- **Gender:** Men's participation rates are higher at 65% than women's at 61%.
- **Socio-economic groups:** Those in routine/semi-routine jobs and those who are long-term unemployed or have never worked have lower participation rates (54%) than those in professional/managerial roles (72%).
- **Age:** Activity levels decrease with age, from 70% in the 16 - 34 age group, to 66% on the 35 - 54 age group, 61% for 55 - 74 year olds to 40% for those aged 75 and over.
- **Disability and long-term health conditions:** Activity is less common for disabled people or those with a long-term health condition (47%) than those without (68%).
- **Ethnicity:** participation rates are lower for minority ethnic groups than for the White population and are lowest for those of Asian heritage (54%).

### 3.5.3 Sports club membership

The 'Active Lives' survey also records rates of sports club membership amongst people aged 16 and over and who participated at least twice in the previous 28 days. The figures below show that rates are higher in Kings Lynn and West Norfolk than for all the wider geographical comparators:

Table 6: 'Active Lives' survey 2022/23 sports club membership rates comparisons

| <b><i>Kings Lynn and West Norfolk</i></b> | <b><i>Norfolk</i></b> | <b><i>East</i></b> | <b><i>England</i></b> |
|---|-----------------------|--------------------|-----------------------|
| 48.1%                                     | 41.9%                 | 42.6%              | 42.8%                 |

### 3.6 The local sports facilities supply network

Sports facilities provision in Kings Lynn and West Norfolk comprises a mixed economy involving the public, voluntary and commercial sectors. The key providers are as follows:

- **Kings Lynn and West Norfolk Borough Council:** The Council provides the borough's leisure centres at Lynnsport, St. James's Pool in Kings Lynn, Downham Market Leisure Centre and The Oasis, Hunstanton. The facilities are managed by the council from April 2025.
- **Town and parish councils:** Town and Parish Councils provide a range of small-scale facilities, in particular village and community halls.
- **Schools:** Schools are significant sports facilities providers in the borough, although not all provision is fully community accessible.
- **Sports clubs:** Voluntary sector sports clubs provide and run a range of mostly smaller facilities.
- **Commercial providers:** The commercial sector has a limited presence in Kings Lynn and West Norfolk, with some locally-owned health and fitness facilities.

### 3.7 The implications for sports facilities provision

The implications of the local context for sports facilities provision in Kings Lynn and West Norfolk are as follows:

- **An elderly and ageing population:** The borough has an elderly age profile and demographic change by 2040 will see a significant increase in the proportion of people aged over 50. Since sport and physical activity rates typically decline with age, the market for local sports facilities will evolve accordingly.
- **People with a disability:** Almost 33,000 people in Kings Lynn and West Norfolk have a limiting long-term illness or disability, so ensuring that sports facilities are accessible for people with disabilities is an important local priority.
- **Population growth:** The ONS 2018 sub-national population projections increase of 4,750 (or 3.1%) over the period 2021 to 2040. If housing targets are met, population growth could be as high as 25,000 (or 14.6%). This will increase demand for facilities for sport and physical activity.
- **Overall sports participation rates:** Local participation rates in sport and physical activity are low and have fallen over the past eight years (based upon Sport England's 'Active Lives' survey) and they are well below the respective national, regional and county figures.
- **Facilities supply:** Sports facilities are provided by a mosaic of owners and operators from the public, voluntary and commercial sectors, which highlights the need for and benefits of a strategic approach to co-ordinating provision.

## 4 STRATEGIC INFLUENCES ON FACILITIES PROVISION

### ***Key findings:***

The review of strategic influences on sports facilities provision in Kings Lynn and West Norfolk identified policy convergence on the following issues:

- ***Active, healthy communities:*** There is strong policy support for the creation of active, healthy communities, including the provision of affordable accessible facilities with appropriate activity programmes.
- ***Active design:*** Ensuring that the community provision creates opportunities for active travel and an attractive range of co-located facilities is embedded in local and wider policies.
- ***Protect and retain:*** Local and national planning policy is supportive of protecting and retaining sports facilities for which there is an assessed need.
- ***Integration with health and social care:*** Closer links with the health and social care system, to ensure that there is better integration between the needs of low participant groups and the sport and physical activity opportunities provided is a strong theme.
- ***Low participant groups:*** There is universal recognition of which groups have lower engagement with sport and physical activity and a shared policy commitment to address this.

Based upon the shared policy influences, the local strategic outcomes that will provide the underpinning rationale for the provision of sports facilities in Kings Lynn and West Norfolk are as follows:

- To promote active, healthy communities in the borough, local stakeholders will support the provision of sustainable community sport and leisure facilities and the spaces and infrastructure that individuals, clubs, schools and individuals can access and use to take part.
- The network of sports facilities and supporting community infrastructure will be reviewed to ensure that their quantity, quality, accessibility and availability is appropriate to the needs of existing and prospective users.
- Closer links will be developed with the health and social care system, including the co-location of health and sports facilities where feasible and appropriate, to ensure that there is better integration between the needs of low participant groups and the sport and physical activity opportunities provided.

### 4.1 Strategic Outcomes Planning Guidance

In May 2019 Sport England supplemented its guidance on the production of sports facilities strategies by publishing '*Strategic Outcomes Planning Guidance*'. The approach advocated involves

- Developing an understanding of the wider local strategic outcomes of the study area.
- Using a cross sector approach to identify local community needs and priorities.
- Establishing the contribution that sport and physical activity can make.

- Securing stakeholder ‘buy-in’ to the shared local outcomes.

The aim is to ensure that the development of sports and leisure facilities is not just an end in itself but is fully integrated into the strategic objectives of a range of key stakeholders in any given area. For example, rationale for the design, siting and operation of a new swimming pool in addition to the obvious benefits for sport and physical activity, should include the role it can play in delivering objectives relating to health inequalities, economic regeneration, tourism and socio-economic deprivation.

As a prelude to the assessment of supply and demand for facilities in King’s Lynn and West Norfolk, this section reviews the relevant policies and priorities of the council and its strategic partners, to establish:

- The key relevant policies and local strategic outcomes.
- The extent to which these are convergent or divergent in respect of sport and physical activity.

## **4.2 Kings Lynn and West Norfolk Borough Council Corporate Strategy**

### **4.2.1 Corporate vision**

The Council’s current aspirations for the borough are set out in its ‘*Corporate Strategy 2023-2027*’ (2023). The Council’s current aspirations for the borough are set out in its ‘*Corporate Strategy 2023-2027*’ (2023). The vision of the plan is ‘to establish West Norfolk as a place on the map rather than an administrative boundary and ensure it is a welcoming rural district, with vibrant communities and successful, growing businesses. A place where people can thrive, the environment is protected, heritage is preserved, and development meets the needs of people as well as legislation’.

### **4.2.2 Corporate priorities**

To achieve this vision the Strategy sets out four priorities:

- Promoting growth and prosperity to benefit West Norfolk.
- Protecting our environment.
- Efficient and effective delivery of services.
- Supporting our communities.

Priorities three, five and six are directly relevant to this study and the other priorities are of at least tangential relevance.

### **4.2.3 Delivery objectives**

To support the priorities, the following delivery objectives relate directly to sport and physical activity:

- Promote West Norfolk as a desirable leisure, cultural and tourism destination.
- Encourage active travel by reducing barriers to walking and cycling.

- Work with partners, and provide access to leisure, cultural and outreach experiences, to reduce isolation, improve health and wellbeing, and support people to live independently at home for longer.
- Tackle social and health inequalities, encourage healthy, active lifestyles and help prevent avoidable hospital admissions by working with the NHS and other partners.
- Support the local voluntary sector as a vital element of the local community.
- Promote and maintain attractive public open spaces across the borough for all to enjoy.

### **4.3 Kings Lynn and West Norfolk Local Plan**

#### **4.3.1 Introduction**

Kings Lynn and West Norfolk's current adopted development plan is made up of:

- The 'West Norfolk Local Plan 2024-2040' (2025).
- 'Made' (adopted) Neighbourhood Plans covering individual Parish areas.

#### **4.3.2 The Local Plan**

The Local Plan Vision is that 'people want to be part of the success story that is West Norfolk, drawn here to live, work, invest and visit. West Norfolk enjoys an unparalleled balance between quality of life and quality of opportunity with people drawn to the area to take advantage of this'.

#### ***Policy LP36: Community and Culture:***

- 'Delivering community well-being and enhancing quality of life through good design'.
- 'Where possible, developers should examine best practice on design in new development and should aim to involve the community early in the design process of new development.
- 'The form, design, location and layout of development should enhance community wellbeing, by:
  - Being accessible and inclusive - ensuring that people of any age, gender, ethnicity and ability can use and access the development.
  - Being adaptable - creating high quality development which is capable of being modified either for different uses or to suit people with different needs.
  - Being locally distinctive - contributing to a sense of place and identity.
  - Reducing the opportunity for crime - considering factors such as natural surveillance, boundaries and security features, lighting and the management of public space to promote safe living environments.
  - Being within walking distance of open space - to increase peoples quality of life and enable active and healthy lifestyles.
  - Creating places that promote social interaction, to allow people who are isolated and more vulnerable to cope with the impacts of climate change'.

- ‘Creating sustainable communities through the provision of community infrastructure. The Borough Council will:
  - Support proposals that protect, retain or enhance sports, leisure and recreation facilities including children’s playgrounds or create new facilities in accessible locations.
  - Work with NHS Norfolk to ensure that new health facilities are provided to serve an expanded population, particularly in growth areas in King's Lynn’.
- ‘The Borough Council recognises the importance of community facilities and services (also referred to as community infrastructure) to improving people’s quality of life, reducing inequality and improving community cohesion. The Council will, working with partners, seek opportunities to gain funding for the development of community infrastructure, particularly in deprived parts of the borough (see Policy LP05)’.
- ‘Protecting, enhancing and promoting cultural facilities The Borough Council will seek to protect and enhance existing cultural assets. If a cultural facility is no longer viable and the Council cannot secure funding, the Council will seek to explore alternative options such as co-locating multiple facilities on a single site to prevent the loss of cultural facilities and to increase the economic viability of such facilities’.
- ‘Development will not be permitted in cases where it would result in a loss of existing cultural facilities, unless equivalent new or improved facilities, where need justifies, can be provided within the same settlement boundary or in close proximity of the existing facility’.
- ‘New cultural facilities will actively be encouraged by the Borough Council, providing they are compatible with their location and setting and do not conflict with Economy Policy LP07. New cultural facilities will be located sequentially, in accessible sites in King's Lynn and the Main Towns of Hunstanton and Downham Market. Cultural facilities proposed in accessible locations in Key Rural Service Centres or the more rural settlements and areas will be considered based on localised impacts’.

***Policy LP37 – Community Facilities:***

- ‘The Council will encourage the retention of existing community facilities and the provision of new facilities, particularly in areas with poor levels of provision and in areas of major growth’.
- ‘Development leading to the loss of an existing community facility will not be permitted unless it is demonstrated that either:
  - The area currently served by it would remain suitably provided following the loss, or, if not;
  - It is no longer viable or feasible to retain the premises in a community facility use’.

### 4.3.3 Housing and Economic Land Availability Assessment

The latest assessment of Local Housing Need for the Borough equates to 554 new homes per year. This would require delivery of an additional 8,085 new dwellings over the next 15 years. The location of new housing development in the Local Plan is identified as follows:

*Table 8: Location of new housing development in Kings Lynn and West Norfolk (Local Plan - breakdown of housing land allocations)*

| <b><i>Place</i></b>       | <b><i>New dwellings</i></b> | <b><i>% Allocation</i></b> |
|---------------------------|-----------------------------|----------------------------|
| Kings Lynn and surrounds  | 3,835                       | 62%                        |
| Downham Market            | 390                         | 6%                         |
| Hunstanton                | 333                         | 5%                         |
| Wisbech fringe            | 550                         | 9%                         |
| Key Rural Service Centres | 857                         | 14%                        |
| Rural villages            | 210                         | 3%                         |
| <b><i>TOTAL</i></b>       | <b><i>6,175</i></b>         | <b><i>100%</i></b>         |

## 4.4 Active Norfolk

### 4.4.1 Introduction

Active Norfolk is the County Sports Partnership, one of a network of 43 Active Partnerships across the country. It works with sports clubs and organisations and a range of partners in the public, private and voluntary sectors to increase participation in sport and physical activity. Active Norfolk's strategy 'Getting Norfolk Moving' covers the period 2021-26.

### 4.4.2 Vision

'A Norfolk where being physically active is just 'what people do' in their daily life. Where financial circumstances, health and ability aren't a barrier to exercise. Where opportunities are designed around individual and community needs and promoted so effectively that everyone knows about them and why they should be involved'.

The Kings Lynn and West Norfolk Sports Facilities Strategy will need to assess the extent to which the existing facilities network addresses local needs, particularly those of non-users and propose appropriate changes.

### 4.4.3 Priorities

#### ***Physical Health and Mental Well-Being***

- Building and strengthening connections between health and social care partners to embed physical activity into health system culture.
- Using insight to support population health management approaches.
- Improving health and care professionals' understanding and use of physical activity to support patient outcomes



The Kings Lynn and West Norfolk Sports Facilities Strategy will need to propose ways to better integrate the existing facilities network and the activity programmes it offers with the needs and priorities of health and social care and propose appropriate changes if necessary.

### ***Children and Young People***

- Improving awareness and understanding of the role that physical activity plays in improving outcomes for young people.
- Ensuring physical activity is a normal part of the day for education settings.
- Making physical activity accessible to all young people and families regardless of their circumstances.
- Integrating physical activity into health, education and community strategies and services.

The Kings Lynn and West Norfolk Sports Facilities Strategy will need to address the extent to which the existing facilities network addresses the needs of young people and propose appropriate changes if necessary.

### ***Active Environments***

- Advocating for walking and cycling to be the first choice for short journeys.
- Improving and increasing the use of green and blue spaces and infrastructure for all.
- Increasing physical activity's prominence in local policy – promoting good design decisions that help people to move more.

The strategy will need to address the extent to which the existing environment, both built and natural, promotes or inhibits physical activity and propose appropriate changes if necessary.

### ***Strengthening Communities***

- Working more closely with communities to develop accessible and appropriate opportunities to be active.
- Improving communities' awareness and understanding of the opportunities available to them locally.
- Identifying and using national and local funding to create more relevant activity opportunities.

The Kings Lynn and West Norfolk Sports Facilities Strategy will need to address the extent to which existing sports facilities and the programmes that they deliver provide 'accessible and appropriate opportunities to be active' and propose appropriate changes if necessary.

## 4.5 Norfolk Health and Wellbeing Strategy

### 4.5.1 Introduction

The Health and Social Care Act 2012 requires local Health and Wellbeing Boards to be responsible for the production of a Joint Strategic Needs Assessment (JSNA) for their area. This enables them and the community as a whole to understand the health and wellbeing needs of their area. The local Health and Wellbeing Boards Strategy is built on the needs identified within the JSNA. The JSNA is used to:

- Inform the Health and Wellbeing board and their strategy.
- Provide information from a central resource for commissioners and funding bids.
- Provide demographics and information for various population levels or need profiles.

### 4.5.2 Norfolk JSNA

Norfolk's JSNA provides a picture of the health and wellbeing of the people in the county and the issues which affect their needs, inequalities and services, aiming to inform and improve their health and wellbeing. There are three local health priorities:

- Starting Well - Promoting the social and emotional wellbeing of pre-school children.
- Living Well - Reducing obesity.
- Ageing Well - Making Norfolk a better place to live for people with dementia and their carers.

The Kings Lynn and West Norfolk Sports Facilities Strategy will need to address ways in which facilities for sport and physical activity and the programmes that they deliver can address the three local health priorities, which a particular emphasis on reducing obesity.

### 4.5.3 West Norfolk Health and Wellbeing Partnership

The West Norfolk Health and Wellbeing Partnership (HWP) has three priorities at present, mental health, weight management and alcohol reduction. All three are benefitted by access to exercise and the Partnership is funding 12 projects to deliver improvements in community provision at present. The council will be delivering a range of activities. Active Norfolk also sits on the HWP and amongst other sub-groups there is a Healthy and Active Lifestyles group.

The Kings Lynn and West Norfolk Sports Facilities Strategy will need to address ways in which facilities for sport and physical activity and the programmes that they deliver can address these issues, in particular:

- Their role within a Single Sustainable system.
- How they can be involved in the prevention and mitigation of harmful health conditions.
- Ways in which they can be used to tackle inequalities.

- How they and their activity programmes can become better integrated with the wider health and wellbeing sector.

#### 4.5.4 Norfolk and Waveney Integrated Care Strategy

The *'Norfolk and Waveney Integrated Care Strategy'* (2022) builds on the *'Norfolk Health and Wellbeing Strategy 2018-2020'* setting out priorities, identified in the Joint Strategic Needs Assessment, that partners will deliver together to improve health and wellbeing outcomes.

The Health and Wellbeing Boards for Norfolk and Suffolk have their own strategies aimed at highlighting the need for collective responsibility for health and wellbeing. The recent changes under the Health Act 2022, has created a new Integrated Care System (ICS) which has formally brought together a wide range of organisations and stakeholders to improve services and provide more joined-up health and care for residents.

It also created an Integrated Care Partnership which key organisations - including health, care, local authority, Healthwatch, and voluntary sector from across Norfolk and Waveney - are part of. This partnership has produced an Integrated Care Strategy which is the key document for all ICS partners to develop their strategies and plans from and sets out the challenges and opportunities we face that can only be addressed by partnership working and joint approaches. As there is a clear cross-over between an Integrated Care Strategy and a Health and Wellbeing Strategy, this creates an opportunity to work together as a collective ICS around shared high-level health and wellbeing priorities.

The strategic vision is working as a single sustainable system that enables us to achieve the overarching mission 'to help the people of Norfolk and Waveney to live longer, healthier, and happier lives'. Prevention and early intervention are critical to the long-term sustainability of the health and wellbeing system - stopping ill health and care needs happening in the first place and targeting high risk groups, as well as preventing things from getting worse through systematic planning and proactive management. Sport and physical activity has a key role in supporting this objective.

#### 4.5.5 NHS Core 20 plus five

'Core20PLUS5' is a national NHS England approach to inform action to reduce healthcare inequalities at both national and system level. The approach defines a target population - the 20% most deprived areas of the country - and additionally identifies five focus clinical areas requiring accelerated improvement plus disadvantaged groups in the community identified at local level. Sport and physical activity has an important role in addressing these priorities.

### 4.6 The Government's Planning Policies

#### 4.6.1 Introduction

In December 2024, the Government published an update to the *'National Planning Policy Framework'* setting out its economic, environmental and social planning policies for England. Taken together, these policies articulate the Government's vision of sustainable development, which should be interpreted and applied locally to meet local aspirations.

#### 4.6.2 Sustainable development

The purpose of the planning system is to contribute to the achievement of sustainable development. Sustainable development means development that meets the needs of the present without compromising the ability of future generations to meet their own needs’.

#### 4.6.3 Promoting healthy and safe communities

Paragraph 96 of the NPPF states that ‘planning policies and decisions should aim to achieve healthy, inclusive and safe places and buildings which:

- Promote social interaction, including opportunities for meetings between people who might not otherwise come into contact with each other - for example through mixed-use developments, strong neighbourhood centres, street layouts that allow for easy pedestrian and cycle connections within and between neighbourhoods, and active street frontages.
- Are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion - for example through the use of well-designed, clear and legible pedestrian routes, and high-quality public space, which encourage the active and continual use of public areas.
- Enable and support healthy lives, through both promoting good health and preventing ill-health, especially where this would address identified local health and well-being needs and reduce health inequalities between the most and least deprived communities - for example through the provision of safe and accessible green infrastructure, sports facilities, local shops, access to healthier food, allotments and layouts that encourage walking and cycling’.

#### 4.6.4 Open space and recreation

Paragraph 103 of the NPPF states that ‘access to a network of high quality open spaces and opportunities for sport and physical activity is important for the health and well-being of communities and can deliver wider benefits for nature and support efforts to address climate change. Planning policies should be based on robust and up-to-date assessments of the need for open space, sport and recreation facilities (including quantitative or qualitative deficits or surpluses) and opportunities for new provision. Information gained from the assessments should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate’.

#### 4.6.5 Planning Practice Guidance

The Government’s *Planning Practice Guidance*’ (2022) contains the following of particular relevance:

- ***Open space, sport and recreation provision:*** ‘Open space should be taken into account in planning for new development and considering proposals that may affect existing open space (see National Planning Policy Framework paragraph 96). Open space, which includes all open space of public value, can take many forms, from formal sports pitches to open areas within a development, linear corridors and country parks. It can provide health and recreation benefits to people living and working nearby; have an ecological value and contribute to green infrastructure (see National Planning Policy Framework paragraph 171, as well as being an important part of the landscape and setting of built development, and an important component in the achievement of sustainable development (see National Planning Policy Framework paragraphs 7-9)’.

- It is for local planning authorities to assess the need for open space and opportunities for new provision in their areas. In carrying out this work, they should have regard to the duty to cooperate where open space serves a wider area. See guidance on Local Green Space designation, which may form part of the overall open space network within an area’.
- **Assessing needs:** ‘Local planning authorities are required to consult Sport England in certain cases where development affects the use of land as playing fields. Where there is no requirement to consult, local planning authorities are advised to consult Sport England in cases where development might lead to:
  - loss of, or loss of use for sport, of any major sports facility;
  - proposals which lead to the loss of use for sport of a major body of water;
  - creation of a major sports facility;
  - creation of a site for one or more playing pitches;
  - development which creates opportunities for sport (such as the creation of a body of water bigger than two hectares following sand and gravel extraction);
  - artificial lighting of a major outdoor sports facility;
  - a residential development of 300 dwellings or more’.

## 4.7 The Government’s Sports Strategy

### 4.7.1 Introduction

The Government’s sports strategy ‘*Get Active - A Strategy for the Future of Sport and Physical Activity*’ (2023) contains three main priorities, outlined below.

### 4.7.2 Driving participation and addressing inactivity

- ‘Ensuring everyone is focused on increasing physical activity, meaning fewer inactive children, and narrowing the gap on inactivity where groups are not being reached, with visible progress across the country by 2030’.
- ‘Setting the future direction for facilities and spaces where people can be active by delivering multi-million pound investment into grassroots facilities and setting a clear strategic ambition for the future. This will mean facilities that reflect the needs of local communities, supported by hundreds of millions of pounds of government and local authority investment’.

### 4.7.3 Strengthening the integrity of sport

- ‘Help the sector to be welcoming to all, by promoting women’s and disability sport, championing diversity across the sector and holding the sector to account for investing in these groups. This will mean groups feel the benefit of public and private investment, that we see meaningful progress by 2030 and that cultural issues which put people off sport are relentlessly tackled’.
- ‘Improve how issues and concerns are dealt with in the sector, starting by launching a call for evidence around sport integrity issues. This will increase confidence in sport so that everyone knows that their welfare is at the heart of the sport system, whatever sport they play’.

#### 4.7.4 Making sport more sustainable

- ‘Supporting the sector to access additional, alternative forms of investment to help it continue to grow and thrive, and by highlighting best practice, good governance mechanisms, and opportunities offered by technology and innovation. This will allow sport to thrive for future generations and support the continuation of our sporting institutions’.
- ‘Working towards a more environmentally sustainable sector that delivers on the government’s net-zero ambitions. We will do this by championing the role that sport can play in sustainability, and bringing together government departments, the sport sector and subject matter experts to share information and provide support’.

### 4.8 Sport England Strategy

#### 4.8.1 Vision

Sport England’s strategy *‘Uniting the Movement’* (2021) contains a vision for ‘a nation of more equal, inclusive and connected communities. A country where people live happier, healthier and more fulfilled lives’.

#### 4.8.2 Context

The strategy concludes that ‘there are deep-rooted inequalities in sport and physical activity, which mean there are people who feel excluded from being active because the right options and opportunities are not there:

- Disabled people and people with a long-term health condition are twice as likely to be physically inactive than those without a disability or health condition.
- People from a lower socioeconomic group (NS-SEC 6-8) are more likely to be inactive than people in higher social groups.
- Women are less active than men and this gender gap starts with girls being less active from a very young age.
- People from Asian and black backgrounds are far more likely to be physically inactive than people who are white’.

#### 4.8.3 Advocating movement, sport and physical activity

Proposed actions include:

- ‘Continue to build, establish and grow partnerships and a common purpose across both the government and our sector to join up policies, strategies and approaches’.
- ‘Continue to develop and deliver behavioural change campaigns, building on the success of *‘This Girl Can’*, *‘We Are Undefeatable’* and *‘Join the Movement’*, to put movement, sport and physical activity at the forefront of national conversations’.

- ‘Keep building evidence that shows the links between the issues we all care about as a nation and the value of movement, sport and physical activity as part of the solution’.
- ‘Grow the extent to which we communicate, both to people and organisations, the power of getting active to help strengthen public consensus around the importance of being physically active’.

#### 4.8.4 Five key issues

These are identified as:

- ***Recover and reinvent:*** ‘Recovering from the biggest crisis in a generation and reinventing as a vibrant, relevant and sustainable network of organisations providing sport and physical activity opportunities that meet the needs of different people’.
- ***Connecting communities:*** Focusing on sport and physical activity’s ability to make better places to live and bring people together.
- ***Positive experiences for children and young people:*** Unrelenting focus on positive experiences for all children and young people as the foundations for a long and healthy life.
- ***Connection with health and wellbeing:*** Strengthening the connections between sport, physical activity, health and wellbeing, so more people can feel the benefits of, and advocate for, an active life.
- ***Active environments:*** Creating and protecting the places and spaces that make it easier for people to be active.

#### 4.8.5 Active Environments

The key proposals for facilities are contained in the ‘Active Environments’ theme. This identifies three types of provision:

- ***Dedicated sport and physical activity facilities:*** ‘Dedicated sport and leisure facilities like leisure centres need to be co-created, well designed, supported and maintained to benefit the local community and their users’.
- ***Other community spaces:*** ‘Not usually designed exclusively for exercise, and certainly not for specific sports, these places are a vital resource for many and the activity they host provides a useful income to the venue. They may never be perfect competition or training spaces, but they attract people who might never go to a sports club, leisure centre or private gym. The development of community spaces like these is important to people who are regularly or newly active’.
- ***The wider built environment:*** ‘These places and spaces influence how much we move. Good design can help to increase activity levels by encouraging walking and cycling. This means connecting dedicated sport and activity facilities and community spaces, by making it easy for people to walk and cycle, by better design and by using the built and natural environments around us’.



The Kings Lynn and West Norfolk Sports Facilities Strategy will need to address the extent to which existing sports facilities and the programmes that they deliver address Sport England's new strategic priorities and in particular the emphasis on non-specialist community spaces or informal facilities.

## 4.9 Activity Alliance Strategy

The Activity Alliance is the leading voice for disabled people in sport and activity. Established in 1998 as a national charity, they were previously known as the English Federation of Disability Sport. *'We All Belong'* (2024) is the Alliance's Strategy for 2025 to 2028:

- **Vision:** The vision is for 'a future where all disabled people feel they belong in sports and activities'.
- **Mission:** This is as follows:
  - To improve opportunities to be active, empowering disabled people to get involved in sports and activities in the way they choose.
  - We will work with disabled people and an alliance of committed partners to build a movement for change.
- **Ambitions:** These are as follows:
  - Sports and activities meet disabled people's needs.
  - Disabled people influence campaigning, policy and decision making.
  - Address inequalities by working with others.

The Kings Lynn and West Norfolk Sports Facilities Strategy will need to assess the ability of sports facilities to accommodate the needs of disabled people and plan the provision of facilities and services accordingly.

## 4.10 The implications for shared strategic outcomes

### 4.10.1 Policy convergence

The review of strategic influences on sports facilities provision in Kings Lynn and West Norfolk identifies policy convergence on the following issues:

- **Active, healthy communities:** There is strong policy support for the creation of active, healthy communities, including the provision of affordable accessible facilities with appropriate activity programmes.
- **Active design:** Ensuring that the community provision creates opportunities for active travel and an attractive range of co-located facilities is embedded in local and wider policies.
- **Protect and retain:** Local and national planning policy is supportive of protecting and retaining sports facilities for which there is an assessed need.



- ***Integration with health and social care:*** Closer links with the health and social care system, to ensure that there is better integration between the needs of low participant groups and the sport and physical activity opportunities provided is a strong theme.
- ***Low participant groups:*** There is universal recognition of which groups have lower engagement with sport and physical activity and a shared policy commitment to address this.

#### 4.10.2 Shared strategic outcomes

Based upon the shared policy influences, the shared strategic outcomes that provide the underpinning rationale for providing sports facilities in Kings Lynn and West Norfolk are as follows:

- To promote active, healthy communities in the borough, local stakeholders will support the provision of sustainable community sport and leisure facilities and the spaces and infrastructure that individuals, clubs, schools and individuals can access and use to take part.
- The network of sports facilities and supporting community infrastructure will be reviewed to ensure that the quantity, quality, accessibility and availability is appropriate to the needs of existing and prospective users.
- Closer links will be developed with the health and social care system, including the co-location of health and sports facilities where feasible and appropriate, to ensure that there is better integration between the needs of low participant groups and the sport and physical activity opportunities provided.

## 5 SPORTS HALLS

### **Key findings:**

- **Quantity:** There are two community-accessible sports halls in Kings Lynn and West Norfolk, plus seven other facilities without public access. Sport England's Facilities Planning Model calculated a shortfall in sports hall provision in the borough equivalent to two 4-badminton court-sized Sports Halls. Additional demand by 2040 will be 1.30 badminton courts (equivalent to around 0.33 of a sports hall) for the lower population projection and 5.80 badminton courts (equivalent to 1.70 sports halls) for the higher population projections.
- **Quality:** The quality of all aspects of all sports halls is rated as 'standard' or better. No quality issues have any impact upon either capacity or usage levels at present.
- **Accessibility:** The population in the north of the borough is more than 20-minutes' driving time of a community-accessible sports hall.
- **Availability:** Seven sports halls in the borough are on education sites where there is no current community use.

### 5.1 Introduction

This section examines the provision of sports halls in Kings Lynn and West Norfolk. Sports halls are indoor halls with multi-sport markings and minimum dimensions equivalent to three badminton courts (27m x 18m x 6.1m). The specific needs of gymnastics are assessed separately elsewhere in the Strategy but are included for completeness in the overall evaluation of sports hall needs.

### 5.2 Quantity

#### 5.2.1 Sports halls with community use

The location and dimensions of sports halls with community use in Kings Lynn and West Norfolk are below:

*Table 9: Sports halls with community use in Kings Lynn and West Norfolk*

| <b>Site</b>                   | <b>Address</b>                        | <b>Dimensions</b> | <b>Built</b> | <b>Sub-Area</b> |
|-------------------------------|---------------------------------------|-------------------|--------------|-----------------|
| Alive Lynnsport               | Greenpark Avenue, Kings Lynn PE30 2NB | 40m x 36m         | 2002         | Kings Lynn      |
| Downham Market Leisure Centre | Bexwell Road, Downham Market PE38 9LL | 37m x 18m         | 1994         | Downham Market  |

#### 5.2.2 Sports halls without community use

The sports halls without community use in Kings Lynn and West Norfolk are as follows. These include facilities where community use was discontinued during the covid pandemic and has not been re-instated and sites where there is very limited usage such as periodic holiday play schemes:

Table 10: Sports halls without community use in Kings Lynn and West Norfolk

| <i>Site</i>                    | <i>Address</i>                                  | <i>Dimensions</i> | <i>Built</i> | <i>Sub-Area</i> |
|--------------------------------|---|-------------------|--------------|-----------------|
| Bircham Newton Training Centre | B1155, Bircham Newton PE31 6RH                  | 33m x 18m         | 1966         | Hunstanton      |
| King Edward VII Academy        | Gaywood Road, King's Lynn PE30 2QB              | 34.5m x 20m       | 1991         | Kings Lynn      |
| Kings Lynn Academy             | Queen Mary Road, Gaywood, King's Lynn PE30 4QG  | 33m x 17m         | 1995         | Kings Lynn      |
| RAF Marham                     | Woodview Road, Marham PE33 9JX                  | 33m x 18m         | 2007         | Downham Market  |
| St. Clements High School       | Churchgate Way, Terrington St. Clement PE34 4LZ | 27m x 18m         | 1980         | Kings Lynn      |
| Smithdon High School           | Downs Road, Hunstanton PE36 5HY                 | 27m x 18m         | 2006         | Hunstanton      |
| Springwood High School         | Queensway, King's Lynn PE30 4AW                 | 34.5m x 20m       | 1960         | Kings Lynn      |

### 5.2.3 Sub-area analysis

The distribution of sports halls with community use by sub-area in Kings Lynn and West Norfolk is below:

Table 11: Sports halls with community use by sub-area in Kings Lynn and West Norfolk

| <i>Sub-area</i>              | <i>Sub-area population 2020</i> | <i>No. sports halls</i> | <i>Sports halls per capita</i> |
|------------------------------|---------------------------------|-------------------------|--------------------------------|
| Hunstanton and surrounds     | 28,316                          | 0                       | -                              |
| Kings Lynn and surrounds     | 67,643                          | 1                       | 1: 67,643                      |
| Downham Market and surrounds | 55,286                          | 1                       | 1: 55,286                      |
| <b>KL &amp; WEST NORFOLK</b> | <b>151,245</b>                  | <b>2</b>                | <b>1: 75,623</b>               |

## 5.3 Quality

### 5.3.1 The criteria assessed

The quality of sports halls with community access was assessed by a non-technical visual inspection during a site visit to all facilities. The criteria that were evaluated were as follows:

- **Playing area:** The overall condition, playing surface, clear span roof height, lighting, spectator provision, equipment and fitness for purpose.
- **Changing facilities:** The capacity, condition and fitness for purpose.
- **Disability access:** The extent of full disabled access to the facility, including the provision of access ramps, dedicated changing, toilets and car parking.
- **Maintenance and cleanliness:** The quality of maintenance and cleanliness standards.
- **General access:** Including car parking, signposting, external lighting and proximity to public transport.

### 5.3.2 The basis of the ratings

The facilities were rated on a five-point scale, where 5 equates to ‘very good’ (highlighted in green below), 4 to ‘good’ (also highlighted in green below), 3 to ‘average’ (highlighted in yellow below), 2 to ‘poor’ and 1 to ‘very poor’. The ratings for the sports halls in Kings Lynn and West Norfolk are shown in the table below.

*Table 12: Sports halls in Kings Lynn and West Norfolk: Quality audit*

| <b>Facility</b>               | <b>Playing area</b> | <b>Changing</b> | <b>Disability Access</b> | <b>Maintenance</b> | <b>General access</b> |
|-------------------------------|---------------------|-----------------|--------------------------|--------------------|-----------------------|
| Alive Lynnsport               | 5                   | 5               | 5                        | 5                  | 5                     |
| Downham Market Leisure Centre | 5                   | 4               | 4                        | 5                  | 4                     |

### 5.3.3 Condition surveys

Condition surveys of the Council’s leisure centres were undertaken in late 2021. The key findings in relation to sports halls were as follows:

- **Alive Lynnsport:** The main building is in ‘good to fair condition’. The mechanical services in the main building are ‘in fair condition but some plant is nearing the end of its useful life. The main boiler plant is circa 40 years old and should be considered for complete replacement with a greater efficiency heat source such as gas condensing boiler plant’.
- **Downham Market Leisure Centre:** The building is in ‘a satisfactory state of repair’. The exposed areas of metal frame of the sports hall are corroding, these should be inspected and redecorated to provide further protection. Mechanical services are in good condition.

### 5.3.4 Disabled access

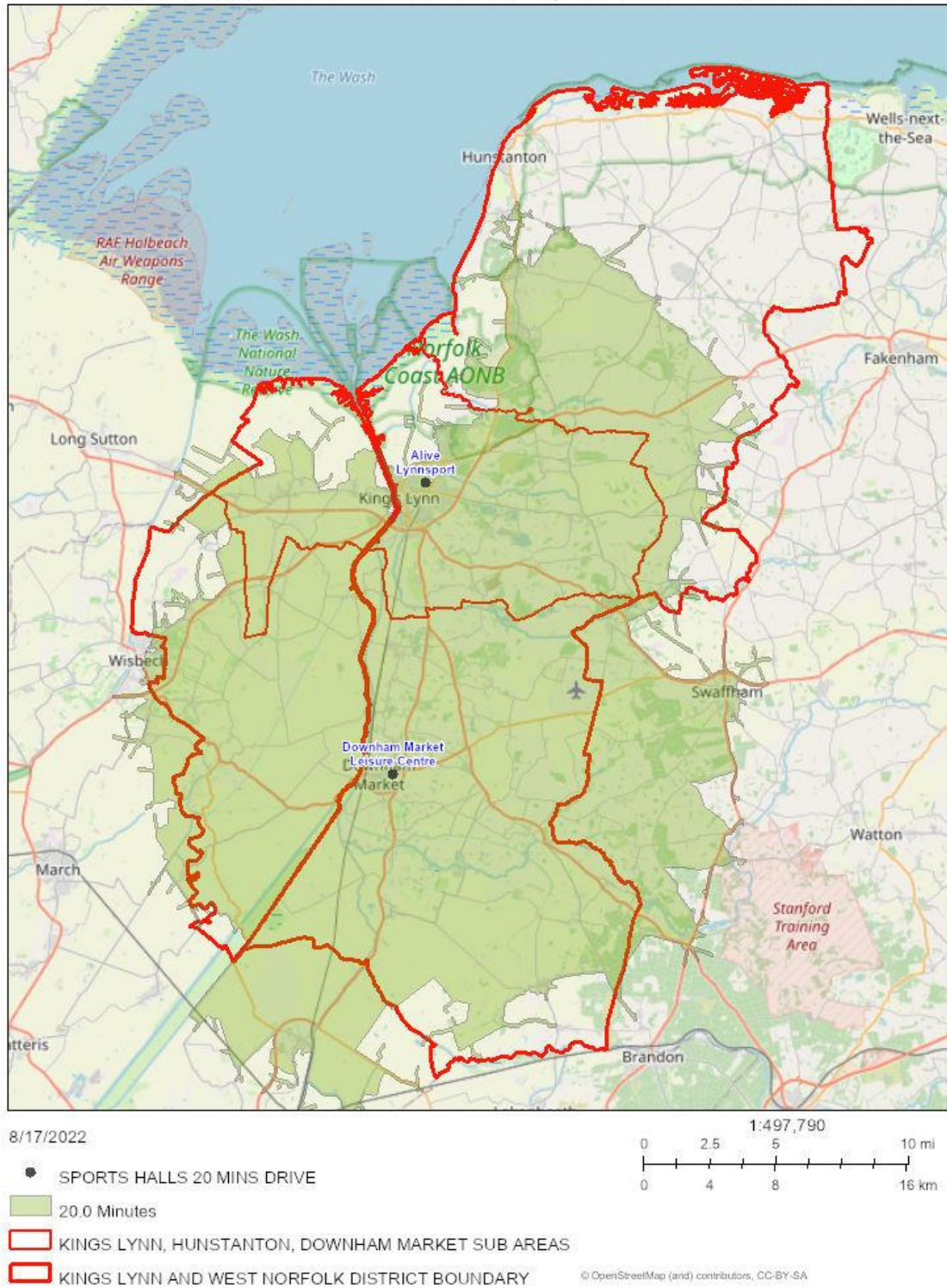
The key findings in relation to sports halls were as follows:

- **Alive Lynnsport:** Disability access to the sports hall is rated as ‘very good’, with no impediments to access or use.
- **Downham Market Leisure Centre:** Disability access to the sports hall is rated as ‘good’, with no significant impediments to access or use.

## 5.4 Accessibility

Based on Sport England research, the ‘effective catchment’ for sports halls (defined as the time/distance travelled and the prevailing mode of transport used by up to 90% of facility users) is 20 minutes driving time. The population of most of the Hunstanton sub-area is more than 20-minutes’ drive time of a community accessible sports hall.

# KINGS LYNN & WEST NORFOLK Sports Halls 20 Minutes Drive





## 5.5 Availability

The table below identifies the opening hours, usage arrangements, pricing, booking arrangements, secured access via a formal Community Use Agreement and used capacity in the peak periods.

*Table 13: Sports halls in Kings Lynn and West Norfolk: Availability*

| <b>Facility</b>               | <b>Opening hours and basis of use</b>   | <b>Pricing and booking arrangements</b>  | <b>Peak period usage levels</b> | <b>Secured access</b> |
|-------------------------------|---|--|---------------------------------|-----------------------|
| Alive Lynnsport               | Mon-Fri 8.30am - 10pm<br>Sat-Sun 8am - 6pm<br>Casual use/block bookings                   | Whole hall £51 per hour.<br>Badminton court (adults) £13.75 per hour for non-members, £10.75 for members and £7.75 concessions<br>Bookings in person, on-line or by phone. | 74%                             | Yes                   |
| Downham Market Leisure Centre | Mon-Fri 7am - 9.30pm<br>Sat 8.30am - 5pm<br>Sun 8am - 6.30pm<br>Casual use/block bookings | Whole hall £51 per hour.<br>Badminton court (adults) £13.75 per hour for non-members, £10.75 for members and £7.75 concessions<br>Bookings in person, on-line or by phone. | 100%                            | Yes                   |

## 5.6 Key findings on supply

The key findings are as follows:

- Only two of the sports halls in the borough have community access, with seven halls on education sites having very limited or no external use.
- The quality of sports halls in the borough is generally good. There are no issues with regard to disabled access.
- Accessibility of sports halls is variable, with the entire population within 20 minutes driving time of a sports hall.
- Pricing is relatively consistent between the local sports halls.
- Sport England recognises a measure of ‘comfortable capacity’, where a sports hall is regarded as effectively fully utilised when peak usage levels reach 80%. This reflects the fact that changeover periods between bookings, particularly those that involve removing and/or installing equipment, will reduce the usage time available. Both the currently available sports halls in Kings Lynn and West Norfolk are used at close to or above ‘comfortable capacity’.

## 5.7 Changes since 2023

There have been no significant changes in sports hall supply in Kings Lynn and West Norfolk, with no gains or losses of provision. No progress has been made in securing access to school sports halls.

## 5.8 Current demand for sports halls

### 5.7.1 Expressed demand

Actual expressed community use demand for sports halls in Kings Lynn and West Norfolk is as follows:

Table 14: Sports halls in Kings Lynn and West Norfolk: Peak utilisation rates

| <b>Facility</b>               | <b>Peak hours available</b> | <b>Peak hours utilised</b> | <b>% Peak utilisation</b> |
|-------------------------------|-----------------------------|----------------------------|---------------------------|
| Alive Lynnsport               | 46                          | 34                         | 74%                       |
| Downham Market Leisure Centre | 45.5                        | 45.5                       | 100%                      |
| <b>TOTALS</b>                 | <b>91.5</b>                 | <b>79.5</b>                | <b>86.9%</b>              |

### 5.7.2 Displaced demand

Displaced demand relates to users of sports halls from within the study area which takes place outside of the area. The following sports halls with community accessibility are located in adjacent local authority areas, close enough to the borough boundary to provide potential usage opportunities for Kings Lynn and West Norfolk residents.

Table 15: Proximity of sports halls in neighbouring areas

| <b>Facility</b>         | <b>Address</b>                     | <b>Distance from Kings Lynn and West Norfolk</b> |
|-------------------------|------------------------------------|--|
| Fakenham Sports Centre  | Trap Lane, Fakenham NR21 9HL       | 4 miles  |
| Hudson Leisure Centre   | Harecroft Road, Wisbech PE13 1RL   | 1 mile   |
| Thomas Clarkson Academy | Corporation Road, Wisbech PE13 2SE | 1 mile   |
| Wisbech Grammar School  | North Brink, Wisbech PE13 1JX      | 1 mile   |

### 5.7.3 Unmet demand

There is some evidence of unmet demand for sports halls in Kings Lynn and West Norfolk at present. Peak time usage is above comfortable capacity at both community accessible sites.

### 5.7.4 Facilities Planning Model assessment

In 2021, KL&WNBC commissioned a run of Sport England's Facilities Planning Model (FPM) to assess sports hall needs in the borough. The FPM is a computer model that compares the supply of facilities with demand, to calculate shortfalls. The findings of the FPM 'run' for sports halls in 2020 in Kings Lynn and West Norfolk were as follows:

- **Supply-demand balance:** The FPM calculates that the supply of sports halls in the peak period in the borough is equivalent to 32 badminton courts, whilst demand is for 40.5 badminton courts. This suggests a deficit of 8.5 badminton courts (equivalent to 2.13 four-badminton court-sized sports halls).

- **Used peak capacity:** Average peak utilisation rates for sports halls in the borough are 71.3%, which is below Sport England's 'comfortable capacity' figure of 80%. This suggests that there is some spare capacity to accommodate additional demand.
- **Satisfied demand:** The FPM supports this conclusion, calculating that 74.7% of demand for sports halls in the borough is met by current provision.
- **Displaced demand:** The FPM calculates that 17.0% of all sports hall demand in the borough is exported to facilities in neighbouring areas, principally sports halls in Wisbech.
- **Location of unmet demand:** The main focus for unmet demand is in the Hunstanton sub-area, where the only sports hall at Smithdon High School has no community use.

## 5.9 Assessments of need in neighbouring areas

The table below summarises strategic assessments of sports hall needs in neighbouring areas.

*Table 16: Assessments of sports hall needs in neighbouring areas*

| <b>Local Authority</b>         | <b>Facilities priorities</b>   | <b>Implications for Kings Lynn and West Norfolk</b>   |
|--------------------------------|--|---|
| East Cambs District Council    | The 'East Cambridgeshire Sports Facilities Needs Assessment, Strategy and Action Plan' (2015) states that 'the overall supply of sports halls is sufficient to meet demand in 2014 and up to 2026'.  | There are no facilities close enough to serve demand from Kings Lynn and West Norfolk.                  |
| Fenland District Council       | The 'Fenland District Indoor Sports Facility Strategy 2016 - 2031' (2016) identifies 'a current under-supply of sports hall space within the local authority area (8.45 courts), and a future demand for an additional 5.29 courts'.   | There is no spare capacity at the Wisbech sports halls to meet demand from Kings Lynn and West Norfolk. |
| South Holland District Council | The 'South Holland Sports Facilities Strategy 2018-2023' (2018) identifies that 'there is a current shortfall equivalent to 2.9 badminton courts (0.73 of a four-badminton court sports hall). Additional demand by 2040 will be equivalent to an extra 3.4 badminton courts (0.85 of a four-badminton court sports hall). | There are no facilities close enough to serve demand from Kings Lynn and West Norfolk.                  |
| North Norfolk District Council | The 'North Norfolk Indoor Leisure Facilities Strategy' (2015) identified that 'there are insufficient sports halls to meet all the needs of the community. Demand exceeds supply by 7 badminton courts'.   | There is no spare capacity at the Fakenham sports hall to meet demand from Kings Lynn and West Norfolk. |
| Breckland District Council     | The Council's 'Evidence Base for Indoor and Built Sports and Recreation Facilities' (2017) identified that 'unmet demand in 2016 equates to just over 6 badminton courts and is unchanged in 2031'.  | There are no facilities close enough to serve demand from Kings Lynn and West Norfolk.                  |
| West Suffolk Council           | The 'West Suffolk Sports Facilities Assessment' (2022) concludes that 'spare capacity at existing sports halls can accommodate some projected demand to 2040. Peak capacity issues in the Newmarket sub-area would be addressed by providing an additional two-badminton court sports hall.                                | There are no facilities close enough to serve demand from Kings Lynn and West Norfolk.                  |



## 5.10 Sport-specific priorities

Analysis of sport-specific strategies and consultation with the governing bodies of sport produced a range of priorities in relation to local sports hall provision:

Table 17: Governing bodies of sport: Sports hall needs

| <i><b>Sport</b></i>         | <i><b>Facilities priorities</b></i>   | <i><b>Local implications</b></i>   |
|-----------------------------|---|--|
| Badminton                   | <p>Badminton England's 'Badminton - A Sport for Everyone 2023 - 2033' (2023) includes a 'Places' theme relating to facilities provision, which aims to:</p> <ul style="list-style-type: none"> <li>• Lobby to protect and open up facilities.</li> <li>• Develop a network of dedicated badminton facilities.</li> <li>• Expand the school facilities lettings model.</li> <li>• Open community centres, village halls and other non-traditional venues for play.</li> <li>• Drive a digital bookings transformation.</li> <li>• Build partnerships with community providers.</li> </ul>  | The school facilities lettings model could provide some opportunities to access facilities with no community use at present. |
| Basketball                  | <p>Basketball England's 'Growing Basketball Together 2018 - 2024' (2018) contains a facilities objectives to 'develop, support and sustain a high-quality infrastructure network that inspires the next generation and meets the needs and demands of the game for the future'.</p> <ul style="list-style-type: none"> <li>• 'Enhance the playing experience through an appropriate network of innovative and inspirational facilities and playing environments that not only meet the needs and demands of the game but inspire growth within the sport'.</li> <li>• 'Pilot new and alternative pricing and booking models for indoor facilities to improve access and affordability for clubs and individuals supporting both formal and informal play'.</li> </ul>   | Kings Lynn and West Norfolk is not identified as a priority area.  |
| Gymnastics and Trampolining | <p>British Gymnastics' 'Facility Strategy 2017 - 2021' (2017) identifies a range of gymnastics facilities options:</p> <ul style="list-style-type: none"> <li>• <b>Standalone dedicated facilities</b> - Achievable for most clubs. Can provide for participation and competition.</li> <li>• <b>Multi-venue dedicated facilities</b> - For large club-based organisations looking to further expand opportunities.</li> <li>• <b>Dedicated facility as part of a multi-sport venue</b> - Most likely to be local authority-based projects.</li> <li>• <b>Non-dedicated space as part of leisure centre</b> - Ideal for club delivery and mass participation activities.</li> <li>• <b>Satellite venues</b> - Opportunities for clubs to scale up their programmes and increase activity options.</li> <li>• <b>Non-dedicated spaces in leisure centres</b> - Ideal for introductory level, mass participation programmes.</li> </ul> | All of the options within the facilities hierarchy are relevant to gymnastics delivery in Kings Lynn and West Norfolk.       |
| Judo                        | <p>British Judo's 'Strategic Plan 2017 - 2021' (2017) has an objective to increase participation to 50,000 members by 2021. There are no facilities objectives.</p>   | No specific implications.  |

| <i><b>Sport</b></i> | <i><b>Facilities priorities</b></i>  | <i><b>Local implications</b></i>   |
|---------------------|--|--|
| Netball             | <p>England Netball's '<i>Adventure Strategy 2021 - 2031</i>' (2021) contains the following relevant material: A Game for Life: This 'destination' has the following targets:</p> <ul style="list-style-type: none"> <li>• A 50% increase in the number of women playing netball across all life stages.</li> <li>• A year-on-year increase in the diversity of the netball playing population, with an ambition to reflect the diversity of the nation.</li> <li>• A countrywide accessible offer for men and boys.</li> <li>• 90% of all schools delivering a quality netball experience.</li> <li>• A clear and connected offer of choice for every community, with world class experiences in clubs and leagues at the heart of community netball.</li> <li>• A place to play within easy travel of every household.</li> </ul>   | Netball is a well-developed sport in Kings Lynn and West Norfolk and is seeking additional indoor and outdoor court space. |
| Table tennis        | <p>Table Tennis England's '<i>Facilities Strategy 2015 - 2025</i>' (2015) identifies that table tennis takes place in a variety of settings:</p> <ul style="list-style-type: none"> <li>• <b>Formal club-led environments</b> - Consisting of dedicated table tennis facilities (equipped for and predominantly used by table tennis), school halls, community halls, church halls, multisport clubs and leisure centres.</li> <li>• <b>Informal social environments</b> - Including bars, workplaces, parks, sport-specific clubs and community spaces.</li> </ul> <p>To support sustainable clubs, the priorities are:</p> <ul style="list-style-type: none"> <li>• Establish a minimum of one accessible, high quality dedicated multi-table facility in every active county.</li> <li>• Support current clubs to ensure long-term security of use of their facilities and to develop facilities or access multisport and multi-use environments.</li> </ul> <p>To support the social recreational game, the priorities are:</p> <ul style="list-style-type: none"> <li>• Support the implementation of free-to-use outdoor tables, prioritising centres of population.</li> <li>• Establish a network of social table tennis venues offering vibrant informal environments for all.</li> </ul> | Kings Lynn and West Norfolk is not identified as a priority area.  |
| Volleyball          | Volleyball England's ' <i>Facilities Strategy</i> ' (2009) is the most recent assessment of needs. The strategy identifies that a court size of 18m x 9m x 7.5m is required for National League standard play and below. It also states that 'the minimum width of standard sports halls should be raised to 20m from the current 18m, to allow two practice courts in a single hall'.   | Kings Lynn and West Norfolk is not identified as a priority area.  |

## 5.11 Governing body of sport consultations

### 5.11.1 Badminton England

Consultation with Badminton England's Relationship Manager identified the following issues:

- **Overview:** 'Kings Lynn and West Norfolk is a key area for us with regards to badminton provision as following a very successful Community Badminton Network being set up there badminton activity is high. In addition we are having problems with facilities due to high hire prices (Lynnsport) and some of our clubs having not been able to resume post Covid. There is good badminton engagement in both primary and secondary schools'.

- **Current shortfall:** ‘There is a current calculated shortfall in sports halls supply of 1.7 badminton courts to meet existing badminton needs in the borough’.
- **Future shortfall:** ‘There is a future projected calculated shortfall in sports halls supply of 1.8 badminton courts to meet badminton needs in the borough in 2030’.

### 5.11.2 British Gymnastics

Consultation with British Gymnastics’ Business Support Officer (Facilities) identified that:

- British Gymnastics is in the process of developing a new organisation strategy and vision in 2023. Ensuring Gymnastics is enjoyable, safe and open to everyone will be at the core of this strategy.
- A key part of British Gymnastics’ strategy to increase participation is to support clubs moving into their own dedicated facility, offering more time and space for classes. The target by 2021 was for half of all clubs to have their own dedicated facilities, compared with one-third in 2014.
- The main issue for gymnastics development is having access to sufficient dedicated (non-sports hall) space to enable clubs to grow and extend their programmes. The sport is experiencing challenges with the availability of a qualified coach workforce which is creating a barrier to development. Work on this will align to its strategic priorities and it welcomes collaborative working to address the issue.

### 5.11.3 British Judo

Consultation with British Judo’s Club Support Officer identified that there is one club in the borough, Happidojo Marham Judo Club, which is based at the Sandringham Centre in Marham. The club is keen to develop a permanent dojo in the area and has been actively seeking a venue for this for some time.

### 5.11.4 Table Tennis England

Consultation with Table Tennis England identified that there are two clubs in the borough, Heacham Table Tennis Club (based at Heacham Social Club) and Great Dunham Table Tennis Club (based at Great Dunham Village Hall). The collective membership is 108 and neither club uses sports halls in the borough.

## 5.12 Future demand for sports halls

### 5.12.1 Population growth

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

### 5.12.2 Participation rates

One factor in considering future sports participation rates is to track historical trends, as a guide to possible future developments. The most recent covid-affected figures have been excluded as anomalous.

- **National trends:** Sport England's 'Active Lives' survey records adult (16+) weekly participation rates for each sport at national level. The results for those sports that use sports halls are tabulated below. Badminton, Table Tennis and Tennis have also experienced statistically significant decreases, whilst only martial arts has achieved a statistically significant increase:

Table 18: 'Active Lives' survey: National participation rates for individual sports 2015-2023

| <b>Sport</b> | <b>2015/16</b> | <b>2016/17</b> | <b>2017/18</b> | <b>2018/19</b> | <b>2019/20</b> | <b>2020/21</b> | <b>2021/22</b> | <b>2022/23</b> | <b>% Change</b> |
|--------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|
| Badminton    | 2.1%           | 2.0%           | 1.9%           | 1.7%           | 1.2%           | 0.8%           | 1.6%           | 1.6%           | -0.5%           |
| Basketball   | 0.7%           | 0.7%           | 0.7%           | 0.6%           | 0.5%           | 0.5%           | 0.6%           | 0.7%           | 0.0%            |
| Gymnastics   | 0.6%           | 0.7%           | 0.6%           | 0.5%           | 0.4%           | 0.3%           | 0.4%           | 0.5%           | -0.1%           |
| Judo         | 0.1%           | 0.1%           | 0.0%           | 0.0%           | 0.0%           | 0.0%           | 0.1%           | 0.1%           | 0.0%            |
| Martial Arts | 0.4%           | 0.5%           | 0.6%           | 0.5%           | 0.4%           | 0.4%           | 0.5%           | 0.6%           | +0.2%           |
| Netball      | 0.7%           | 0.6%           | 0.6%           | 0.7%           | 0.4%           | 0.3%           | 0.6%           | 0.6%           | -0.1%           |
| Table Tennis | 1.0%           | 1.0%           | 0.9%           | 1.0%           | 0.6%           | 0.5%           | 0.8%           | 0.8%           | -0.2%           |
| Tennis       | 2.1%           | 1.9%           | 1.7%           | 1.6%           | 1.5%           | 1.4%           | 2.0%           | 1.9%           | -0.2%           |
| Volleyball   | 0.2%           | 0.2%           | 0.2%           | 0.1%           | 0.1%           | 0.2%           | 0.2%           | 0.2%           | 0.0%            |

- **Local trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2023:

Table 19: 'Active Lives' survey: Sports participation rates for Kings Lynn and West Norfolk 2015-2023

| <b>2015/16</b> | <b>2016/17</b> | <b>2017/18</b> | <b>2018/19</b> | <b>2019/20</b> | <b>2020/21</b> | <b>2021/22</b> | <b>2022/23</b> | <b>% Change</b> |
|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|
| 78.5%          | 70.1%          | 71.4%          | 77.5%          | 71.7%          | 67.3%          | 66.3%          | 71.7%          | -6.8%           |

### 5.12.3 Future projections

Sport England has developed the Sport Facility Calculator (SFC), to help to quantify how much additional demand for key community facilities like sports halls, will be generated by population increases. The SFC uses Sport England survey data on who uses facilities and applies this to the population profile of the local area. This builds up a profile of usage, which can be then applied to estimate how much demand any given population would generate. This demand is then converted into the quantity of facilities needed and expressed as badminton courts to define sports hall needs. For the purposes of projecting future demand in Kings Lynn and West Norfolk current participation rates have been assumed since there have been no statistically significant increases since 2015, either locally in the borough or collectively for the sports that use sports halls. Two population scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%). Based upon this, the SFC calculates demand for an additional 1.30 badminton courts, which is equivalent to 0.33 four-badminton court sized sports halls with full community access.
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%. Based upon this, the SFC calculates demand for an additional 6.80 badminton courts, which is equivalent to 1.70 four-badminton court sized sports halls with full community access.

### 5.13 Key findings on demand

The key findings are as follows:

- There is limited spare capacity in sports halls in Kings Lynn and West Norfolk at present, with average peak utilisation rates well above the 80% ‘comfortable capacity’ figure.
- Sport England’s Facilities Planning Model calculated the existing shortfall in sports hall provision in the borough equivalent to two 4-badminton court-sized Sports Halls.
- Sport England’s Sport Facility Calculator projects future demand for an additional 1.30 badminton courts by 2040, equivalent to 0.33 four-badminton court sports halls based on the lower population projection and 6.80 badminton courts, equivalent to 1.70 four-badminton court-sized sports halls based on the higher population projection.

### 5.14 Changes since 2023

There have been no significant changes in sports hall demand in Kings Lynn and West Norfolk, although local rates of sport and physical activity continue to rise after the covid pandemic, overall levels are still significantly below the levels in 2015.

### 5.15 The balance between sports hall supply and demand

Four criteria have been assessed to evaluate the balance between sports hall supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough facilities with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the facilities fit for purpose for the users now and in the future?
- **Accessibility:** Are the facilities in the right physical location for the users now and in the future?
- **Availability:** Are the facilities available for those who want to use them now and in the future?

## 5.16 Quantity

### 5.15.1 Current needs

Current sports halls in Kings Lynn and West Norfolk are assessed collectively to be operating at just within ‘comfortable capacity’, based upon the following evaluation:

- **Used peak capacity:** Average peak utilisation rates for sports halls in Kings Lynn and West Norfolk are 86.9%, well above Sport England’s ‘comfortable capacity’ figure of 80%.
- **Supply-demand balance:** Sport England’s Facilities Planning Model calculated a shortfall in sports hall provision in the borough equivalent to two 4-badminton court-sized Sports Halls.
- **Displaced demand:** The FPM calculates that 17.0% of all sports hall demand in the borough is exported to facilities in neighbouring areas, principally sports halls in Wisbech.
- **Location of unmet demand:** The main focus for unmet demand is the Hunstanton sub-area.

### 5.15.2 Future needs

The quantity of sports halls required to meet future needs has been assessed as follows:

- **Population increases:** Two scenarios are considered:
  - The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
  - A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.
- **Participation trends:** Based on national and local sports participation trends, for the purposes of forecasting future demand the likeliest scenario is for participation rates to remain at their current levels.
- **Additional needs:**
  - Based upon a population increase of 4,750 people in the district by 2040 and sports participation rates remaining at current levels, Sport England’s Sport Facility Calculator projects demand for an additional 1.30 badminton courts, which is equivalent to 0.33 four-badminton court sized sports halls with full community access. This can be accommodated by securing community access to school sports halls.
  - Based upon a population increase of 25,000 people in the district by 2040 and sports participation rates remaining at current levels, Sport England’s Sport Facility Calculator projects demand for an additional 6.80 badminton courts (equivalent to 1.70 four-badminton court sized sports halls with full community access). This could be met by providing one additional four-badminton court sized sports hall.

## **5.17 Quality**

### **5.16.1 Current quality**

There are no critical quality issues relating to sports halls in Kings Lynn and West Norfolk, although the position should be kept under review.

### **5.16.2 Future quality**

By 2040, all of the sports halls in the borough will be in need of refurbishment.

## **5.18 Accessibility**

### **5.17.1 Current accessibility**

Northern parts of the borough are more than 20 minutes driving time of a sports hall.

### **5.17.2 Future accessibility**

To ensure that there is adequate accessibility to sports halls in the future, an appropriate level of developer contributions will be required to upgrade existing facilities and/or to provide new ones, appropriately located in relation to the new population.

## **5.19 Availability**

### **5.18.1 Current availability**

Seven of the sports halls in the borough do not have any community access.

### **5.18.2 Future availability**

Addressing the current availability issues in the future will either involve providing sports halls on non-education sites, with appropriate management arrangements, or looking at innovative solutions to facilitate community access to school sports halls.

## **5.20 Contribution to shared strategic outcomes**

Based upon the assessment above, the extent to which sports halls provision in Kings Lynn and West Norfolk contribute to the shared strategic outcomes is as follows:

- Sports halls are flexible indoor facilities that can accommodate a range of sports and physical activities that are likely to appeal to existing and potential participants.
- The high utilisation rates at existing sports halls preclude the introduction of opportunities to accommodate additional need and demand from current non-participants.
- The lack of access to school sports halls does not make best use of available facility resources to deliver wider programmes of community activity.
- There is a geographical accessibility shortfall in sports hall availability in the north of the borough, which limits opportunities for residents and visitors in the Hunstanton sub-area.



## 5.21 The options for securing additional sports hall capacity

The options for securing existing and additional sports hall capacity to meet current and future needs are as follows:

### 5.19.1 Protect

Local/Neighbourhood Plan policies for the protection of sports halls will be key both to securing local provision by ensuring that planning policy supports the retention of existing sports halls for which existing and/or future demand has been identified, including any without current community access, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility.

### 5.19.2 Provide

Ensuring that extra sports hall capacity is achieved by providing a new facility.

### 5.19.3 Enhance

Enhancing existing sports hall capacity by:

- Encouraging schools without existing community use to make their facilities available to external users.
- Supporting schools to improve their management of community use arrangements, to improve community access to sports halls.
- Securing formal Community Use Agreements at existing and proposed future facilities on school sites, to enhance community accessibility.

## 5.22 Action Plan

The table below set out the action plan for sports halls to guide the implementation of the strategy. All actions are generic, rather than facility specific. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and in terms of the staffing necessary to undertake the work required to pursue the actions.

*Table 20: Key strategic action plan for sports halls*

| <b>Issues</b>                                    | <b>Action</b>   | <b>Lead</b> | <b>Partners</b>       | <b>Resources</b> | <b>Priority</b> |
|--|---|-------------|-----------------------|------------------|-----------------|
| Protection of existing sports halls              | Consider including a policy in the Local Plan to protect all existing sports halls.                             | KL&WNBC     | -                     | -                | High            |
| Community access to sports halls                 | Pursue formal Community Use agreements at all existing and any future proposed sports halls on education sites. | KL&WNBC     | Academies and schools | -                | High            |
| Funding for future sports hall needs             | Ensure that provision is made to secure developer contributions towards new and improved facilities.            | KL&WNBC     | -                     | -                | High            |
| Need for an additional 1.70 sports halls by 2040 | Identify potential sites in the Hunstanton sub-area   | KL&WNBC     | -                     | -                | High            |

## 6 SWIMMING POOLS

### **Key findings:**

- **Quantity:** There are five community accessible swimming pools at three sites in Kings Lynn and West Norfolk, collectively providing 959.5sq.m of water space. Two of the key pools in the borough (in Kings Lynn and Downham Market) are currently used to well above the 'comfortable capacity' figure, although the average figure for all sites in the borough is 60%. There is projected demand for an additional 54.26sq.m of water space by 2040, equivalent to 0.94 lanes or 0.24 of a 25m pool based on the lower population projection and an additional 263.43sq.m of water space, equivalent to 4.94 lanes or 1.23 of a 25m pool based on the higher population projection.
- **Quality:** All aspects of the quality of most facilities is 'average' or better, although the pools in Kings Lynn and Hunstanton are both ageing and in urgent need of refurbishment or replacement.
- **Accessibility:** Most of the population of the borough is within 20 minutes' drive of the nearest pool.
- **Availability:** Three sites are available for casual swimming on a non-membership basis.

### 6.1 Introduction

This section examines the provision of swimming pools in Kings Lynn and West Norfolk. Swimming pools are defined as indoor facilities with minimum pool length of 20 metres, although smaller teaching and diving pools are included in the assessment where they are integral to a facility with a main pool.

### 6.2 Quantity

#### 6.2.1 Indoor swimming pools with community use

The swimming pools with community use in Kings Lynn and West Norfolk are as follows:

*Table 21: Swimming pools with community use in Kings Lynn and West Norfolk*

| <b>Facility</b>                       | <b>Address</b>                              | <b>Dimensions</b>     | <b>Year built</b> | <b>Sub-area</b> |
|---------------------------------------|---|-----------------------|-------------------|-----------------|
| Downham Market Leisure Centre         | Bexwell Road, Downham Market<br>PE38 9LL    | 25m x 10.5m           | 2003              | Downham Market  |
| Oasis Leisure Centre                  | Seagate Road, Hunstanton PE36 5BD           | 25m x 10m<br>6m x 3m  | 1984              | Hunstanton      |
| St. James Swimming and Fitness Centre | Blackfriars Street, King's Lynn PE30<br>1NN | 25m x 13m<br>13m x 8m | 1974              | Kings Lynn      |

#### 6.2.2 Smaller indoor swimming pools with community use

The smaller swimming pools with community use in Kings Lynn and West Norfolk are as follows:

Table 22: Small swimming pools with community use in Kings Lynn and West Norfolk

| <b>Facility</b>                  | <b>Address</b>                        | <b>Dimensions</b> | <b>Year built</b> | <b>Sub-area</b> |
|----------------------------------|---------------------------------------|-------------------|-------------------|-----------------|
| Energise Pentney Fitness and Spa | Low Road, Pentney PE32 1JF            | 15m x 5m          | 2008              | Kings Lynn      |
| Imagine Health Spa               | Grimston Road, Kings Lynn PE30 3HQ    | 17.5m x 5m        | 1989              | Kings Lynn      |
| Searle's Leisure Resort          | South Beach Road, Hunstanton PE36 5BB | 13m x 10m         | 2008              | Hunstanton      |

### 6.2.3 Sub-area analysis

The distribution of full-sized swimming pools with community use by sub-area in Kings Lynn and West Norfolk is as follows:

Table 23: Swimming pools with community use by sub-area in Kings Lynn and West Norfolk

| <b>Sub-area</b>              | <b>Sub-area population 2020</b> | <b>No. pool sites</b> | <b>Pools per capita</b> | <b>Pool space per 1,000 people</b> |
|------------------------------|---------------------------------|-----------------------|-------------------------|------------------------------------|
| Hunstanton and surrounds     | 28,316                          | 1                     | 1: 28,316               | 9.46sq.m                           |
| Kings Lynn and surrounds     | 67,643                          | 1                     | 1: 67,643               | 6.34sq.m                           |
| Downham Market and surrounds | 55,286                          | 1                     | 1: 55,286               | 4.78sq.m                           |
| <b>KL &amp; WEST NORFOLK</b> | <b>151,245</b>                  | <b>3</b>              | <b>1: 50,425</b>        | <b>6.34sq.m</b>                    |

## 6.3 Quality

### 6.3.1 The criteria assessed

The quality of swimming pools was assessed by a non-technical visual inspection during a site visit to all facilities. The criteria that were evaluated were as follows:

- **Pool area(s):** The overall condition, lighting, aquatic activities provided for, temperature, spectator provision and fitness for purpose.
- **Changing facilities:** Capacity, condition and fitness for purpose.
- **Disability access:** Provision for disabled access throughout the facility.
- **Maintenance and cleanliness:** The quality of maintenance and cleanliness standards.
- **General access:** Car parking, lighting, signposting and proximity to public transport.

### 6.3.2 The basis of the ratings

The facilities were rated on a five-point scale, where 5 equates to 'very good' (highlighted in green below), 4 to 'good' (also highlighted in green below), 3 to 'average' (highlighted in yellow below), 2 to 'poor' and 1 to 'very poor'.

Table 24: Swimming pools in Kings Lynn and West Norfolk: Quality audit

| <i>Facility</i>                       | <i>Pool area</i> | <i>Changing</i> | <i>Disability Access</i> | <i>Maintenance</i> | <i>General access</i> |
|---------------------------------------|------------------|-----------------|--------------------------|--------------------|-----------------------|
| Downham Market Leisure Centre         | 5                | 5               | 4                        | 5                  | 4                     |
| Oasis Leisure Centre                  | 4                | 5               | 5                        | 5                  | 4                     |
| St. James Swimming and Fitness Centre | 4                | 3               | 3                        | 5                  | 5                     |

### 6.3.3 Condition surveys

Condition surveys of the pools were undertaken in late 2021. The key findings in relation to swimming pools were as follows:

- ***Oasis Sports and Leisure Centre:*** ‘Generally the facility is in fair condition. Some areas would benefit from internal redecoration and replacement flooring in due course. The condition of the pool enclosure from ground level indicates that it is starting to weather. In the medium to long-term the replacement of this structure will be required. Mechanical services are in reasonable condition but would benefit from some improvement’.
- ***Downham Market Leisure Centre:*** The building is in ‘a satisfactory state of repair. Within the swimming pool plant room a water tank has been leaking for a number of years. The underside of the concrete slab shows signs of staining and the steel frame is corroding. been leaking for a number of years. Mechanical services are in good condition’.
- ***St. James’s Pool:*** ‘The building is in good to fair condition internally, although some areas would benefit from internal redecoration and replacement flooring in the medium term. Further investigations should be carried out by a structural engineer to the floor of the pool tank. Various areas of repair and treatment are required to the reinforced concrete pool basins and services areas within the service corridor/boiler room. The mechanical services plant is in good condition and has benefitted from energy saving improvements such as the combined heat and power unit’.

### 6.3.4 Disabled access

The key findings in relation to swimming pools were as follows:

- ***Downham Market Leisure Centre:*** Disability access to the pool is rated as ‘good’, with no significant impediments to access or use.
- ***Oasis Leisure Centre:*** Disability access to the pool is rated as ‘good’, with no significant impediments to access or use.
- ***St. James’s Pool:*** Disability access to the sports hall is rated as ‘standard’, although there is no pool hoist.

## 6.4 Accessibility

Based on Sport England research, the ‘effective catchment’ for indoor swimming pools (the time/distance travelled by up to 90% of facility users and the prevailing mode of transport used) is 20 minutes’ drive time. Most of the population is within 20-minutes’ drive time of a pool.





## 6.5 Availability

The table below identifies the opening hours, usage arrangements, pricing and used capacity in the peak periods.

*Table 25: Swimming pools in Kings Lynn and West Norfolk: Availability*

| <b>Facility</b>                       | <b>Opening hours and basis of use</b>   | <b>Pricing</b>  | <b>Peak usage</b> | <b>Secured access</b> |
|---------------------------------------|---|---|-------------------|-----------------------|
| Downham Market Leisure Centre         | Mon-Fri 7am - 9.30pm<br>Sat 8.30am - 5pm<br>Sun 9am - 6.30pm<br>Casual use/clubs/schools/<br>swimming lessons | Adult 'pay-and-play' £5.35<br>Junior 'pay-and-play' £3.30<br>Family ticket £13.30 | 98%               | Yes                   |
| Oasis Leisure Centre                  | Mon-Fri 7am - 9.30pm<br>Sat-Sun 7.30am - 6pm<br>Casual use/clubs/schools/<br>swimming lessons                 | Adult 'pay-and-play' £6.40<br>Junior 'pay-and-play' £4.95<br>Family ticket £16.75 | 42%               | Yes                   |
| St. James Swimming and Fitness Centre | Mon-Fri 6am - 9pm<br>Sat 7am - 5pm<br>Sun 8am - 7pm<br>Casual use/clubs/schools/<br>swimming lessons          | Adult 'pay-and-play' £5.35<br>Junior 'pay-and-play' £3.30<br>Family ticket £13.30 | 100%              | Yes                   |

## 6.6 Key findings on supply

The key findings are as follows:

- There are three community accessible facilities with swimming pools in Kings Lynn and West Norfolk, all of which have secured community use.
- The pools in Kings Lynn and Hunstanton are ageing and need refurbishment or replacement.
- Most of population of the borough is within 20-minutes' drive time of a pool.
- Sport England recognises a measure of 'comfortable capacity', where a swimming pool is regarded as effectively fully utilised when peak usage levels reach 70%. Two of the pools in the borough are currently used to well above 'comfortable capacity' and the average is 80%.

## 6.7 Changes since 2023

There have been a number of significant changes in swimming pool supply since 2023:

- The pool at Glebe House School in Hunstanton, which had some restricted community use, is no longer available for external users.
- Funding has been obtained for a new 25m pool in Fakenham, whose 20 minute drivetime catchment will include the north-eastern part of Kings Lynn as West Norfolk.

- There are active proposals to replace the pools in Kings Lynn and Hunstanton. The council is currently giving detailed consideration to the size and location of replacement facilities via consultations with the West Norfolk Swimming Club, Swim England and other stakeholders.

## 6.8 Current demand for swimming pools

### 6.8.1 Expressed demand

Expressed demand for swimming pools in Kings Lynn and West Norfolk is as follows:

*Table 26: Swimming pools in Kings Lynn and West Norfolk: Utilisation rates*

| <b>Facility</b>                       | <b>% Peak utilisation</b> |
|---------------------------------------|---------------------------|
| Downham Market Leisure Centre         | 98%                       |
| Oasis Leisure Centre                  | 42%                       |
| St. James Swimming and Fitness Centre | 100%                      |

### 6.8.2 Displaced demand

Displaced demand relates to swimming from within the study area which takes place outside of the area. The following community-accessible pool in neighbouring areas is close enough to the borough boundary to provide usage opportunities for Kings Lynn and West Norfolk residents. In addition, a new 25m pool is planned for Fakenham and funding has been secured.

*Table 27: Proximity of swimming pools in neighbouring areas*

| <b>Facility</b>       | <b>Address</b>                   | <b>Distance from Kings Lynn and West Norfolk</b> |
|-----------------------|----------------------------------|--|
| Hudson Leisure Centre | Harecroft Road, Wisbech PE13 1RL | 1 mile   |

### 6.8.3 Unmet demand

Swim England has adopted a national standard of 12m<sup>2</sup> of pool space per 1,000 population as a broad measure of demand for swimming pools. Based on this standard, the borough's population of 154,300 requires a pool area of 1,852 m<sup>2</sup> of water space. This compares with current provision of 959.5 m<sup>2</sup> leading to a what Swim England terms a deprivation of 892.5m<sup>2</sup>.

## 6.9 Assessments of need in neighbouring areas

The table below summarises strategic assessments of swimming pool needs in neighbouring areas.

*Table 28: Assessments of swimming pool needs in neighbouring areas*

| <b>Local Authority</b>      | <b>Facilities priorities</b>  | <b>Implications for Kings Lynn and West Norfolk</b>                          |
|-----------------------------|---|--|
| East Cambs District Council | The 'East Cambridgeshire Sports Facilities Needs Assessment, Strategy and Action Plan' (2015) states that 'demand for swimming pools exceeds supply and the unmet demand is 277sq.m (4.5 lane 25 metre) of water in 2014 and 397sq.m (6 lane 25 metre) of water by 2026'. | There is no spare capacity to serve demand from Kings Lynn and West Norfolk. |



| <b>Local Authority</b>         | <b>Facilities priorities</b>  | <b>Implications for Kings Lynn and West Norfolk</b>   |
|--------------------------------|---|---|
| Fenland District Council       | The 'Fenland District Indoor Sports Facility Strategy 2016 - 2031' (2016) identifies that the 'current under-supply of water space equates to 1.2 lanes of a 25m pool. Future demand to 2031 based on population growth equates to 3.42 lanes of a 25m pool'. | There is no spare capacity at the Wisbech swimming pools to meet demand from Kings Lynn and West Norfolk.       |
| South Holland District Council | The 'South Holland Sports Facilities Strategy 2018-2023' (2018) identifies that existing pools 'are assessed to be at operating at over 'comfortable capacity. An additional 130sq.m of pool space will be required by 2040'.                                 | There are no facilities close enough to serve demand from Kings Lynn and West Norfolk.                          |
| North Norfolk District Council | The 'North Norfolk Indoor Leisure Facilities Strategy' (2015) identified that 'North Norfolk has a good level of swimming pool provision. However, the provision is skewed in terms of its distribution within the district, with no pool in Fakenham'.       | A new 25m pool is planned for Fakenham and funding has been secured. This may meet some demand from Hunstanton. |
| Breckland District Council     | The Council's 'Evidence Base for Indoor and Built Sports and Recreation Facilities' (2017) identified that 'unmet demand for pools in Swaffham equates 130 sq.m of water in 2016 and increasing to 145 sq.m of water in 2031'.                                | Swimming demand from the Swaffham area is likely to be exported to facilities in Kings Lynn and West Norfolk.   |
| West Suffolk Council           | The 'West Suffolk Sports Facilities Assessment' (2022) concludes that 'spare capacity at existing pools can accommodate all projected demand to 2040, subject to the reprovision of facilities from the Bury St. Edmunds Leisure Centre.                      | There are no facilities close enough to serve demand from Kings Lynn and West Norfolk.                          |

## 6.10 Sport-specific priorities

Table 29: Sports-specific priorities for swimming

| <b>Facilities priorities</b>  | <b>Implications for Kings Lynn and West Norfolk</b>                     |
|---|---|
| Swim England's 'Towards a Nation Swimming: A Strategic Plan for Swimming in England 2017 - 2021' (2017) includes a commitment to 'working with providers to create a swimming environment that is more inclusive and exceeds the expectations of swimmers'. | No specific local facilities priorities in Kings Lynn and West Norfolk. |

Consultation with Swim England's Facilities Officer in 2023 identified the following issues:

- 'There appears to be unmet demand across the central part of the borough, including King's Lynn itself'.
- 'There are three local authority owned facilities, Oasis LC, Downham LC and St James Leisure and Fitness Centre'.
- 'All the local authority owned pools are at an age where replacement could be likely to ensure long term sustainability'.
- 'We are unaware of any significant investment into aquatic facilities in recent years'.
- 'Swim England is of the opinion that future development and investment is needed to provide accessible water space for the community'.

- 'We would advise that with a number of facilities having reached 25yrs+, a site condition survey should be completed to assess potential refurbishment works'.

## 6.11 Future demand for swimming pools

### 6.11.1 Population growth

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

### 6.11.2 Participation rates

One factor in considering future sports participation rates is to track historical trends, as a guide to possible future developments. The most recent covid-affected figures have been excluded as anomalous.

- **National trends:** Sport England's 'Active Lives' survey has recorded adult (16+) weekly participation rates for swimming at national level since 2015:

Table 30: 'Active Lives' Survey: National swimming participation rates 2015 - 2023

| 2015/16 | 2016/17 | 2017/18 | 2018/19 | 2019/20 | 2020/21 | 2021/22 | 2022/23 | % Change |
|---------|---------|---------|---------|---------|---------|---------|---------|----------|
| 11.0%   | 10.2%   | 10.5%   | 9.3%    | 5.2%    | 4.4%    | 8.2%    | 9.0%    | -2.0%    |

- **Local trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2023:

Table 31: 'Active Lives' survey: Sports participation rates for Kings Lynn and West Norfolk 2015-2023

| 2015/16 | 2016/17 | 2017/18 | 2018/19 | 2019/20 | 2020/21 | 2021/22 | 2022/23 | % Change |
|---------|---------|---------|---------|---------|---------|---------|---------|----------|
| 78.5%   | 70.1%   | 71.4%   | 77.5%   | 71.7%   | 67.3%   | 66.3%   | 71.7%   | -6.8%    |

### 6.11.3 Future projections

Sport England has developed the Sport Facility Calculator (SFC), to help to quantify how much additional demand for key community facilities like swimming pools, will be generated by population increases. The SFC uses Sport England survey data on who uses facilities and applies this to the population profile of the local area. This builds up a profile of usage, which can be then applied to estimate how much demand any given population would generate. For the purposes of projecting future demand in Kings Lynn and West Norfolk current participation rates have been assumed since there have been no statistically significant increases since 2015, either locally in the borough or for swimming. Two population scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%). Based upon this, the SFC calculates demand for an additional 54.26sq.m of water space, which is equivalent to 0.94 of a 25m pool lane or 0.24 of a four-lane 25m pool with full community access.
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%. Based upon this, the SFC calculates demand for an additional 263.43sq.m of water space, which is equivalent to 4.94 25m pool lanes or 1.23 four-lane 25m pools with full community access.

## **6.12 Key findings on demand**

The key findings are as follows:

- Two of the three pools in the borough (in Kings Lynn and Downham Market) are currently used to well above the ‘comfortable capacity’ figure.
- Sport England’s Sport Facility Calculator projects future demand for an additional 52.26sq.m of water space, which is equivalent to 0.94 of a 25m pool lane or 0.24 of a four-lane 25m pool based on the lower population projection and 264.43sq.m of water space, which is equivalent to 4.94 25m pool lanes or 1.23 four-lane 25m pools based on the higher population projection.

## **6.13 Changes since 2023**

The key changes are as follows:

- There have been no significant changes in swimming pool demand in Kings Lynn and West Norfolk, although local rates of sport and physical activity and national rates of swimming participation continue to rise after the covid pandemic, overall levels are still significantly below the levels in 2015.
- The Borough Council has commissioned ‘runs’ of Sport England’s Facilities Planning Model to assess the implications of replacing the existing pools in Hunstanton and Kings Lynn with new facilities (see below).
- Plans are currently being considered to replace the St. James’s Street Pool with a new facility at Lynnsport comprising a 6-lane x 25m main pool and a 4-lane x 20m learner pool, with the new provision totalling 495sq.m, a net gain of 66sq.m of water space.

## **6.14 Facilities Planning Model Assessment**

### **6.14.1 Introduction**

To supplement and complement the strategic assessment, Kings Lynn and West Norfolk Borough Council commissioned an additional assessment of swimming pool needs using the Sport England Facilities Planning Model (FPM) spatial modelling tool. The FPM study is a quantitative, accessibility and spatial assessment of the supply, demand and access to swimming pools in the borough. It included three modelling ‘runs’:

- A baseline assessment of provision in 2023.
- A forward assessment of demand for swimming pools and its distribution, based on the projected changes in population between 2023 and 2033 and changes in supply in King's Lynn and West Norfolk (Oasis Leisure Centre excluded and the proposed Fakenham Sports and Fitness Centre Swimming Pool included).
- An assessment of the impact that further modelled options for changes in supply in King's Lynn and West Norfolk (King's Lynn New Swimming Pool replacing St James Swimming and Fitness Centre and a new swimming pool in Hunstanton replacing the Oasis Leisure Centre) have in meeting the demand for swimming pools and its distribution up to 2033.

### 6.14.2 Key findings

- The provision of both King's Lynn New Swimming Pool and Hunstanton New Swimming Pool are supported by the FPM assessment, but further consideration should be given to the scale of water provision at each site.
- The outcome is that the King's Lynn and West Norfolk will then have a significantly improved swimming offer, with a fit-for-purpose modern stock of swimming pools in the three main towns (including Downham Market) that provides all swimming activities. This will increase the attractiveness of the offer and contribute to viability.
- The Borough has a very large land area with small levels of demand located in small settlements throughout. This leads to quite a high level of unmet demand, but this is distributed in small amounts in many areas and is caused by these settlements being located too far from a swimming pool. The amount of unmet demand in these areas is insufficient to justify further swimming pool provision.
- Almost all the satisfied demand is met within the Borough. Demand is greatest in King's Lynn and Downham Market.

### 6.14.3 Conclusions

The quantitative and spatial findings interact to identify that:

- Nearly all the demand for swimming can be met with new pools in Kings Lynn and Hunstanton, to replace the existing facilities, but King's Lynn New Swimming Pool and Downham Leisure Centre are still projected to be very full at peak times. The intervention is to consider increasing the scale of the pool at King's Lynn and increase availability (opening hours) at Downham Market.
- Hunstanton New Swimming Pool is projected to be reasonably full at 52%. The intervention is to increase utilisation at peak times by including tourism use or reduce the scale of the pool.

## 6.15 *The balance between swimming pool supply and demand*

Four criteria have been assessed to evaluate the balance between swimming pool supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough facilities with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the facilities fit for purpose for the users now and in the future?
- **Accessibility:** Are the facilities in the right physical location for the users now and in the future?
- **Availability:** Are the facilities available for those who want to use them now and in the future?

## 6.16 Quantity

### 6.16.1 Current needs

Current swimming pools in Kings Lynn and West Norfolk are assessed to be operating with some limited spare capacity based upon the following evaluation:

- **Used peak capacity:** Two of the key pools in the borough (in Kings Lynn and Downham Market) are currently used to well above the ‘comfortable capacity’ figure of 70%.
- **Unmet demand:** Given the high levels of used capacity, there is some evidence of unmet demand.

### 6.16.2 Future needs

Additional pool space will be required to meet future needs.

- **Population increases:** Two scenarios are considered:
  - The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
  - A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.
- **Participation trends:** Based on national and local sports participation trends, for the purposes of forecasting future demand the likeliest scenario is for participation rates to remain at their current levels.

## 6.17 Quality

### 6.17.1 Current quality

The pools in Kings Lynn and Hunstanton are ageing and need refurbishment or replacement.

### 6.17.2 Future quality

The St. James’s and Oasis Pools were built in 1974 and 1984 respectively and both need major refurbishment or replacement. It is currently proposed to replace both facilities, based upon the assessment of need.

## **6.18 Accessibility**

### **6.18.1 Current accessibility**

All parts of the borough are within a 20-minute drivetime catchment of the nearest swimming pool.

### **6.18.2 Future accessibility**

To ensure that there is adequate accessibility to swimming pools in the future, an appropriate level of developer contributions will be required to upgrade existing facilities and/or to provide new ones, appropriately located in relation to the new population.

## **6.19 Availability**

### **6.19.1 Current availability**

Current availability is good, with the three leisure centre available for casual swimming on a non-membership basis, as well as club and schools hire and swimming lessons.

### **6.19.2 Future availability**

It has been assumed that the current availability of pools will remain for the duration of the strategy period to 2040.

## **6.20 Contribution to shared strategic outcomes**

Based upon the assessment above, the extent to which swimming pools provision in Kings Lynn and West Norfolk contributes to the shared strategic outcomes is as follows:

- Swimming is an activity that appeals to a broad cross-section of the community, both residents and visitors to the borough.
- The high utilisation rates at existing swimming pools preclude the introduction of opportunities to accommodate additional need and demand from current non-participants.

## **6.21 The options for securing additional swimming pool capacity**

The Council is seeking to improve access to swimming across the borough by replacing the ageing facilities at St. James Swimming and Fitness Centre in King's Lynn and the Oasis in Hunstanton. It is currently working with external partners to define the exact facility mix and location for the new facilities. The emerging options include replacing the St. James pool by developing a new facility at Lynnsport and replacing/refurbishing the Oasis on their current site.

In addition to the quantum of water space, a range of other factors are being considered including improved access for disability and inclusive swimming, spectator accommodation, energy efficiency and car parking

For the replacement facility in Kings Lynn, three possible main pool configurations are being considered, all of which include a learner pool larger than the current St James learner pool, with main pool dimensions as follows. Currently option two is the favoured scenario.

- Option one: 25m x 13m (6 x 2.16m wide lanes) 325m<sup>2</sup> overall.
- Option 2: 25m x 15m (6 x 2.5m wide lanes) 375m<sup>2</sup> overall.
- Option 3: 25m x 17m (8 x 2.5m wide lanes) 425m<sup>2</sup> overall.

West Norfolk Swimming Club, supported by Swim England, has prepared a detailed report which argues strongly for Option 3 - that the replacement for St. James pool should be a 25 metre, eight-lane main pool supported by a learner pool. It bases its argument on a number of key points:

- The club has a waiting list amongst Masters swimmers. Additional water space will allow to grow from its current membership of 200.
- More water space and improved access is required to make provision for para-swimming (disability swimming). Up until now the club has not been able to develop a para-swimming squad.
- An eight lane pool would enable the staging of county and regional competitions.
- The larger pool could be built in a cost-effective manner with an increased capital cost estimated to be only £213,000. It should be noted that if the additional changing and related space related to this expansion is included, based upon Sport England guidance the additional cost is closer to £2,000,000.

Swim England supports the development of an eight lane pool as making a contribution to reducing the current deficit in water space.

## **6.22 Policy considerations**

The options for securing existing and additional swimming pool capacity to meet current and future needs are as follows:

### **6.21.1 Protect**

Local/Neighbourhood Plan policies for the protection of swimming pools through the Local Plan will be key both to securing local provision by ensuring that planning policy supports the retention of existing facilities for which existing and/or future demand has been identified, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility.

### **6.21.2 Provide**

The provision of a new pool with additional capacity in Kings Lynn to replace the St. James's Pool and a new pool in Hunstanton to replace the Oasis Pool, should be considered.

### **6.21.3 Enhance**

Enhancing existing swimming pool capacity by ensuring that pool quality is enhanced when opportunities arise.



## 6.23 Action Plan

### 6.23.1 Introduction

The tables below set out the action plan for swimming pools to guide the implementation of the strategy. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and in terms of the staffing necessary to undertake the work required to pursue the actions.

### 6.23.2 Key strategic actions

*Table 32: Key strategic action plan for swimming pools*

| <b>Issues</b>  | <b>Action</b>  | <b>Lead</b> | <b>Partners</b> | <b>Resources</b> | <b>Priority</b> |
|--|--|-------------|-----------------|------------------|-----------------|
| Protection of existing swimming pools  | Consider including a policy in the Local Plan to protect all existing swimming pools.                | KL&WNBC     | -               | -                | High            |
| Funding for future swimming pool needs   | Ensure that provision is made to secure developer contributions towards new and improved facilities. | KL&WNBC     | Developers      | -                | High            |
| Demand equivalent to 0.24 25m x 6-lane pools by 2040 based on the lower population.  | Consider providing additional pool capacity in Kings Lynn when the St. James Pool is replaced.       | KL&WNBC     | -               | TBC              | High            |
| Demand equivalent to 1.23 25m x 6-lane pools by 2040 based on the higher population. | Consider providing additional pool capacity in Kings Lynn when the St. James Pool is replaced.       | KL&WNBC     | -               | TBC              | High            |

### 6.23.3 Site-specific actions

*Table 33: Site-specific action plan for swimming pools*

| <b>Site</b>                           | <b>Issues</b>  | <b>Action</b>                                | <b>Lead</b> | <b>Partners</b> | <b>Resources</b> | <b>Priority</b> |
|---------------------------------------|--|--|-------------|-----------------|------------------|-----------------|
| Downham Market Leisure Centre         | Facility used to over-capacity in the peak period.   | Review usage programme to maximise capacity. | KL&WNBC     | -               | -                | Medium          |
| Oasis Leisure Centre                  | The facility is ageing and needs to be replaced.   | Provide a new pool in Hunstanton.            | KL&WNBC     | -               | TBC              | High            |
| St. James Swimming and Fitness Centre | <ul style="list-style-type: none"> <li>Facility used to over-capacity in the peak period.</li> <li>The facility is ageing and needs to be replaced.</li> </ul> | Provide a new pool in Kings Lynn.            | KL&WNBC     | -               | TBC              | High            |

## 7 HEALTH AND FITNESS

### **Key findings:**

- **Quantity:** There are 17 publicly accessible health and fitness facilities currently available in Kings Lynn and West Norfolk, collectively comprising 837 equipment stations. Additional demand by 2040 is for an additional 68 stations based on the lower population estimate and 150 stations based upon the higher population estimate.
- **Quality:** The quality of facilities is generally 'good', although disabled access is poor at St. James's Swimming Centre.
- **Accessibility:** Almost the whole population of the borough is within 20-minutes' drivetime of at least one health and fitness facility.
- **Availability:** Five facilities offer 'pay-and-play' public access, but some of the other facilities offer a 'day pass' arrangement, allowing short-term access to non-members.

### 7.1 Introduction

This section examines health and fitness facilities in Kings Lynn and West Norfolk. These are defined as dedicated community accessible facilities with a range of exercise equipment.

### 7.2 Quantity

#### 7.2.1 Health and fitness facilities with community use

The location and number of equipment stations at health and fitness facilities with community use in Kings Lynn and West Norfolk is as follows. All facilities have secured community access:

*Table 34: Health and fitness facilities with community use in Kings Lynn and West Norfolk*

| <b>Site</b>               | <b>Address</b>                                | <b>Stations</b> | <b>Sub-area</b> |
|---------------------------|---|-----------------|-----------------|
| Alive Lynnsport           | Greenpark Avenue, Kings Lynn PE30 2NB         | 105             | Kings Lynn      |
| Crown Health Club         | Downham Road, Outwell PE14 8SE                | 20              | Downham Market  |
| Downham Market Leis. Ctre | Bexwell Road, Downham Market PE38 9LL         | 60              | Downham Market  |
| Energise Pentney          | Low Road, Pentney PE32 1JF                    | 25              | Kings Lynn      |
| Everlast Fitness          | Hamburg Way, Kings Lynn PE30 2ND              | 78              | Kings Lynn      |
| Heacham Manor             | Hunstanton Road, Heacham PE31 7JX             | 20              | Hunstanton      |
| Heros Gym                 | Bryggen Road Kings Lynn PE30 2HZ              | 130             | Kings Lynn      |
| Imagine Health and Spa    | Grimston Road Kings Lynn PE30 3HQ             | 32              | Kings Lynn      |
| Just4YouFitness           | Hansa Court, Lubeck Rd, Kings Lynn PE30 2HN   | 70              | Kings Lynn      |
| Motiv8                    | Bergen Way, Kings Lynn PE30 2JG               | 50              | Kings Lynn      |
| Oasis Leisure Centre      | Seagate Road, Hunstanton PE36 5BD             | 40              | Hunstanton      |
| Rebel 24                  | St. Hilary Trade Park, Kings Lynn PE30 4NA    | 50              | Kings Lynn      |
| Searles Leisure Resort    | South Beach Road Hunstanton PE36 5BB          | 17              | Hunstanton      |
| St. James Swimming Centre | Blackfriars Street, Kings Lynn PE30 1NN       | 18              | Kings Lynn      |
| Snap Fitness              | St. Nicholas Retail Park, Kings Lynn PE30 2HW | 50              | Kings Lynn      |
| The Gym Group             | Hardwick Road, Lings Lynn PE30 4YN            | 60              | Kings Lynn      |
| Valeo Athletic Fitness    | Paxman Rd, Kings Lynn PE30 4NE                | 12              | Kings Lynn      |
| <b>TOTAL</b>              | <b>-</b>                                      | <b>837</b>      | <b>-</b>        |

## 7.2.2 Health and fitness facilities without community use

There are no health and fitness facilities in Kings Lynn and West Norfolk with no community use.

## 7.2.3 Sub-area analysis

The distribution of fitness facilities by sub-area in Kings Lynn and West Norfolk is as follows. It shows that per capita rates of provision vary widely, being best in Kings Lynn and poorest in Downham Market:

*Table 35: Health and fitness facilities with community use by sub-area in Kings Lynn and West Norfolk*

| <b>Sub-area</b>              | <b>Sub-area population 2020</b> | <b>No. stations</b> | <b>Stations per capita</b> |
|------------------------------|---------------------------------|---------------------|----------------------------|
| Hunstanton and surrounds     | 28,316                          | 77                  | 1: 368                     |
| Kings Lynn and surrounds     | 67,643                          | 680                 | 1: 99                      |
| Downham Market and surrounds | 55,286                          | 80                  | 1: 691                     |
| <b>KL &amp; WEST NORFOLK</b> | <b>151,245</b>                  | <b>837</b>          | <b>1: 181</b>              |

## 7.3 Quality

### 7.3.1 The criteria assessed

The quality of health and fitness facilities was assessed by a non-technical visual inspection during a site visit to all facilities. The criteria that were evaluated were as follows:

- **Fitness facilities:** The overall condition, mix of cardio-vascular and resistance equipment, lighting and ambience.
- **Changing facilities:** Capacity, condition and fitness for purpose.
- **Disability access:** Provision of disability-specific equipment and disabled access throughout.
- **General access:** Car parking, lighting, signposting and proximity to public transport.

### 7.3.2 The basis of the ratings

The facilities were rated on a five-point scale, where 5 equates to ‘very good’, 4 to ‘good’, 3 to ‘average’, 2 to ‘poor’ and 1 to ‘very poor’.

*Table 36: Health and fitness facilities with community use in Kings Lynn and West Norfolk: Quality audit*

| <b>Facility</b>            | <b>Fitness facilities</b> | <b>Changing</b> | <b>Disability Access</b> | <b>General access</b> |
|----------------------------|---------------------------|-----------------|--------------------------|-----------------------|
| Alive Lynnsport            | 5                         | 5               | 5                        | 5                     |
| Crown Health Club          | 4                         | 4               | 3                        | 5                     |
| Downham Market Leis. Ctre. | 4                         | 3               | 4                        | 4                     |
| Energise Pentney           | 4                         | 5               | 4                        | 3                     |
| Everlast Fitness           | 5                         | 5               | 4                        | 5                     |
| Heacham Manor              | 5                         | 5               | 5                        | 5                     |
| Heros Gym                  | 5                         | 3               | 3                        | 3                     |
| Imagine Health and Spa     | 4                         | 5               | 4                        | 4                     |
| Just4YouFitness            | 5                         | 4               | 4                        | 4                     |

| <i>Facility</i>           | <i>Fitness facilities</i> | <i>Changing</i> | <i>Disability Access</i> | <i>General access</i> |
|---------------------------|---------------------------|-----------------|--------------------------|-----------------------|
| Motiv8                    | 4                         | 3               | 3                        | 4                     |
| Oasis Leisure Centre      | 5                         | 5               | 4                        | 4                     |
| Rebel 24                  | 5                         | 4               | 4                        | 4                     |
| Searles Leisure Resort    | 5                         | 4               | 4                        | 4                     |
| St. James Swimming Centre | 2                         | 2               | 2                        | 5                     |
| Snap Fitness              | 5                         | 5               | 5                        | 5                     |
| The Gym Group             | 5                         | 4               | 4                        | 4                     |
| Valeo Athletic Fitness    | 4                         | 3               | 3                        | 4                     |

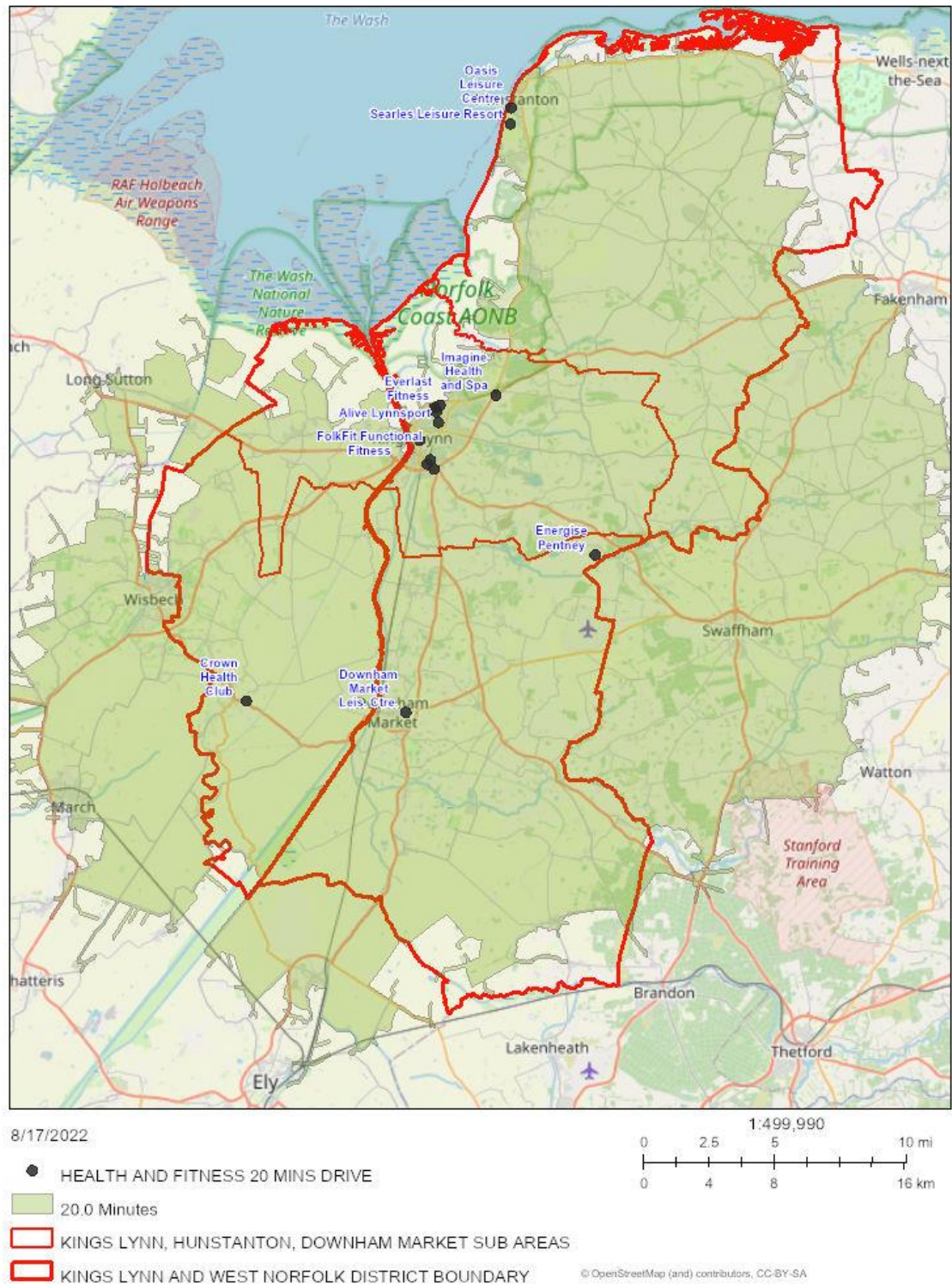
### 7.3.3 Disabled access

Only Alive Lynnsport has specialist adaptive equipment for disabled users, but the equipment at most other facilities can be used by people with impaired mobility. The facility at St. James's Swimming Centre is rated as poor for disabled access.

## 7.4 Accessibility

Based on Sport England research, the 'effective catchment' for health and fitness facilities is 20 minutes driving time. The map overleaf shows that almost the whole population of the borough is within 20-minutes' drivetime of at least one health and fitness facility.

## KINGS LYNN & WEST NORFOLK Health and Fitness 20 Minutes Drive





## 7.5 Availability

The table below identifies the opening hours, usage arrangements and pricing (shown as monthly direct debit costs to facilitate comparison).

*Table 37: Health and fitness facilities with community use in Kings Lynn and West Norfolk: Availability*

| <b>Facility</b>               | <b>Opening hours and basis of use</b>   | <b>Pricing</b>  |
|-------------------------------|---|---|
| Alive Lynnsport               | Mon-Fri 8.30am - 10pm<br>Sat-Sun 8am - 6pm<br>Membership and 'pay-and-play'                   | Adult membership £25 per month<br>Junior membership £15 per month<br>Adult member £6.90<br>Adult non-member £5.40<br>Junior member £5.35<br>Junior non-member £3.80 |
| Crown Health Club             | Mon-Fri: 7am - 9pm<br>Sat-Sun 9am - 6pm<br>Members and hotel guests only                      | Membership £25 per month  |
| Downham Market Leisure Centre | Mon-Fri 7am - 9.30pm<br>Sat 8.30am - 5pm<br>Sun 9am - 6.30pm<br>Membership and 'pay-and-play' | Adult membership £25 per month<br>Junior membership £15 per month<br>Adult member £6.90<br>Adult non-member £5.40<br>Junior member £5.35<br>Junior non-member £3.80 |
| Energise Pentney              | Mon-Fri: 7am - 9pm<br>Sat-Sun 9am - 6pm<br>Members only                                       | Membership £45 per month  |
| Everlast Fitness              | Mon-Thurs 6am - 10pm<br>Fri 6am - 9pm<br>Sat-Sun 8am - 8pm<br>Members only                    | Membership £20 per month  |
| Heacham Manor                 | Mon-Sun 7.30am - 8pm<br>Members only but day passes available                                 | Membership £35 per month<br>Day passes £10  |
| Heros Gym                     | Mon-Fri 6am - 10pm<br>Sat 7am - 6pm<br>Sun 7am - 2pm<br>Members only                          | Membership £28 per month  |
| Imagine Health and Spa        | Mon-Fri 7am - 10pm<br>Sat-Sun 7am - 8pm<br>Members only                                       | Membership £75 per month  |
| Just4YouFitness               | Mon-Thurs 5am-10pm<br>Fri 5am-9pm<br>Sat 7am-6pm<br>Sun 8am-4pm                               | Membership from £50 per month   |
| Motiv8                        | 24 hours 7 days a week  | Membership £14.99 per month   |
| Oasis Leisure Centre          | Mon-Fri 7am - 9.30pm<br>Sat-Sun 7.30am - 6pm<br>Membership and 'pay-and-play'                 | Adult membership £25 per month<br>Junior membership £15 per month<br>Adult member £6.90<br>Adult non-member £5.40<br>Junior member £5.35<br>Junior non-member £3.80 |

| <i><b>Facility</b></i>            | <i><b>Opening hours and basis of use</b></i>   | <i><b>Pricing</b></i>   |
|-----------------------------------|--|---|
| Rebel 24                          | 24 hours 7 days a week   | Membership £19.99 per month   |
| Searles Leisure Resort            | Mon-Sun 7am - 10pm<br>Membership and 'pay-and-play'                                  | Membership £26.50 per month<br>Day pass £5  |
| St. James Swimming Centre         | Mon-Fri 6am - 9pm<br>Sat 7am - 5pm<br>Sun 8am - 7pm<br>Membership and 'pay-and-play' | Adult membership £25 per month<br>Junior membership £15 per month<br>Adult member £6.90<br>Adult non-member £5.40<br>Junior member £5.35<br>Junior non-member £3.80 |
| Snap Fitness                      | 24 hours 7 days a week   | Membership £40.99 per month   |
| The Gym Group                     | 24 hours 7 days a week   | Membership £19.99 per month   |
| Valeo Athletic Functional Fitness | Mon-Fri 6.30am - 8.30pm<br>Sat 9am - 1pm<br>Sun 9am - 12pm<br>Members only           | Membership £75 per month  |

## **7.6 Key findings on supply**

The key findings are as follows:

- There are 17 publicly accessible health and fitness facilities currently available in Kings Lynn and West Norfolk, collectively comprising 837 equipment stations. All have secured community access.
- Levels of provision per capita vary widely across the borough, with the Kings Lynn sub-area having almost seven times the rate of equipment stations per 1,000 people than the Downham Market sub-area and around four times the rate in the Hunstanton sub-area.
- The quality of facilities is generally 'good', although disability access is problematic at St. James's Swimming Centre.
- Almost the whole population of the borough is within 20-minutes' drivetime of at least one health and fitness facility.
- Five facilities offer 'pay-and-play' public access, but many of the remaining facilities offer a 'day pass' arrangement, allowing short-term access on a non-membership basis.
- Membership charges vary between £20 and £75 per month, although there are discounted introductory offers at many facilities. There are varying approaches to membership terms with some operators insisting on minimum term contracts whilst others allow month by month membership with the ability to cancel at any time.

## **7.7 Changes since 2023**

The main changes in fitness facilities supply in Kings Lynn and West Norfolk since 2023 were@

- The opening of Snap Fitness in Kings Lynn in April 2025, which added an additional 50 fitness stations to local supply.



- The opening of a new fitness facility at Heacham Manor, which added an additional 20 fitness stations to local supply.

## **7.8 Current demand for health and fitness facilities**

### **7.7.1 Expressed demand**

The 2024 *'State of the UK Fitness Industry'* report reveals that the UK health and fitness industry is continuing to grow, with just over 7,000 fitness facilities, a fall of 3.3% from the high of 7,239 in 2019.

10.7 million people in the UK (1 in 7) was a member of a gym in 2024, an all-time penetration rate high of 15.9%. The low-cost market with its large membership numbers, online joining, long opening hours and low-prices has continued to expand rapidly. The private low-cost sector now accounts for 12% of the total number of private clubs, 13% of the private market value and 32% of the private sector membership.

- Pure Gym and GLL remain the UK's leading private and public operators (by number of gyms and members).
- Local fitness facility operators all indicated that there was an overall growth in the market (although no actual figures were given due to commercial sensitivity) although it is highly competitive and gyms are having to work hard to maintain their share of the market. Members are now more sophisticated and willing to switch between clubs. Operators are having to develop a wider range of fitness products including individual, health-related programmes and app-based fitness regimes and to vary and update their classes on a regular basis to keep up to date with changing fashions.

### **7.7.2 Spare capacity**

Consultations with local health and fitness facility operators revealed that there is some spare capacity at peak periods. All but the smallest operators emphasise 'no waiting' as a selling point to prospective members. Peak time spare capacity is assessed to be around 10% or the equivalent of 77 equipment stations.

### **7.7.3 Displaced demand**

Displaced demand relates to use of health and fitness facilities from within the study area which takes place outside of the area. The following facilities are located in adjacent areas, close enough to the borough boundary to provide usage opportunities for residents of the borough.

Table 38: Proximity of health and fitness facilities in neighbouring areas

| <b>Facility</b>              | <b>Address</b>                           | <b>Distance from Kings Lynn and West Norfolk</b> |
|------------------------------|--|--|
| Alderman Peel Sports College | Market Lane, Wells-next-the-Sea NR23 1RB | 4 miles  |
| Brandon Leisure Centre       | Church Road, Brandon IP27 0JB            | 2 miles  |
| Cromwell Barn Fitness Centre | Oak Street, Fakenham NR21 9DX            | 4 miles  |
| Ironworks Gym                | Europa Way, Wisbech PE13 2TZ             | 1 mile   |
| Lakers Gymnasium             | Anglia Way, Wisbech PE13 2TY             | 1 mile   |
| Lynx Fitness (Brandon)       | Wimbledon Avenue, Brandon IP27 0NZ       | 2 miles  |
| Pure Gym Wisbech             | Cromwell Road, Wisbech PE14 0RG          | 1 mile   |
| Fakenham Sports Centre       | Trap Lane, Fakenham NR21 9HL             | 4 miles  |
| Tydd St. Giles Country Club  | Kirkgate, Tydd St. Giles PE13 5NZ        | 1 mile   |
| Hudson Leisure Centre        | Harecroft Road, Wisbech PE13 1RL         | 1 mile   |
| Thomas Clarkson Academy      | Corporation Road, Wisbech PE13 2SE       | 1 mile   |
| Wisbech Grammar School       | North Brink, Wisbech PE13 1JX            | 1 mile   |

### 7.7.3 Unmet demand

UK Active has devised a model that provides guidance on the supply of health and fitness stations against the current anticipated demand. The model uses national data from fitness facility operators, with the most recent local data for health and fitness participation from the 'Active Lives' survey. The model anticipates a need for 836 fitness stations, which compares with actual supply of 837 stations, supply and demand are almost exactly balanced.

Table 39: Health and fitness facilities in Kings Lynn and West Norfolk: Demand modelling

| <b>Element</b>                               | <b>Value</b> | <b>Number</b> |
|--|--------------|---------------|
| Kings Lynn and West Norfolk adult population | -            | 126,185       |
| % health and fitness participants            | 5.95%        | 7,508         |
| Average visits per week                      | 2.4          | 18,019        |
| No. visits at peak period                    | 65%          | 11,712        |
| Capacity in one hour of peak time            | 28           | 418           |
| No. stations required at peak time           | -            | 836           |

## 7.9 Local sports participation priorities

There are no specific local sports participation priorities in Kings Lynn and West Norfolk, other than a general policy commitment to promote health and well-being through increased levels of physical activity. Health and fitness facilities have a particular role to play in this, given the breadth of appeal to all age groups.

## 7.10 Assessments of need in neighbouring areas

The table below summarises strategic assessments of health and fitness facilities needs in neighbouring areas.

Table 40: Assessments of health and fitness facilities needs in neighbouring areas

| <b>Local Authority</b>         | <b>Facilities priorities</b>  | <b>Implications for Kings Lynn and West Norfolk</b>  |
|--------------------------------|---|--|
| East Cambs District Council    | The <i>East Cambridgeshire Sports Facilities Needs Assessment, Strategy and Action Plan</i> (2015) identifies an undersupply of 28 stations in 2011, with a projected undersupply of 8 stations by 2026.                                  | There is no spare capacity to meet any exported demand from Kings Lynn and West Norfolk.   |
| Fenland District Council       | The <i>Fenland District Indoor Sports Facility Strategy 2016 - 2031</i> (2016) identifies current spare capacity of 278 fitness stations in the district, with a surplus of 226 stations in 2031.   | There is significant spare capacity that can meet needs from the Downham Market sub-area in particular.                                      |
| South Holland District Council | The <i>South Holland Sports Facilities Strategy 2018-2023</i> (2018) identifies that existing health and fitness facilities are currently operating at full capacity and that there will be a need for an additional 51 stations by 2040. | There is no spare capacity to meet any exported demand from Kings Lynn and West Norfolk.   |
| North Norfolk District Council | The <i>North Norfolk Indoor Leisure Facilities Strategy</i> (2015) identified that 'Overall there is a good distribution of gyms across the whole district, with all the main towns (except Cromer) served by centres'.                   | There is some spare capacity that can meet needs from the Hunstanton sub-area in particular.   |
| Breckland District Council     | The Council's <i>Evidence Base for Indoor and Built Sports and Recreation Facilities</i> (2017) identified that for health and fitness facilities 'supply exceeds demand by 80 stations'.   | There is some spare capacity but outside the catchment for residents of Kings Lynn and West Norfolk.   |
| West Suffolk Council           | The <i>West Suffolk Sports Facilities Assessment</i> (2022) concludes that 'there is spare capacity equivalent to 224 stations'.  | There is some spare capacity in the Brandon sub-area that could serve the needs of residents from the Downham Market sub-area in particular. |

## 7.11 Future demand for health and fitness facilities

### 7.11.1 Population growth

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

### 7.11.2 Participation rates

One factor in considering future sports participation rates is to track historical trends, as a guide to possible future developments. Recent covid-affected figures have been excluded as anomalous.

- **National trends:** Sport England's *Active Lives* survey has recorded adult (16+) weekly participation rates for fitness activities since 2016:

Table 41: 'Active Lives' survey: Health and fitness facilities national participation rates 2016 - 2023

| 2016/17 | 2017/18 | 2018/19 | 2019/20 | 2020/21 | 2021/22 | 2022/23 | % Change |
|---------|---------|---------|---------|---------|---------|---------|----------|
| 29.5%   | 30.0%   | 30.8%   | 28.0%   | 24.9%   | 27.2%   | 28.7%   | -0.8%    |

- **Local trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2023:

Table 42: 'Active Lives' survey: Kings Lynn and West Norfolk sports participation rates 2015 - 2023

| 2015/16 | 2016/17 | 2017/18 | 2018/19 | 2019/20 | 2020/21 | 2021/22 | 2022/23 | % Change |
|---------|---------|---------|---------|---------|---------|---------|---------|----------|
| 78.5%   | 70.1%   | 71.4%   | 77.5%   | 71.7%   | 67.3%   | 66.3%   | 71.7%   | -6.8%    |

### 7.11.3 Future projections

Two scenarios are considered:

- **ONS Projections:** The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 or 3.1%. Based on current demand for 837 equipment stations effective spare capacity of 10% at local facilities in the peak period (equivalent to 84 stations). Population growth of 3.1% will create a demand for an additional 26 stations by 2040. Participation increases of 15% will create demand for a further 126 stations by 2040, creating total additional demand for 152 stations.

Table 43: Health and fitness demand Kings Lynn and West Norfolk based on lower population estimates

| Element                                    | No. stations |
|--|--------------|
| Existing stations                          | 837          |
| Existing peak demand                       | 753          |
| Existing spare capacity                    | 84           |
| Population increase (3.1%)                 | 26           |
| Participation increase (15%)               | 126          |
| No. stations required at peak time by 2040 | 905          |
| Surplus(+)/deficit(-)                      | -68          |

- **Housing projections:** A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%. Based on current demand for 817 equipment stations effective spare capacity of 10% at local facilities in the peak period (equivalent to 82 stations). Population growth of 16.1% will create a demand for an additional 118 stations by 2040. Participation increases of 15% will create demand for a further 123 stations by 2040, creating total additional demand for 241 stations.

Table 44: Health and fitness demand Kings Lynn and West Norfolk based on higher population estimates

| <b>Element</b>                             | <b>No. stations</b> |
|--|---------------------|
| Existing stations                          | 837                 |
| Existing peak demand                       | 753                 |
| Existing spare capacity                    | 84                  |
| Population increase (16.1%)                | 121                 |
| Participation increase (15%)               | 113                 |
| No. stations required at peak time by 2040 | 1,071               |
| Surplus(+)/deficit(-)                      | -150                |

## 7.12 Key findings on demand

The key findings are as follows:

- Demand for health and fitness facilities in Kings Lynn and West Norfolk equates to 836 equipment stations, based upon the UK Active market calculation.
- With 837 stations at facilities in Kings Lynn and West Norfolk, supply and demand is almost precisely balanced, although collective peak time spare capacity of around 10%, or the equivalent of 84 stations, is still evident within Kings Lynn and West Norfolk.
- Based on the lower population projections, additional demand for 152 stations by 2040 will require the provision of an additional 68 equipment stations.
- Based on the higher population projections, additional demand for 234 stations by 2040 will require the provision of an additional 150 equipment stations.

## 7.13 Changes since 2023

National fitness facility participation rates increased by 1.5% between 2022 and 2023.

## 7.14 The balance between health and fitness supply and demand

Four criteria have been assessed to evaluate the balance between health and fitness facility supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough facilities with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the facilities fit for purpose for the users now and in the future?
- **Accessibility:** Are the facilities in the right physical location for the users now and in the future?
- **Availability:** Are the facilities available for those who want to use them now and in the future?

## 7.15 Quantity

### 7.14.1 Current needs

Current health and fitness facilities in Kings Lynn and West Norfolk are assessed to be operating at close to full capacity, based upon the following evaluation:

- **Used peak capacity:** Current peak capacity averages 90% across all facilities.
- **Unmet demand:** There is evidence that some unmet demand is being exported to facilities in neighbouring areas, equivalent to 19 fitness stations.

### 7.14.2 Future needs

The quantity of health and fitness provision required to meet future needs has been assessed as follows:

- **Participation trends:** Based on national and local sports participation trends, for the purposes of forecasting future demand the likeliest scenario is for participation rates to increase at 1% per annum.
- **Population increases:** Two scenarios are considered:
  - The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
  - A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

Based on the lower population estimate, there will be a need for an additional 68 fitness stations by 2040 and based upon the higher population estimate, there will be a need for an additional 150 equipment stations.

## 7.16 Quality

### 7.15.1 Current quality

The quality of facilities is generally 'good'.

### 7.15.2 Future quality

In a highly competitive market, commercial health and fitness providers place a premium on equipment innovation and facility quality, so it seems reasonable to assume that local provision will continue to be upgraded regularly.

## 7.17 Accessibility

### 7.16.1 Current accessibility

The whole population is within 20 minutes driving time of the nearest health and fitness facility.



### 7.16.2 Future accessibility

Commercial health and fitness operators are likely to ensure that additional facilities are provided that are well-located in relation to new housing developments.

## 7.18 Availability

### 7.17.1 Current availability

Membership charges vary between £20 and £75 per month, although there are discounted introductory offers at many facilities. There are varying approaches to membership terms with some operators insisting on minimum term contracts whilst others allow month by month membership with the ability to cancel at any time.

### 7.17.2 Future availability

With a competitive local market, it seems unlikely that cost will be a barrier to accessibility in the future. However, less affluent residents may be discouraged by long-term contracts and the comparative paucity of ‘pay-and-play’ facilities.

## 7.19 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which health and fitness facility provision in Kings Lynn and West Norfolk contributes to the shared strategic outcomes is as follows:

- Health and fitness appeals to a broad cross-section of the community, both residents and visitors to the borough.
- Whilst there is some limited spare capacity at existing health and fitness facilities in the borough, a significant amount of demand is exported to neighbouring areas.
- The council offers a Lifestyle Referral Scheme at its health and fitness facilities in collaboration with a number of local health partners. There would be benefits in extending this initiative to involve other local health and fitness providers.

## 7.20 The options for securing additional health and fitness capacity

The options for securing existing and additional health and fitness facility capacity to meet current and future needs are as follows:

### 7.18.1 Protect

Local/Neighbourhood Plan policies for the protection of existing health and fitness facilities through the Local Plan will be key both to securing local provision by ensuring that planning policy supports the retention of existing facilities for which existing and/or future demand has been identified, including those with membership-only access, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility.

### 7.18.2 Provide

Ensuring that extra health and fitness capacity is achieved by encouraging the provision of health and fitness facilities by commercial leisure providers.

### 7.18.3 Enhance

Enhancing existing health and fitness capacity for people with disabilities.

#### 7.21 Action Plan

The table below sets out the action plan for health and fitness facilities to guide the implementation of the strategy. All actions are generic, rather than facility specific. The implementation of proposals will subject be to resource availability (and in some instances detailed feasibility work) both in terms of funding and the staffing necessary to undertake the work required to pursue the actions.

*Table 45: Health and fitness facilities action plan*

| <b><i>Issues</i></b>   | <b><i>Action</i></b>   | <b><i>Lead</i></b> | <b><i>Partners</i></b> | <b><i>Resources</i></b> | <b><i>Priority</i></b> |
|--|--|--------------------|------------------------|-------------------------|------------------------|
| Protection of existing health and fitness facilities.  | Consider including a policy in the Local Plan to protect all existing health and fitness facilities.                                 | KL&WNBC            | -                      | -                       | High                   |
| Need for an additional 150 fitness stations by 2040 based on the higher population estimate. | Encourage additional provision by commercial providers and expand capacity at the Council-owned facilities when opportunities allow. | All providers      | -                      | -                       | High                   |
| Poor disabled access and general fitness facility provision at St. James's Pool.             | Improve disabled access and general fitness facility provision at St. James's Pool when it is refurbished.                           | KL&WNBC            | -                      | TBC                     | High                   |
| Funding for future health and fitness needs.   | Ensure that provision is made to secure developer contributions towards and improved facilities.                                     | KL&WNBC            | -                      | -                       | High                   |

## 8 SQUASH COURTS

### *Key findings:*

- **Quantity:** There are two squash facilities with community access in Kings Lynn and West Norfolk, collectively containing four squash courts. There is sufficient spare capacity to meet additional demand to 2040 based on both the lower and higher population projections.
- **Quality:** The quality of most facilities is rated as 'good'.
- **Accessibility:** Most of the population is within 20-minutes' drive of a squash court.
- **Availability:** Four courts available on a 'pay-and-play' basis.

### 8.1 Introduction

This section examines the provision of squash courts in Kings Lynn and West Norfolk. Squash courts are defined as specialist courts for squash and racquetball, complying with regulation dimensions.

### 8.2 Quantity

#### 8.2.1 Squash Courts with Community Use

The location and number of squash courts with community use in Kings Lynn and West Norfolk is as follows. All facilities have secured community access:

*Table 46: Squash courts with community access in Kings Lynn and West Norfolk*

| <b>Facility</b>      | <b>Address</b>                         | <b>Courts</b> | <b>Year built/<br/>refurbished</b> | <b>Sub-area</b> |
|----------------------|--|---------------|------------------------------------|-----------------|
| Alive Lynnsport      | Greenpark Avenue, King's Lynn PE30 2NB | 3             | 2014                               | Kings Lynn      |
| Oasis Leisure Centre | Seagate Road, Hunstanton PE36 5BD      | 1             | 2007                               | Hunstanton      |

#### 8.2.2 Squash Courts without Community Use

*Table 47: Squash courts without community access in Kings Lynn and West Norfolk*

| <b>Facility</b>                | <b>Address</b>                 | <b>Courts</b> | <b>Year built</b> | <b>Sub-area</b> |
|--------------------------------|--------------------------------|---------------|-------------------|-----------------|
| Bircham Newton Training Centre | B1155, Bircham Newton PE31 6RH | 2             | 1970              | Kings Lynn      |
| RAF Marham                     | Woodview Road, Marham PE33 9JX | 2             | 1972              | Downham Market  |

### 8.2.3 Squash courts where use was recently discontinued

Table 48: Squash courts in Kings Lynn and West Norfolk where use is discontinued

| <b>Facility</b>            | <b>Address</b>                     | <b>Courts</b> | <b>Year built/<br/>refurbished</b> | <b>Sub-area</b> |
|----------------------------|------------------------------------|---------------|------------------------------------|-----------------|
| Crown Squash Club          | 40 Downham Road Outwell PE14 8SE   | 2             | 2007                               | Downham Market  |
| Downham Market Squash Club | Mill Lane, Downham Market PE38 9QT | 2             | 2006                               | Downham Market  |

### 8.2.4 Sub-area analysis

Squash courts with community use by sub-area in Kings Lynn and West Norfolk are as follows:

Table 49: Squash courts with community access by sub-area in Kings Lynn and West Norfolk

| <b>Sub-area</b>              | <b>Sub-area population 2020</b> | <b>No. courts</b> | <b>Courts per capita</b> |
|------------------------------|---------------------------------|-------------------|--------------------------|
| Hunstanton and surrounds     | 28,316                          | 1                 | 1: 28,316                |
| Kings Lynn and surrounds     | 67,643                          | 3                 | 1: 22,548                |
| Downham Market and surrounds | 55,286                          | 0                 | -                        |
| <b>KL &amp; WEST NORFOLK</b> | <b>151,245</b>                  | <b>4</b>          | <b>1: 37,811</b>         |

## 8.3 Quality

### 8.3.1 The criteria assessed

The quality of squash courts was assessed by a non-technical visual inspection during a site visit to all facilities. The criteria that were assessed to give a single overall score for each squash facility were the court surface, changing provision, line markings, walls, disability and general access and fitness for purpose.

### 8.3.2 The basis of the ratings

The facilities were rated on a five-point scale, where 5 equates to ‘very good’, 4 to ‘good’ (highlighted in green below), 3 to ‘average’, 2 to ‘poor’ and 1 to ‘very poor’. The ratings for the squash courts in Kings Lynn and West Norfolk are shown in the table below.

Table 50: Squash facilities with community access in Kings Lynn and West Norfolk: Quality audit

| <b>Facility</b>            | <b>Courts</b> | <b>Changing</b> | <b>Disability Access</b> | <b>General Access</b> |
|----------------------------|---------------|-----------------|--------------------------|-----------------------|
| Alive Lynnsport            | 5             | 5               | 5                        | 5                     |
| Downham Market Squash Club | 4             | 4               | 3                        | 4                     |
| Oasis Leisure Centre       | 4             | 5               | 4                        | 4                     |

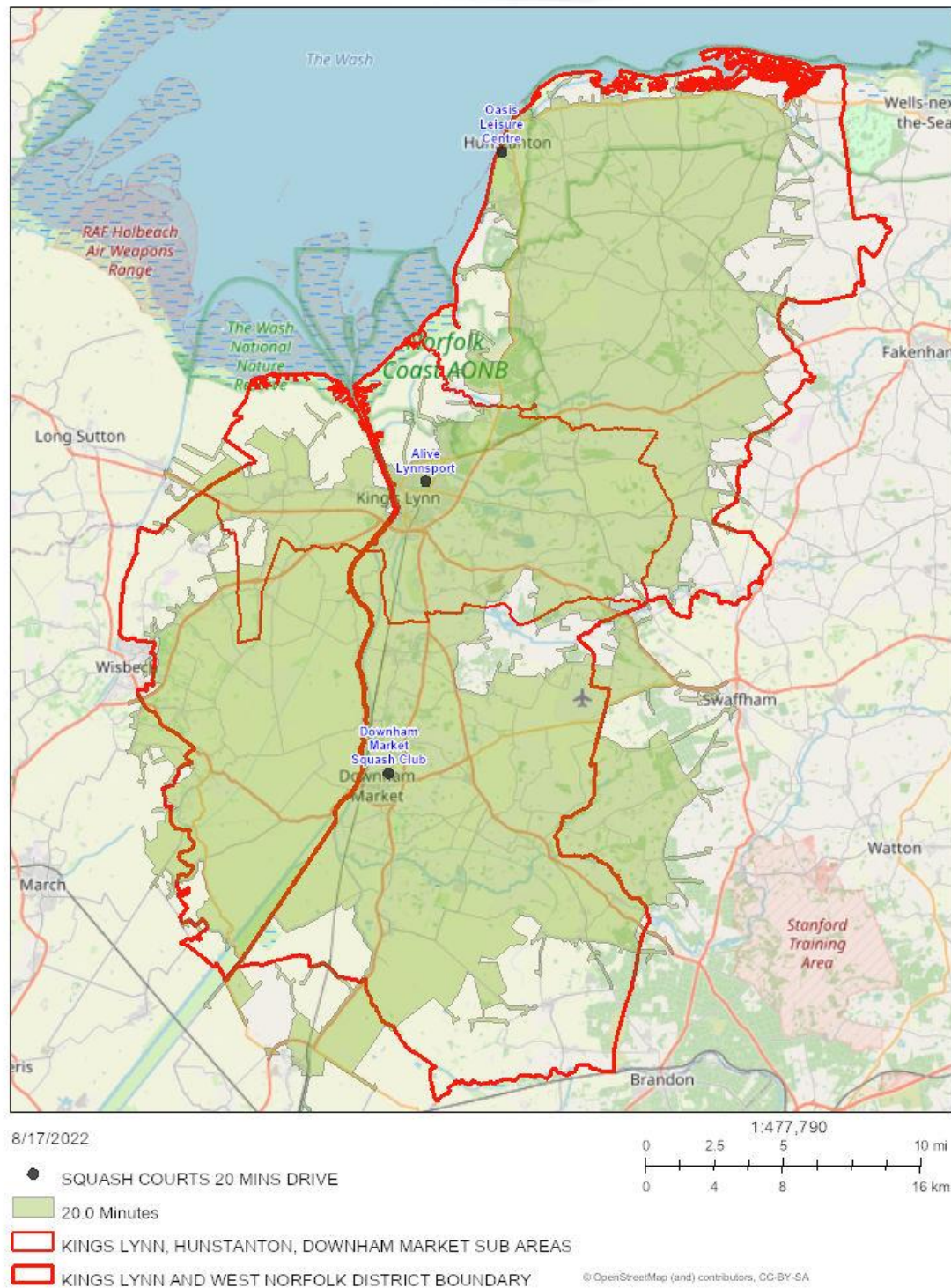
### 8.3.3 Disabled access

There are no specific issues with disabled access at any of the squash courts in the borough.

## 8.4 Accessibility

Based on Sport England research, the ‘effective catchment’ for squash courts is 20 minutes driving time. Most of the population is within 20-minutes’ drive of a squash court.

KINGS LYNN & WEST NORFOLK Squash Courts 20 Minutes Drive





## 8.5 Availability

The table below identifies the opening hours, usage arrangements, pricing and used capacity in the peak period.

*Table 51: Squash courts with community access in Kings Lynn and West Norfolk: Availability*

| <b>Facility</b>      | <b>Opening hours and basis of use</b>                          | <b>Pricing</b>   | <b>Peak usage</b> |
|----------------------|--|--|-------------------|
| Alive Lynnsport      | Mon-Fri 8.30am - 10pm<br>Sat-Sun 8am - 6pm<br>'Pay-and-play'   | Adult court hire £6.00 - £11.50 for 40 mins<br>Junior court hire £4.50 - £8.60 for 40 mins | 60%               |
| Oasis Leisure Centre | Mon-Fri 7am - 9.30pm<br>Sat-Sun 7.30am - 6pm<br>'Pay-and-play' | Adult court hire £6.00 - £11.50 for 40 mins<br>Junior court hire £4.50 - £8.60 for 40 mins | 40%               |

## 8.6 Key findings on supply

The key findings are as follows:

- There are two facilities with community use in Kings Lynn and West Norfolk, collectively containing four squash courts. Both have secured community access.
- England Squash states that there should be one squash court per 10,000 people in England, based upon existing levels of provision. Current per capita levels of provision in Kings Lynn and West Norfolk are worse than the national average at one court per 37,811 people.
- The quality of most facilities is rated as 'good'.
- 'Pay-and-play' squash courts are available at all the sites.
- Most of the population is within 20-minutes' drive of a squash court.

## 8.7 Changes since 2023

Downham Market Squash Club closed in 2024, reducing the supply of courts in the borough by one-third.

## 8.8 Current demand for squash courts

### 8.7.1 Expressed demand

Peak period demand at Squash courts in Kings Lynn and West Norfolk is relatively low, with substantial peak-time spare capacity.

*Table 52: Squash courts with community access in Kings Lynn and West Norfolk: Used capacity*

| <b>Facility</b>      | <b>Peak usage</b> |
|----------------------|-------------------|
| Alive Lynnsport      | 60%               |
| Oasis Leisure Centre | 40%               |



### 8.7.2 Displaced demand

Displaced demand relates to users of squash courts from within the study area which takes place outside of the area. The following facilities are located in adjacent local authority areas, close enough to the borough boundary to provide usage opportunities for Kings Lynn and West Norfolk residents.

*Table 53: Proximity of squash courts in neighbouring areas*

| <b>Facility</b>        | <b>Address</b>                  | <b>Distance from Kings Lynn and West Norfolk</b> |
|------------------------|---------------------------------|--|
| Brandon Leisure Centre | Church Road, Brandon IP27 0JB   | 2 miles  |
| Fakenham Sports Centre | Trap Lane, Fakenham NR21 9HL    | 4 miles  |
| Wisbech Squash Club    | Harewood Road, Wisbech PE13 1RL | 1 mile   |

### 8.7.3 Unmet demand

Unmet demand involves two components:

- Demand that cannot be met within a facility catchment due to excess demand for that facility.
- Demand that cannot be met because it is located outside the catchment of a facility.

There is no evidence of any unmet demand.

## 8.9 Assessments of need in neighbouring areas

The table below summarises strategic assessments of squash court needs in neighbouring areas.

*Table 54: Assessments of squash court needs in neighbouring areas*

| <b>Local Authority</b>         | <b>Facilities priorities</b>   | <b>Implications for King Lynn and West Norfolk</b>   |
|--------------------------------|--|--|
| East Cambs District Council    | The 'East Cambridgeshire Sports Facilities Needs Assessment, Strategy and Action Plan' (2015) identifies that 'all main settlements and the vast majority of residents in East Cambridgeshire have access to squash facilities within a 20 minute drive time'.             | There is substantial spare capacity but outside the catchment for residents of Kings Lynn and West Norfolk.        |
| Fenland District Council       | The 'Fenland District Indoor Sports Facility Strategy 2016 - 2031' (2016) identifies that Wisbech Squash Club has declining membership and that 'no need for additional squash courts has been identified in the area, assuming the existing level of supply is retained'. | There is significant spare capacity in Wisbech that can meet needs from the Downham Market sub-area in particular. |
| South Holland District Council | The 'South Holland Sports Facilities Strategy 2018-2023' (2018) identifies that 'the courts in the district are currently used to 50% capacity in the peak period, there is no evidence of unmet demand in the district'.  | There is substantial spare capacity but outside the catchment for residents of Kings Lynn and West Norfolk.        |
| North Norfolk District Council | The 'North Norfolk Indoor Leisure Facilities Strategy' (2015) identified that 'it is unlikely there is a need for additional courts'.  | There is some spare capacity in Fakenham that can meet needs from the Hunstanton sub-area in particular.           |

| <b>Local Authority</b>     | <b>Facilities priorities</b>   | <b>Implications for King Lynn and West Norfolk</b>   |
|----------------------------|--|--|
| Breckland District Council | The Council's <i>'Evidence Base for Indoor and Built Sports and Recreation Facilities'</i> (2017) identified that 'there is no identified need to provide further squash courts up to 2031'.                             | There is some spare capacity but outside the catchment for residents of Kings Lynn and West Norfolk.                 |
| West Suffolk Council       | The <i>'West Suffolk Sports Facilities Assessment'</i> (2022) concludes that 'current squash courts are collectively assessed to be at operating with spare capacity and no additional courts will be required by 2040'. | The court in the Brandon sub-area could serve the needs of residents from the Downham Market sub-area in particular. |

## 8.10 Sport-specific priorities

England Squash and Racquetball's *'Squash in a Changing World 2021-2024'* (2021) contains the following material of relevance to squash court provision:

*Table 55: Sport-specific facilities priorities for squash*

| <b>Facilities priorities</b>  | <b>Implications for Kings Lynn and West Norfolk</b>                                 |
|---|---|
| England Squash and Racquetball's <i>'Squash in a Changing World 2021-2024'</i> (2021) contains no facilities objectives, but there is a general aim to 'develop and introduce a broader range of playing opportunities that attract and retain players of all backgrounds, aspirations and skill levels'. | There is a limited role for the governing body in promoting squash court provision. |

Consultation with the England Squash and Racquetball identified the following issues:

- 'Squash is a sport that has long been recognised as providing a great 'all around fitness workout' at all levels of play. It remains a very interesting option to casual players as well as committed club players. It is relatively simple for beginners to develop basic skills, instantly providing the opportunity for fun and a huge scope for progression. It provides an excellent workout in just 45 minutes. The sport of Racquetball (now rebranded by World Squash as Squash57) has in the past few years increasingly been gaining ground as a go-to sport for women and older people'.
- 'That said the number of people playing squash has clearly declined since the extraordinary heyday of the 1980s and 1990s - when it was a self-advertising, 'new' sport and first recognised as a very social activity. But all sports have their peaks and troughs of success and, although now less popular, squash still has a very strong following. Nationally, English players and representative teams are still amongst the best in the world'.
- 'Squash courts are, obviously, the essential facility requirement to play squash. Each club has its own courts and programme to attract new adult and junior players. In addition, the public availability of squash courts is essential - whilst clubs can organise local trial opportunities (especially for juniors) the public facilities in Leisure Centres have always been a playing opportunity that helps build the initial interest of so many new players to our sports'.

## 8.11 Future demand for squash courts

### 8.10.1 Population growth

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 or 16.1%.

### 8.10.2 Participation rates

- **National trends:** Sport England's 'Active Lives' survey has recorded adult (16+) weekly participation rates for squash at national level since 2015. They show a significant fall in the period and have not recovered to pre-pandemic levels.

Table 56: 'Active Lives Survey: National participation rates for squash 2015 - 2023

| 2015/16 | 2016/17 | 2017/18 | 2018/19 | 2019/20 | 2020/21 | 2021/22 | 2022/23 | % Change |
|---------|---------|---------|---------|---------|---------|---------|---------|----------|
| 1.0%    | 0.8%    | 0.7%    | 0.7%    | 0.4%    | 0.2%    | 0.6%    | 0.5%    | -0.5%    |

- **Local trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2023:

Table 57: 'Active Lives' survey: Kings Lynn and West Norfolk sports participation rates 2015 - 2023

| 2015/16 | 2016/17 | 2017/18 | 2018/19 | 2019/20 | 2020/21 | 2021/22 | 2022/23 | % Change |
|---------|---------|---------|---------|---------|---------|---------|---------|----------|
| 78.5%   | 70.1%   | 71.4%   | 77.5%   | 71.7%   | 67.3%   | 66.3%   | 71.7%   | -6.8%    |

### 8.10.3 Future projections

National squash participation rates have been falling in recent years and set alongside reductions in general activity rates in Kings Lynn and West Norfolk over the same period, it would therefore be reasonable to assume that demand for squash will at best remain static until 2040. Based on current demand, there is effective spare capacity of 50% at local facilities in the peak period. An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for squash court capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for squash court capacity by a similar amount. In both cases, this can also be accommodated by existing spare capacity.

## 8.12 Key findings on demand

The key findings are as follows:

- Squash participation rates in Kings Lynn and West Norfolk are projected to remain static until 2040.

- An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for squash court capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for squash court capacity by a similar amount.

### 8.13 Changes since 2023

Downham Market Squash Club closed in 2024, due to falling demand. National participation rates in Squash fell between 2022 and 2023.

### 8.14 The balance between squash court supply and demand

Four criteria have been assessed to evaluate the balance between squash court supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough courts with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the courts fit for purpose for the users now and in the future?
- **Accessibility:** Are the courts in the right physical location for the users now and in the future?
- **Availability:** Are the courts available for those who want to use them now and in the future?

### 8.15 Quantity

#### 8.14.1 Current needs

Current squash courts in Kings Lynn and West Norfolk are collectively assessed to be at operating with substantial spare capacity, based upon the following evaluation:

- **Used peak capacity:** The courts in the borough are currently used to 50% capacity in the peak period.
- **Unmet demand:** There is no evidence of any unmet demand.
- **Changes in supply:** There are no known planned changes to supply.

#### 8.14.2 Future needs

Spare capacity at the existing courts will be able to accommodate all additional future demand, based upon the following evaluation:

- **Demand increases:** An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for squash court capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for squash court capacity by a similar amount.
- **Participation trends:** Based on national and local sports participation trends, for the purposes of forecasting future demand the likeliest scenario is for participation rates to remain at their current levels.

- **Additional needs:** With spare capacity at present, no additional courts will be required by 2040.

## **8.16 Quality**

### **8.14.1 Current quality**

The quality of most facilities is rated as ‘good’.

### **8.14.2 Future quality**

Assuming that existing providers continue to invest in maintaining and improving their facilities and that this process can be assisted with funding from developer contributions in the future, it seems reasonable to assume that local provision will continue to be upgraded regularly.

## **8.17 Accessibility**

### **8.15.1 Current accessibility**

The whole population is within 20 minutes driving time of the nearest squash court.

### **8.15.2 Future accessibility**

Since the current facilities are geographically relatively well-located to serve boroughwide needs, they will continue to serve future needs, although the loss of provision in Downham Market creates a dependence on accessing facilities in neighbouring areas.

## **8.18 Availability**

### **8.16.1 Current availability**

Pay-and-play’ squash courts are available at both sites.

### **8.16.2 Future availability**

It is reasonable to assume that similar usage arrangements will be offered in the future.

## **8.19 Contribution to shared strategic outcomes**

Based upon the assessment above, the extent to which squash court provision in Kings Lynn and West Norfolk contributes to the shared strategic outcomes is as follows:

- Squash is a specialist activity that appeals to a limited cross-section of the community and as such it is unlikely to engage many new or lapsed participants.
- Some local courts have been re-purposed on a temporary or permanent basis to accommodate other sports and this flexibility allows a wider range of activities to be programmed using the space available.

## 8.20 The options for securing additional squash court capacity

The options for securing existing squash court capacity to meet current and future needs are:

### 8.18.1 Protect

Local/Neighbourhood Plan policies for the protection of existing squash courts through the Local Plan will be key both to securing local provision by ensuring that planning policy supports the retention of existing facilities for which existing and/or future demand has been identified, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility.

### 8.18.2 Provide

Future demand relating to population growth will not require the provision of additional squash courts.

### 8.18.3 Enhance

Enhancing existing squash courts by ensuring that the courts and ancillary facilities receive regular maintenance and improvements.

## 8.21 Action Plan

The table below sets out the action plan for squash courts to guide the implementation of the strategy. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and in terms of the staffing necessary to undertake the work required to pursue the actions.

*Table 58: Action plan for squash*

| <b><i>Issues</i></b>                  | <b><i>Action</i></b>   | <b><i>Lead</i></b> | <b><i>Partners</i></b> | <b><i>Resources</i></b> | <b><i>Priority</i></b> |
|---------------------------------------|--|--------------------|------------------------|-------------------------|------------------------|
| Protection of existing squash courts. | Consider including a policy in the Local Plan to protect all existing squash courts.   | KL&WNBC            | -                      | -                       | High                   |
| Maintaining existing squash courts    | Encourage providers to maintain existing courts to sustain and improve current quality and improve access wherever possible. | KL&WNBC            | -                      | TBC                     | High                   |



## 9 INDOOR TENNIS COURTS

### *Key findings:*

- **Quantity:** The Sports Barn at Alive Lynnsport can be used for indoor tennis. Two specialist facilities in neighbouring West Suffolk provide usage opportunities for some Kings Lynn and West Norfolk residents.
- **Quality:** The quality of the indoor courts is ‘standard’.
- **Accessibility:** Most of the population in the north of the borough is within 30-minutes’ drive time of an indoor tennis court either in the borough or in a neighbouring area.
- **Availability:** The Lynnsport courts can be accessed on a membership or ‘pay-and-play’ basis.

### 9.1 Introduction

This section examines the provision of indoor tennis courts in Kings Lynn and West Norfolk. Indoor tennis courts are defined as indoor facilities with appropriate playing surface, line markings, nets and court dimensions for tennis.

### 9.2 Quantity

#### 9.2.1 Indoor tennis courts with community use

There are two indoor tennis courts at Alive Lynnsport, which are in the Sports Barn, marked on an area that also accommodates football, netball and indoor athletics, so tennis use is not exclusive and is a minority user.

*Table 59: Indoor tennis courts in Kings Lynn and West Norfolk*

| <i>Site</i>     | <i>Address</i>                        | <i>Courts</i> | <i>Surface</i> | <i>Sub-Area</i> |
|-----------------|---------------------------------------|---------------|----------------|-----------------|
| Alive Lynnsport | Greenpark Avenue, Kings Lynn PE30 2NB | 2             | Acrylic        | Kings Lynn      |

#### 9.2.2 Indoor tennis courts in neighbouring areas

The following facilities are located in adjacent local authority areas, close enough to the borough boundary to provide usage opportunities for some Kings Lynn and West Norfolk residents.

*Table 60: Indoor tennis courts in neighbouring areas*

| <i>Facility</i>                  | <i>Address</i>                   | <i>Distance from Kings Lynn and West Norfolk</i> |
|----------------------------------|----------------------------------|--|
| Culford Sports and Tennis Centre | Culford School, Culford IP28 6TX | 12 miles   |
| Newmarket Tennis Club            | Hamilton Road, Newmarket CB8 0NQ | 15 miles   |

## 9.3 Quality

### 9.3.1 The criteria assessed for indoor courts

The criteria that were assessed were as follows:

- **The court:** The overall condition, playing surface, clear span roof height, lighting, spectator provision, equipment and fitness for purpose.
- **Changing facilities:** The capacity, condition and fitness for purpose.
- **Disability access:** The extent of full disabled access to the facility, including the provision of access ramps, dedicated changing, toilets and car parking.
- **General access:** Car parking, signposting, external lighting and proximity to public transport.

### 9.3.2 The basis of the ratings

The facilities were rated on a five-point scale, where 5 equates to ‘very good’, 4 to ‘good’, 3 to ‘average’, 2 to ‘poor’ and 1 to ‘very poor’.

### 9.3.3 Indoor court assessment

The ratings for the indoor tennis courts are shown in the table below.

*Table 61: Indoor tennis courts in Kings Lynn and West Norfolk: Quality audit*

| <i>Facility</i> | <i>Courts</i> | <i>Changing</i> | <i>Disability Access</i> | <i>General access</i> |
|-----------------|---------------|-----------------|--------------------------|-----------------------|
| Alive Lynnsport | 3             | 5               | 5                        | 5                     |

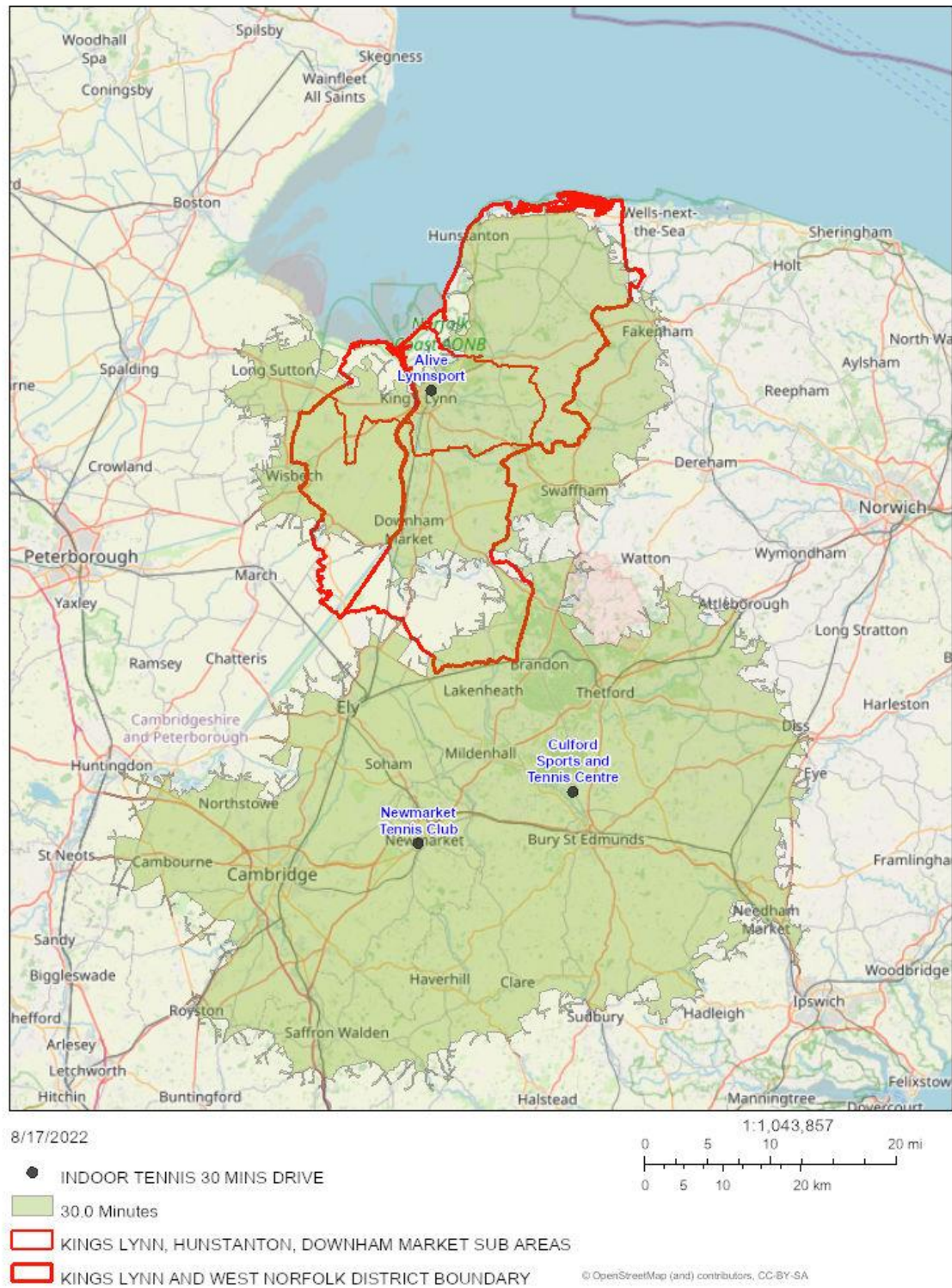
### 9.3.4 Disabled access

Disabled access to the Sports Barn at Lynnsport is rated as ‘very good’.

## 9.4 Accessibility

Based on LTA research, the ‘effective catchment’ for indoor tennis courts is 30 minutes driving time. Most of the population in the north of the borough is within 30-minutes’ drive time of an indoor tennis court either in the borough or in a neighbouring area.

## KINGS LYNN & WEST NORFOLK - Indoor Tennis 30 Minutes Drive



## 9.5 Availability

The courts at Lynnsport are available on the following basis:

*Table 62: Indoor tennis courts in neighbouring areas: Availability*

| <b>Facility</b>    | <b>Opening hours use</b>  | <b>Pricing</b>   | <b>Peak usage</b> |
|--------------------|---|--|-------------------|
| Alive<br>Lynnsport | Mon-Fri 8.30am - 10pm<br>Sat-Sun 8am - 6pm<br>Membership and 'pay-and-play' | Court hire: £27.50 per hour full price<br>£22 per hour with 'Alive Card' | 60%*              |

\* Tennis use comprises less than 5% of overall use, which is primarily for indoor football.

## 9.6 Key findings on supply

The key findings are as follows:

- Two indoor tennis courts are marked in the Sports Barn at Lynnsport on an area that also accommodates football, netball and indoor athletics, so tennis use is not exclusive and is a minority user.
- Two specialist facilities in neighbouring areas provide some usage opportunities for Kings Lynn and West Norfolk residents.
- The quality of the indoor courts at Alive Lynnsport are 'average' because they are not a specialist tennis surface.
- Most of the population in the north of the borough is within 30-minutes' drive time of an indoor tennis court either in the borough or in a neighbouring area.
- 'Pay-and-play' access is available at Alive Lynnsport.

## 9.7 Changes since 2023

There have been no changes in indoor tennis court provision since 2023.

## 9.8 Current demand for indoor tennis courts

### 9.7.1 Expressed demand

Peak period demand at Alive Lynnsport is around 60% utilisation, although most of this is football and athletics use. Outdoor tennis clubs in the borough have the following membership numbers:

Table 63: Tennis club membership in Kings Lynn and West Norfolk

| <b>Club</b>                         | <b>No. members</b> |
|-------------------------------------|--------------------|
| Deepdale and Brancaster Tennis Club | 197                |
| Dersingham Tennis Club              | 50                 |
| Great Massingham Tennis Club        | 260                |
| Heacham Tennis Club                 | 40                 |
| Overy Tennis Club                   | 115                |
| South Creake Tennis Club            | 75                 |
| Terrington St. Clement Tennis Club  | 145                |
| The Burnhams Tennis Club            | 205                |
| West Norfolk Tennis Club            | 120                |
| <b>TOTAL</b>                        | <b>1,202</b>       |

### 9.7.2 Displaced demand

The following facilities are located in adjacent local authority areas, close enough to the borough boundary to provide usage opportunities for some Kings Lynn and West Norfolk residents.

Table 64: Indoor tennis courts in neighbouring areas

| <b>Facility</b>                  | <b>Address</b>                   | <b>Distance from Kings Lynn and West Norfolk</b> |
|----------------------------------|----------------------------------|--|
| Culford Sports and Tennis Centre | Culford School, Culford IP28 6TX | 12 miles   |
| Newmarket Tennis Club            | Hamilton Road, Newmarket CB8 0NQ | 15 miles   |

### 9.7.3 Unmet demand

There is no evidence of any unmet demand in the borough.

## 9.9 Local sports participation priorities

There are no specific local sports participation priorities in Kings Lynn and West Norfolk, other than a general policy commitment to promote health and well-being through increased levels of physical activity. As an activity appealing to both genders and most age groups, tennis is likely to have some appeal to new and lapsed sports participants.

## 9.10 Assessments of need in neighbouring areas

The table below summarises strategic assessments of indoor tennis needs in neighbouring areas.

Table 65: Assessments of indoor tennis needs in neighbouring areas

| <b>Local Authority</b>      | <b>Facilities priorities</b>  | <b>Implications for Kings Lynn and West Norfolk</b>                                 |
|-----------------------------|---|---|
| East Cambs District Council | The 'East Cambridgeshire Sports Facilities Needs Assessment, Strategy and Action Plan' (2015) identifies that 'there are no indoor tennis courts in East Cambridgeshire but the majority of residents in the district are within a 20 minute drive time of indoor tennis facilities in neighbouring authorities'. | There are no facilities in East Cambs to serve the needs of West Norfolk residents. |



| <b>Local Authority</b>         | <b>Facilities priorities</b>   | <b>Implications for Kings Lynn and West Norfolk</b>   |
|--------------------------------|--|---|
| Fenland District Council       | The 'Fenland District Indoor Sports Facility Strategy 2016 - 2031' (2016) does not include an assessment of indoor tennis needs.   | No assessment.  |
| South Holland District Council | The 'South Holland Sports Facilities Strategy 2018-2023' (2018) identifies that 'despite the lack of provision within South Holland, most of the population is within the 30-minute drivetime catchment of an indoor tennis court in adjacent areas'.  | There are no facilities in South Holland to serve the needs of West Norfolk residents.                      |
| North Norfolk District Council | The 'North Norfolk Indoor Leisure Facilities Strategy' (2015) identified that 'there is justification to consider a demand and provision for an indoor tennis centre of 2 courts'.   | The proposed location in Cromer would be outside the catchment of residents of Kings Lynn and West Norfolk. |
| Breckland District Council     | Breckland Council's 'Evidence Base for Indoor and Built Sports and Recreational Facilities' (2017) identified that 'the recommendation is not to consider provision of an indoor tennis centre, until there is an increase in tennis participation and a viable club base that can create sufficient demand for at least 2 indoor courts'. | There are no facilities in Breckland to serve the needs of West Norfolk residents.                          |
| West Suffolk Council           | The 'West Suffolk Sports Facilities Assessment' (2022) concludes that 'spare capacity at the existing indoor tennis facilities in the district can meet all current and future demand to 2040'.  | There is some limited spare capacity to accommodate demand from the Downham Market sub-area.                |

### 9.11 Sport-specific priorities

The LTA's Vision is 'tennis is for everyone. All ages, all backgrounds, all levels of fitness, all abilities. Anyone can pick up a racket, anyone can be part of the tennis family'.

Table 66: Sports specific facilities priorities for tennis

| <b>Facilities priorities</b>  | <b>Implications for Kings Lynn and West Norfolk</b>  |
|---|--|
| <p>The LTA Strategic Plan 2024 - 2026 'Tennis for Britain' (2024) contains the following priorities:</p> <ul style="list-style-type: none"> <li>• Embed and grow LTA Youth across all venues and in the hearts and minds of children, parents, and the tennis workforce.</li> <li>• Engage with and promote different formats of the sport and ways to play and enable a flexible approach to equipment to support positive experiences for adult players.</li> <li>• Deliver resilient digital services, transformational digital products, and increase nationwide adoption of LTA Play Tennis.</li> <li>• Implement and support comprehensive parks tennis operating models, particularly through Free Parks Tennis, Local Tennis Leagues and programme delivery in parks.</li> <li>• Develop and enhance our support and engagement with Local Authorities, Active Partnerships, our Member Organisations, venues and operators to open up tennis.</li> </ul> | Some opportunities to improve local facilities, linked to tennis participation programmes. |



Consultation with the Lawn Tennis Association identified the following issues:

- To establish target locations for future community indoor tennis centres, the LTA modelled data from existing successful indoor tennis centres. This helped to identify the demographic type, volume and catchment size of a successful indoor facility. This modelling was applied across the country to establish the areas of potential demand.
- The key metrics established are that a target location must demonstrate a minimum threshold population of 70,000 within a 20 minute drive time. Of this population, at least 12,500 must identify as having an interest in playing tennis. The drive time extends to 30 minutes for rural areas.
- This approach has enabled the LTA to identify 72 target locations for new indoor tennis venues in England. Kings Lynn is identified as a priority target area for indoor tennis provision.

Consultation with the outdoor tennis clubs in Kings Lynn and West Norfolk identified the following issues:

- Collectively, the eight LTA-affiliated clubs in the borough have 1,162 members.
- Demand for tennis locally shows a slight increase over the past three years.

## **9.12 Future demand for indoor tennis courts**

### **9.11.1 Population growth**

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 (or 16.1%).

### **9.11.2 Participation rates**

- **LTA national adult tennis participation rates:** The LTA's participation data for 2022 shows an upward trend in participation rates for adult tennis (people aged 16 and over):
  - The number of adults reporting that they had played tennis during the year increased 43% compared to the previous year, rising from 3.3 million to 4.7 million from January through to December. This is the highest total recorded since 2017 and has continued the growth seen in 2018-19 which was interrupted during the pandemic.
  - In addition, more than two million adults play monthly, and this is the highest level recorded since the LTA started tracking this measure seven years ago.
  - This means that the LTA has achieved the targets set out in its five-year 2018-23 strategy for adult annual and monthly participation one year ahead of schedule.

- Finally, children's weekly participation in tennis has seen positive growth in the past year with over three and a half million children playing tennis with an extra 328,000 children playing tennis in schools.

Table 67: LTA national tennis adult participation rates 2018 - 2020

| <i>Frequency of play</i> | <i>Feb-Apr 2018</i> | <i>Feb-Apr 2019</i> | <i>Feb-Apr 2020</i> | <i>Feb-Apr 2021</i> | <i>Feb-Apr 2022</i> | <i>% Change</i> |
|--------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|-----------------|
| Past year                | 7.29%               | 6.91%               | 7.77%               | 5.20%               | 8.11%               | +0.81%          |
| Past month               | 2.07%               | 2.23%               | 2.09%               | 1.18%               | 3.24%               | +1.17%          |

- **LTA junior tennis participation rates:** The LTA's participation data shows an upward trend in participation rates for junior tennis (people aged between 4 and 15):

Table 68: LTA national tennis junior participation rates 2020 - 2022

| <i>Apr 2020</i> | <i>Apr 2021</i> | <i>Apr 2022</i> | <i>% Change</i> |
|-----------------|-----------------|-----------------|-----------------|
| 9%              | 11%             | 15%             | +6%             |

- **Local trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2023:

Table 69: 'Active Lives' survey: Sports participation rates in Kings Lynn and West Norfolk 2015 - 2023

| <i>2015/16</i> | <i>2016/17</i> | <i>2017/18</i> | <i>2018/19</i> | <i>2019/20</i> | <i>2020/21</i> | <i>2021/22</i> | <i>2022/23</i> | <i>% Change</i> |
|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|
| 78.5%          | 70.1%          | 71.4%          | 77.5%          | 71.7%          | 67.3%          | 66.3%          | 71.7%          | -6.8%           |

### 9.11.3 Future projections

National tennis participation rates have been falling in recent years as have general activity rates in Kings Lynn and West Norfolk over the same period, it would therefore be reasonable to assume that demand for tennis will remain static until 2040. An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for indoor tennis capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for indoor tennis capacity by a similar amount. In both cases, this can also be accommodated by existing spare capacity.

### 9.13 Key findings on demand

The key findings are as follows:

- Tennis participation rates in the borough are projected to remain static until 2040.
- Population growth of in Kings Lynn and West Norfolk by 2040 will increase demand for indoor tennis court capacity by a similar amount.
- The LTA has identified Kings Lynn is identified as a priority target area for community indoor tennis centre provision.

## 9.14 Changes since 2023

There have been no significant changes in indoor tennis court demand since 2023.

## 9.15 The balance between indoor tennis court supply and demand

Four criteria have been assessed to evaluate the balance between indoor tennis court supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough courts with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the courts fit for purpose for the users now and in the future?
- **Accessibility:** Are the courts in the right location for the users now and in the future?
- **Availability:** Are the courts available for those who want to use them now and in the future?

## 9.16 Quantity

### 9.14.1 Current needs

Current indoor tennis courts needs in Kings Lynn and West Norfolk are met in part by the Sports Barn and Alive Lynnsport and in part by the provision at accessible facilities in neighbouring areas, based upon the following evaluation:

- **Used capacity:** Peak usage rates average 60% at Alive Lynnsport (including athletics and football) and 80% at accessible facilities in neighbouring areas, indicating some limited spare capacity.
- **Satisfied demand:** There is no evidence of unmet demand in the borough.

### 9.14.2 Future needs

Spare capacity at the existing Lynnsport facility and indoor tennis courts in neighbouring areas is likely to be able to accommodate all additional future demand, based upon the following evaluation:

- **Demand increases:** An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for indoor tennis capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for indoor tennis capacity by a similar amount.
- **Participation trends:** Based on national and local sports participation trends, for the purposes of forecasting future demand the likeliest scenario is for participation rates to remain at their current levels.
- **Additional needs:** The LTA has identified Kings Lynn is identified as a priority target area for community indoor tennis centre provision.

## **9.17 Quality**

### **9.15.1 Current quality**

The quality of the indoor courts at Lynnsport is ‘standard because of the non-specialist court surface and accessible facilities in neighbouring areas are both rated as ‘good’.

### **9.15.2 Future quality**

It seems reasonable to assume that courts at Lynnsport and accessible facilities in neighbouring areas will continue to be maintained to a high standard.

## **9.18 Accessibility**

### **9.16.1 Current accessibility**

Most of the population in the north of the borough is within 30-minutes’ drive time of an indoor tennis court either in the borough or in a neighbouring area.

### **9.16.2 Future accessibility**

Future accessibility is likely to remain the same.

## **9.19 Availability**

### **9.17.1 Current availability**

‘Pay-and-play’ access to the indoor courts is available at Alive Lynnsport.

### **9.17.2 Future availability**

Future availability is likely to reflect the current arrangements.

## **9.20 Contribution to shared strategic outcomes**

Based upon the assessment above, the extent to which indoor tennis court provision in Kings Lynn and West Norfolk contributes to the shared strategic outcomes is as follows:

- Indoor tennis is a specialist activity that appeals to a limited cross-section of the community and as such it is unlikely to engage many new or lapsed participants.
- The courts in the sports barn at Alive Lynnsport are also used for tennis and athletics so the multi-functional nature of the facility delivers opportunities with wider appeal.

## **9.21 The options for securing additional indoor tennis court capacity**

The options for securing existing indoor tennis court capacity to meet current and future needs are as follows:

### 9.19.1 Protect

Local/Neighbourhood Plan policies for the protection of existing tennis courts through the Local Plan will be key to securing local provision. Planning policy supports the retention of existing facilities for which existing and/or future demand has been identified, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility.

### 9.19.2 Provide

The LTA has identified Kings Lynn is identified as a priority target area for community indoor tennis centre provision. Investigating in greater detail the feasibility of providing for the identified needs would be beneficial.

## 9.22 Action Plan

The table below sets out the action plan for indoor tennis courts. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and the staffing necessary to undertake the work required to pursue the actions.

*Table 70: Action plan for indoor tennis*

| <b><i>Issues</i></b>   | <b><i>Action</i></b>   | <b><i>Lead</i></b> | <b><i>Partners</i></b> | <b><i>Resources</i></b> | <b><i>Priority</i></b> |
|--|--|--------------------|------------------------|-------------------------|------------------------|
| Protection of existing indoor tennis facilities.                   | Consider including a policy in the Local Plan to protect all existing health and fitness facilities.                     | KL&WNBC            | -                      | -                       | High                   |
| Protection of existing indoor tennis courts in neighbouring areas. | Co-operate with West Suffolk Council to include a policy in its local plan to protect all existing indoor tennis courts. | KL&WNBC            | West Suffolk Council   | -                       | High                   |
| The need for a Community Indoor Tennis Centre                      | Commission a feasibility study to explore the potential for providing a community indoor tennis centre in Kings Lynn.    | LTA                | KL&WNBC                | £10,000                 | Medium                 |

## 10 INDOOR BOWLS FACILITIES

### *Key findings:*

- **Quantity:** There are two indoor bowls facilities in Kings Lynn and West Norfolk and three facilities in neighbouring areas are close enough to serve the borough's needs. There is sufficient spare capacity at existing indoor facilities to cater for all additional demand to 2040.
- **Quality:** The quality of the facilities is generally good.
- **Accessibility:** The whole borough population is within the 30-minute drivetime catchment of an indoor bowls facility.
- **Availability:** Both facilities provide 'pay-and-play' opportunities as well as memberships.

### 10.1 Introduction

This section examines the provision of indoor bowls facilities in Kings Lynn and West Norfolk. Indoor bowls halls are defined specialist indoor facilities with appropriate playing surface and rink dimensions for bowls.

### 10.2 Quantity

#### 10.2.1 Indoor Bowls Facilities with Community Use

There are two indoor bowls facility in Kings Lynn and West Norfolk. Both have secured community access:

*Table 71: Indoor bowls facilities in Kings Lynn and West Norfolk*

| <b>Facility</b>      | <b>Address</b>                         | <b>Rinks</b> | <b>Sub-area</b> |
|----------------------|--|--------------|-----------------|
| Alive Lynnsport      | Greenpark Avenue, King's Lynn PE30 2NB | 5            | Kings Lynn      |
| Oasis Leisure Centre | Seagate Road, Hunstanton PE36 5BD      | 4            | Hunstanton      |

#### 10.2.2 Indoor bowls facilities that recently closed

*Table 72: Recently closed indoor bowls facilities in Kings Lynn and West Norfolk*

| <b>Facility</b>           | <b>Address</b>                    | <b>Rinks</b> | <b>Sub-area</b> |
|---------------------------|-----------------------------------|--------------|-----------------|
| Pentney Indoor Bowls Club | Narborough Road, Pentney PE32 1JD | 6            | Kings Lynn      |

#### 10.2.3 Sub-area analysis

The distribution of indoor bowls facilities with community use by sub-area in Kings Lynn and West Norfolk is as follows:



Table 73: Indoor bowls facilities in Kings Lynn and West Norfolk by sub-area

| <i>Sub-area</i>                     | <i>Sub-area population 2020</i> | <i>No. rinks</i> | <i>Rinks per capita</i> |
|-------------------------------------|---------------------------------|------------------|-------------------------|
| Hunstanton and surrounds            | 28,316                          | 4                | 1: 7,079                |
| Kings Lynn and surrounds            | 67,643                          | 5                | 1: 13,529               |
| Downham Market and surrounds        | 55,286                          | 0                | -                       |
| <b><i>KL &amp; WEST NORFOLK</i></b> | <b><i>151,245</i></b>           | <b><i>9</i></b>  | <b><i>1: 16,805</i></b> |

### 10.3 Quality

The quality of the indoor bowls hall was assessed by a non-technical visual inspection during a site visit. The criteria that were assessed were as follows:

- ***The green:*** The overall condition, lighting, spectator provision, equipment storage and fitness for purpose.
- ***Changing facilities:*** The capacity, condition and fitness for purpose.
- ***Disability access:*** The extent of full disabled access to the facility, including the provision of access ramps, dedicated changing, toilets and car parking.
- ***General access:*** Car parking, signposting, external lighting and proximity to public transport.

The facilities were rated on a five-point scale, where 5 equates to ‘very good’, 4 to ‘good’, 3 to ‘average’, 2 to ‘poor’ and 1 to ‘very poor’. The ratings for the indoor bowls facilities in Kings Lynn and West Norfolk are shown in the table below.

Table 74: Indoor bowls facilities in Kings Lynn and West Norfolk: Quality audit

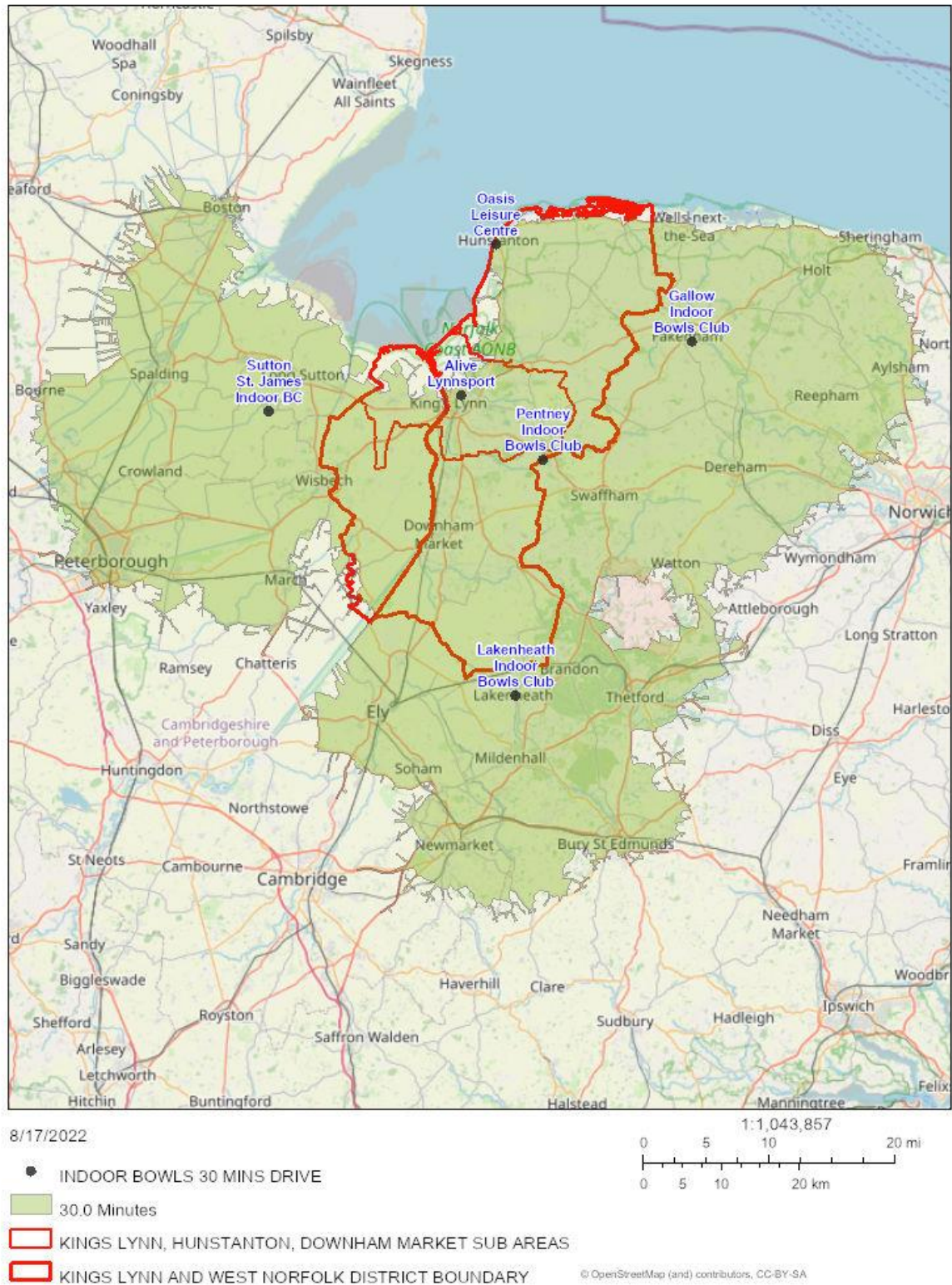
| <i>Facility</i>      | <i>Green</i> | <i>Changing</i> | <i>Disability Access</i> | <i>General access</i> |
|----------------------|--------------|-----------------|--------------------------|-----------------------|
| Alive Lynnsport      | 5            | 5               | 5                        | 5                     |
| Oasis Leisure Centre | 5            | 4               | 5                        | 4                     |

Disabled access is rated as ‘very good’ or ‘good’ at all facilities in the borough.

### 10.4 Accessibility

Based on Sport England research, the ‘effective catchment’ for indoor bowls facilities (defined as the time/distance travelled and the prevailing mode of transport used by up to 90% of facility users) is 30 minutes driving time. The whole population of the borough is within 30-minutes’ drive time of an indoor bowls green.

## KINGS LYNN & WEST NORFOLK Indoor Bowls 30 Minutes Drive



## 10.5 Availability

The table below shows the basis of use of indoor bowls facilities in Kings Lynn and West Norfolk.

*Table 75: Availability of indoor bowls facilities in Kings Lynn and West Norfolk*

| <b>Facility</b>      | <b>Opening hours and basis of use</b>                                    | <b>Pricing</b>  | <b>Peak use</b> |
|----------------------|--|---|-----------------|
| Alive Lynnsport      | Mon-Fri 8.30am - 10pm<br>Sat-Sun 8am - 6pm<br>Members and casual users   | Adult annual membership £44<br>Junior annual membership Free<br>Adult 'pay-and-play' £7.20<br>Junior 'pay-and-play' £5.20 | 70%             |
| Oasis Leisure Centre | Mon-Fri 7am - 9.30pm<br>Sat-Sun 7.30am - 6pm<br>Members and casual users | Adult annual membership £44<br>Junior annual membership Free<br>Adult 'pay-and-play' £7.20<br>Junior 'pay-and-play' £5.20 | 60%             |

## 10.6 Key findings on supply

The key findings are as follows:

- There are two indoor bowls facilities in Kings Lynn and West Norfolk, collectively comprising nine rinks.
- The quality of all facilities is generally 'good'.
- The whole population is within 30-minutes' drive of an indoor bowls green.
- Both facilities are available for casual use.

## 10.7 Changes since 2023

Pentney Indoor Bowls Club closed in 2024, which reduced local indoor rink capacity by 40%:

## 10.8 Current demand for bowls facilities

### 10.8.1 Expressed demand

Sport England's *'Indoor Bowls Guidance Note'* (2005) stipulates that full capacity for an indoor bowls facility is reached at 80 - 100 members per rink. The respective membership figures at the three facilities in Kings Lynn and West Norfolk, compared with the facility capacities is tabulated below:

*Table 76: Used capacity of indoor bowls facilities in Kings Lynn and West Norfolk*

| <b>Facility</b>      | <b>Capacity</b> | <b>2024 Membership</b> | <b>% Used Capacity</b> |
|----------------------|-----------------|------------------------|------------------------|
| Alive Lynnsport      | 400 - 500       | 167                    | 22% - 42%              |
| Oasis Leisure Centre | 320 - 400       | 121                    | 30% - 38%              |

## 10.8.2 Displaced demand

The following facilities are located in adjacent local authority areas, close enough to the borough boundary to provide usage opportunities for Kings Lynn and West Norfolk residents. Two other facilities within the catchment of the borough boundary in Wisbech (Fenland) and Long Sutton (South Holland) both recently closed due to falling demand:

*Table 77: Indoor bowls facilities in neighbouring areas*

| <b>Facility</b>              | <b>Address</b>                        | <b>Distance from Kings Lynn and West Norfolk</b> |
|------------------------------|---------------------------------------|--|
| Gallow Indoor Bowls Club     | The Racecourse, Fakenham NR21 7NY     | 4 miles  |
| Lakenheath Indoor Bowls Club | Back Street, Lakenheath IP27 9HN      | 2.5 miles  |
| Sutton St. James Indoor BC   | Fishergate, Sutton St. James PE12 0EN | 6 miles  |

## 10.8.3 Unmet demand

There is no evidence of any unmet demand in the borough.

## 10.9 Assessments of need in neighbouring areas

The table below summarises strategic assessments of indoor bowls needs in neighbouring areas.

*Table 78: Assessments of indoor bowls needs in neighbouring areas*

| <b>Local Authority</b>         | <b>Facilities priorities</b>  | <b>Implications for Kings Lynn and West Norfolk</b>  |
|--------------------------------|---|--|
| East Cambs District Council    | The 'East Cambridgeshire Sports Facilities Needs Assessment, Strategy and Action Plan' (2015) identifies 'current demand for 5.81 rinks. The future demand for indoor bowls facilities in East Cambridgeshire is 7.6 rinks. Therefore, with the current supply of 10 rinks, both current and future demand for indoor bowls facilities in the district is met'.   | There are no facilities in East Cambs close enough to serve the needs of West Norfolk residents. |
| Fenland District Council       | The 'Fenland District Indoor Sports Facility Strategy 2016 - 2031' (2016) identifies that 'there is currently an oversupply of indoor bowls rinks of 4.77 indoor rinks. Allowing for an additional 1.32 rinks to meet future demand population growth there remains an oversupply of 3.45 indoor rinks by 2031, assuming all existing provision is retained'.   | There are no facilities in Fenland close enough to serve the needs of West Norfolk residents.    |
| South Holland District Council | The 'South Holland Sports Facilities Strategy 2018-2023' (2018) identifies that 'there is sufficient spare capacity at existing indoor facilities to accommodate all additional demand to 2040 and this should add to the long-term viability of the current clubs.   | The Sutton St. James facility is close enough to serve some needs of West Norfolk residents.     |
| North Norfolk District Council | The 'North Norfolk Indoor Leisure Facilities Strategy' (2015) identified that 'there is no need for additional provision of indoor bowling centres or rinks. The focus should be on supporting the existing centres to increase their membership (as there is around 40% of spare capacity across all centres). The projected increase in demand for indoor bowls from population growth can be absorbed by the spare capacity at the existing venues'. | The Fakenham facility is close enough to serve some needs of West Norfolk residents.             |



| <b><i>Local Authority</i></b> | <b><i>Facilities priorities</i></b>  | <b><i>Implications for Kings Lynn and West Norfolk</i></b>                                      |
|-------------------------------|--|---|
| Breckland District Council    | Breckland Council's <i>'Evidence Base for Indoor and Built Sports and Recreational Facilities'</i> (2017) identified that 'the supply of indoor bowling centres is more than sufficient to meet current demand and can accommodate a very large increase in membership. Overall there is more than sufficient provision of indoor bowling centres in Breckland to 2031'. | There are no facilities in Breckland close enough to serve the needs of West Norfolk residents. |
| West Suffolk Council          | The <i>'West Suffolk Sports Facilities Assessment'</i> (2022) concludes that 'spare capacity at the existing indoor bowls facilities in the district can meet all current and future demand to 2040'.  | The Lakenheath facility is close enough to serve some West Norfolk needs.                       |

### **10.10 Sport-specific priorities**

Consultation with The English Indoor Bowling Association in 2025 identified the following issues:

- 'Since the 2022 NGB Consultation, the situation has changed with regards to the provision of purpose built Indoor Bowls sites. There are now only two clubs in this Local authority, both being located in Leisure Centres. There are no alternative sites within the recommended driving time of 30 minutes'.
- 'As the sport is popular with the 'older population' and participants with disabilities, especially Wheelchair and Visually Impaired, it is vital that the clubs in Kings Lynn and West Norfolk Local continue to operate and enable the local population to enjoy our wonderful sport'.
- 'All of our Affiliated Clubs are encouraged to:
  - Develop and implement a robust Sports Development Plan.
  - Actively review the Sport England 'Buddle' website.
  - Ensure that they actively promote their club in the local community amongst those who are both able-bodied and classified as disabled'.
- 'Where clubs have an effective recruitment and retention programme in place, we are seeing that they are able to recruit sufficient members to cover natural wastage and in many cases, increase their membership numbers'.
- 'As well as internal club bowling, both local clubs are active participants in the Norfolk County Inter-Club League, which is available to all clubs with four or more rinks. A minimum of Four Rinks is also recommended by the EIBA to ensure that any facility can be sustainable'.
- 'We are somewhat surprised that there are only opportunities at both local sites for casual and wheelchair bowling on a Wednesday'.
- 'For indoor bowls facility planning purposes, the following criteria should be applied:

- The catchment should be 30-minutes' driving time.
- As a guide, demand is calculated as one rink per 14,000-17,000 of total population. A six-rink green, therefore, is required for a population of 85,000-100,000.
- Assume 80-100 members per rink.

## 10.11 Future demand for bowls

### 10.11.1 Population growth

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 157,689 by 2040, an increase of 3,389 (or 2.2%).
- A projection based on assessed housing needs predicts a population of 174,030 by 2040, an increase of 19,730 or 12.8%.

### 10.11.2 Participation rates

- **National bowls trends:** Sport England's 'Active Lives' survey has recorded adult (16+) weekly participation rates for bowls at national level since 2015:

Table 79: 'Active Lives' survey national bowls participation rates 2015 - 2023

| 2015/16 | 2016/17 | 2017/18 | 2018/19 | 2019/20 | 2020/21 | 2021/22 | 2022/23 | % Change |
|---------|---------|---------|---------|---------|---------|---------|---------|----------|
| 0.8%    | 0.8%    | 0.7%    | 0.5%    | 0.4%    | 0.4%    | 0.6%    | 0.6%    | -0.2%    |

**Local general trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2020:

Table 80: 'Active Lives' Sports participation rates in Kings Lynn and West Norfolk 2015 - 2023

| 2015/16 | 2016/17 | 2017/18 | 2018/19 | 2019/20 | 2020/21 | 2021/22 | 2022/23 | % Change |
|---------|---------|---------|---------|---------|---------|---------|---------|----------|
| 78.5%   | 70.1%   | 71.4%   | 77.5%   | 71.7%   | 67.3%   | 66.3%   | 71.7%   | -6.8%    |

- **Local bowls trends:** Recent membership trends at the facilities in Kings Lynn and West Norfolk are as follows:

Table 81: Recent membership trends at indoor bowls clubs Kings Lynn and West Norfolk 2018 - 2021

| Facility             | 2018       | 2019       | 2021       | 2025       | % Change 2018 - 2025 |
|----------------------|------------|------------|------------|------------|----------------------|
| Alive Lynnsport      | 160        | 154        | 104        | 167        | +4%                  |
| Oasis Leisure Centre | 144        | 148        | 119        | 121        | -16%                 |
| Pentney IBC          | 146        | 158        | 120        | 0          | -100%                |
| <b>TOTALS</b>        | <b>450</b> | <b>460</b> | <b>343</b> | <b>288</b> | <b>-36%</b>          |



### 10.11.3 Future projections

Sport England has developed the Sport Facility Calculator (SFC), to help to quantify how much additional demand for key community facilities like indoor bowls halls, will be generated by population increases. The SFC uses Sport England survey data on who uses facilities and applies this to the population profile of the local area. This builds up a profile of usage, which can be then applied to estimate how much demand any given population would generate. This demand is then converted into the quantity of facilities needed and expressed as rinks to define indoor bowls needs. Two population scenarios are considered:

- The ONS 2018 sub-national population projections population growth of 4,750 by 2040, an increase of 3.1%. Based upon this, the SFC calculates demand for an additional 0.10 of an indoor bowls rink or 0.02 of an indoor bowls centre.
- A projection based on assessed housing needs predicts population growth of 25,000 by 2040, an increase of 16.1%. Based upon this, the SFC calculates demand for an additional 0.53 of an indoor bowls rink or 0.14 of an indoor bowls centre.

### 10.12 Key findings on demand

The key findings are as follows:

- Expressed demand for indoor bowls in Kings Lynn and West Norfolk has fallen in recent years, reflecting a downward trend nationally.
- Utilisation rates at indoor bowls facilities in the borough are between 26% and 40% meaning that there is substantial spare capacity to accommodate additional demand.
- Population growth of 3.1% in Kings Lynn and West Norfolk by 2040 based on the lower population estimate will increase demand for indoor bowls facility capacity by a similar amount, whilst an increased population of 16.1% based on the higher estimate will increase demand for indoor bowls facility capacity by a similar amount.

### 10.13 Changes since 2023

Local bowls club membership has fallen by 36% since 2018 and by 16% since 2021. Membership at Alive Lynnsport increased between 2021 and 2025 as a result of the closure of the Pentney Indoor Bowls Club, with some former members transferring.

### 10.14 The balance between indoor bowls supply and demand

Four criteria have been assessed to evaluate the balance between indoor bowls supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Do the facilities have sufficient capacity to meet needs now and in the future?
- **Quality:** Are the facilities fit for purpose for the users now and in the future?
- **Accessibility:** Are the facilities in the right physical location for the users now and in the future?

- **Availability:** Are the facilities available for those who want to use it now and in the future?

## 10.15 Quantity

### 10.15.1 Current needs

The indoor bowls facilities serving Kings Lynn and West Norfolk are assessed to be operating with significant spare capacity, based upon the following evaluation:

- **Used capacity:** The average usage at the three facilities is less than 30% of capacity.
- **Satisfied demand:** There is no evidence of unmet demand in the borough.

### 10.15.2 Future needs

Spare capacity at the existing indoor facilities will be able to accommodate all additional future demand, based upon the following evaluation:

- **Demand trends:** Given the sustained decrease in demand for indoor bowls both locally and nationally, it is likely that demand will continue to fall until 2040.
- **Additional indoor bowls needs:** The Sport Facility Calculator assesses that the extra demand is equivalent to 0.10 indoor rinks for the lower population estimate and 0.53 of a rink for the higher estimate. The additional demand can be accommodated by spare capacity at the existing facilities.
- **Rationalising provision:** Current spare capacity at the existing facilities is sufficient to accommodate any additional demand to 2040. Given the trend of falling demand and notwithstanding the recent loss of the Pentney facility, consideration could be given to reducing the number of rinks at both Lynnsport and the Oasis Centre at such time as either facility is redeveloped (although four rinks is the minimum required for league play).

## 10.16 Quality

### 10.16.1 Current quality

The quality of most aspects of all facilities is 'good'.

### 10.16.2 Future quality

There will need to be continued investment in maintaining and improving the existing facilities.

## 10.17 Accessibility

### 10.17.1 Current accessibility

The whole population is within 30-minutes' drive of an indoor bowls facility in the borough and/or in a neighbouring area.

### 10.17.2 Future accessibility

The current geographical spread of facilities will meet the needs of the increased population by 2040.

## 10.18 Availability

### 10.18.1 Current availability

Both facilities provide ‘pay-and-play’ opportunities in addition to membership arrangements.

### 10.18.2 Future availability

It is reasonable to assume that similar arrangements for use will be offered in the future.

## 10.19 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which indoor bowls provision in Kings Lynn and West Norfolk contributes to the shared strategic outcomes is as follows:

- Bowls appeals to the older age groups, which matches the demographic profile of the borough with its relatively elderly population.
- The geographical coverage of facilities in the borough optimises accessibility.

## 10.20 The options for securing additional indoor bowls capacity

The options for securing indoor bowls capacity to meet current and future needs are as follows:

### 10.20.1 Protect

Local/Neighbourhood Plan policies should be considered for the protection of indoor bowls facilities for which existing and/or future demand has been identified, unless the loss of a facility can be justified by sustained reductions in demand or would involve rationalising provision to better meet current and future needs.

### 10.20.2 Provide

With significant spare capacity at all three existing indoor facilities, all additional demand can be accommodated by current spare capacity.

### 10.20.3 Enhance

Enhancing the existing indoor bowls facilities by ensuring that the green and ancillary facilities receive regular maintenance and improvements will be important.

## 10.21 Action Plan

The table below sets out the action plan for indoor bowls facilities to guide the implementation of the strategy. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and in terms of the staffing necessary to undertake the work required to pursue the actions.

*Table 82: Action plan for indoor bowls*

| <b><i>Issues</i></b>   | <b><i>Action</i></b>   | <b><i>Lead</i></b> | <b><i>Partners</i></b> | <b><i>Resources</i></b> | <b><i>Priority</i></b> |
|--|--|--------------------|------------------------|-------------------------|------------------------|
| Protection of existing indoor bowls facilities.              | Consider including a policy in the Local Plan to protect indoor bowls facilities for which demand has been identified. | KL&WNBC            | -                      | -                       | High                   |
| Improving the viability of existing indoor bowls facilities. | Assess the case for rationalising provision to improve the viability of facilities.                                    | KL&WNBC            | -                      | -                       | High                   |

# 11 GYMNASTICS FACILITIES

## **Key findings:**

- **Quantity:** There are two specialist gymnastics centres in Kings Lynn and West Norfolk and one non-specialist facility. Extra facilities capacity will be required to meet additional demand to 2040.
- **Quality:** The quality of all aspects of the facilities used is rated as at least ‘good’
- **Accessibility:** The population in the north and south of the borough are outside the catchment of a specialist facility.
- **Availability:** There are no availability issues.

## 11.1 Introduction

This section examines the provision of gymnastics facilities in Kings Lynn and West Norfolk. Specialist gymnastics facilities are defined as permanently rigged, built facilities that cater for the needs of gymnastics and trampolining. Non-specialist facilities comprise sports halls and smaller halls that accommodate gymnastics and trampolining on a regular basis, involving the temporary installation of equipment. These needs have therefore also been reflected in the section assessing general sports hall provision.

## 11.2 Quantity

### 11.2.1 Purpose-built facilities

The following purpose-built facilities in Kings Lynn and West Norfolk both have secured community access:

*Table 83: Specialist gymnastics facilities in Kings Lynn and West Norfolk*

| <b>Club</b>            | <b>Location</b>                       | <b>Sub-area</b> |
|------------------------|---------------------------------------|-----------------|
| Alive Lynnsport        | Greenpark Avenue, Kings Lynn PE30 2NB | Kings Lynn      |
| Eagles Gymnastics Club | Hamlin Way, Kings Lynn PE30 4NG       | Kings Lynn      |

### 11.2.2 Non-specialist facilities

Local clubs also use the following non-specialist facilities:

*Table 84: Non-specialist facilities used for gymnastics in Kings Lynn and West Norfolk*

| <b>Club</b>            | <b>Facility</b>                      | <b>Location</b>                           | <b>Sub-area</b> |
|------------------------|--------------------------------------|---|-----------------|
| Titans Gymnastics Club | Walpole St. Andrews Community Centre | Summer Close, Walpole St. Andrew PE14 7JW | Downham Market  |

### 11.2.3 Sub-area analysis

The distribution of specialist and non-specialist gymnastics facilities by sub-area in Kings Lynn and West Norfolk is as follows:

Table 85: Gymnastics facilities in Kings Lynn and West Norfolk by sub-area

| <i>Sub-area</i>              | <i>Sub-area population 2020</i> | <i>No. facilities</i> | <i>Facilities per capita</i> |
|------------------------------|---------------------------------|-----------------------|------------------------------|
| Hunstanton and surrounds     | 28,316                          | 0                     | -                            |
| Kings Lynn and surrounds     | 67,643                          | 2                     | 1: 33,822                    |
| Downham Market and surrounds | 55,286                          | 1                     | 1: 55,286                    |
| <b>KL &amp; WEST NORFOLK</b> | <b>151,245</b>                  | <b>3</b>              | <b>1: 50,415</b>             |

### 11.3 Quality

The quality of facilities used by gymnastics clubs was assessed by a non-technical visual inspection during a site visit to all sites. The criteria that were assessed were as follows:

- **The hall:** The quality of the activity space, including lighting and storage facilities.
- **The equipment:** The quality of the equipment, matted areas and foam-filled pits.
- **Changing facilities:** The capacity, condition and fitness for purpose.
- **Disability access:** The extent of full disabled access to the facility, including the provision of access ramps, dedicated changing, toilets and car parking.
- **General access:** Parking, signage and proximity to public transport.

The criteria were rated on a five-point scale, where 5 equates to 'very good', 4 to 'good', 3 to 'average', 2 to 'poor' and 1 to 'very poor'.

Table 86: Gymnastics facilities in Kings Lynn and West Norfolk: Quality audit

| <i>Facility</i>                      | <i>Hall</i> | <i>Equipment</i> | <i>Changing</i> | <i>Disability access</i> | <i>General access</i> |
|--------------------------------------|-------------|------------------|-----------------|--------------------------|-----------------------|
| Alive Lynnsport                      | 4           | 4                | 5               | 5                        | 5                     |
| Eagles Gymnastics Club               | 4           | 4                | 4               | 5                        | 4                     |
| Walpole St. Andrews Community Centre | 4           | 4                | 4               | 5                        | 4                     |

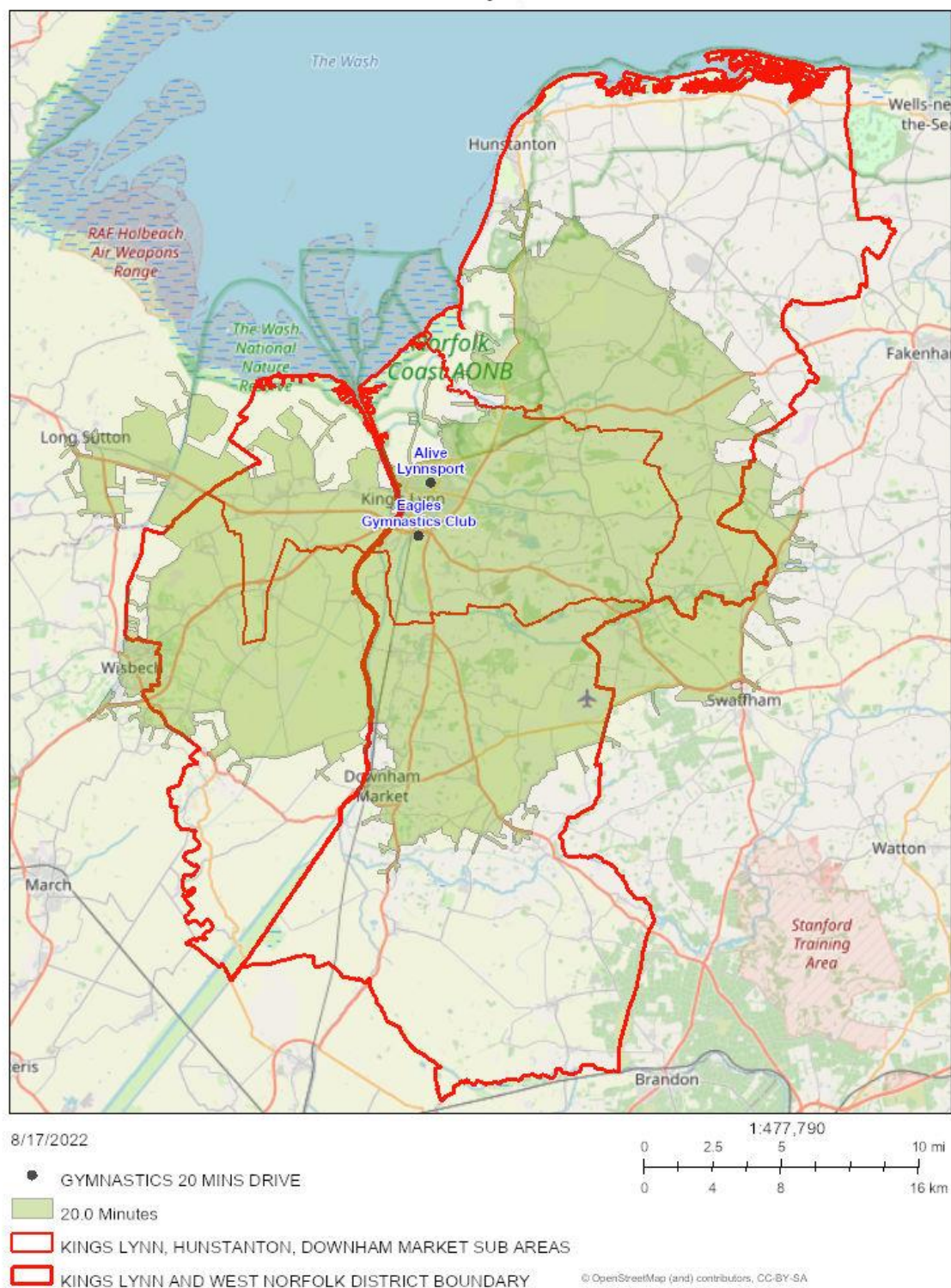
Disabled access is rated as 'very good' or 'good' at all facilities in the borough.

### 11.4 Accessibility

The 'effective catchment' for gymnastics facilities is 20 minutes driving time. The population in the north and south of the borough are outside the catchment of a specialist facility.



## KINGS LYNN & WEST NORFOLK - Gymnastics Facilities 20 Minutes Drive



## 11.5 Availability

### 11.5.1 Purpose-built facilities

Table 87: Availability of specialist gymnastics facilities in Kings Lynn and West Norfolk

| <b>Facility</b>        | <b>Opening hours and basis of use</b>   | <b>Pricing</b>         | <b>Peak use</b> | <b>Secured access</b> |
|------------------------|---|------------------------|-----------------|-----------------------|
| Alive Lynnsport        | Mon-Fri 8.30am - 10pm<br>Sat-Sun 8am - 6pm<br>Members only  | £22.50 - £30 per month | 80%             | Yes                   |
| Eagles Gymnastics Club | Mon 5pm - 8pm<br>Tues 4pm - 8pm<br>Weds 4pm - 8pm<br>Thurs 12pm - 2.30pm 4pm - 7.30pm<br>Fri 12pm - 2.30pm 4pm - 7.30pm<br>Sat 9.30am - 7pm<br>Members only | £20 - £50 per month    | 80%             | Yes                   |

### 11.5.2 Non-specialist facilities

The table below identifies the opening hours and gymnastics usage of the non-specialist facilities:

Table 88: Availability of non-specialist gymnastics facilities in Kings Lynn and West Norfolk

| <b>Facility</b>                      | <b>Usage time for gymnastics</b>                   | <b>Secured access</b> |
|--------------------------------------|--|-----------------------|
| Walpole St. Andrews Community Centre | Thurs 6pm - 8pm<br>Fri 6pm - 8pm<br>Sat 9am - 12pm | Yes                   |

## 11.6 Key findings on supply

The key findings are as follows:

- There are two specialist gymnastics facilities in Kings Lynn and West Norfolk, plus one non-specialist hall.
- The quality of most aspects of all facilities used is rated as at least ‘good’. Whilst being of ‘good’ general quality, the gymnastics hall at Lynnsport is too short to accommodate a full-sized tumbling track.
- The population in the north and south of the borough are outside the catchment of a specialist facility.

## 11.7 Changes since 2023

There have been no changes in gymnastics facilities provision in the borough since 2023.

## 11.8 Current demand for Gymnastics

### 11.8.1 Expressed demand

There are three gymnastics clubs in Kings Lynn and West Norfolk:

- ***Kings Lynn Gymnastics Club:*** The club has 180 members and is based at Lynnsport. In addition between 500 and 600 non-members are enrolled in the gymnastics lessons programme at Alive Lynnsport.
- ***Eagles Gymnastics Club:*** The club has 284 members and is based at a specialist facility in Kings Lynn.
- ***Titans Gymnastics Club:*** The club has 50 members and is based at Walpole St. Andrews Community Centre.

### 11.8.2 Displaced demand

The following facilities are located in adjacent local authority areas, close enough to the borough boundary to provide usage opportunities for Kings Lynn and West Norfolk residents.

*Table 89: Specialist gymnastics facilities in neighbouring areas*

| <b><i>Facility</i></b>         | <b><i>Address</i></b>            | <b><i>Distance from Kings Lynn and West Norfolk</i></b> |
|--------------------------------|----------------------------------|---|
| Fenland Flyers Trampoline Club | Harecroft Road, Wisbech PE13 1RL | 1 mile  |
| Holbeach and Fenland Gym Club  | Lime Walk, Long Sutton PE12 9HG  | 4 miles   |
| Fenland Gymnastics Academy     | Algores Way, Wisbech PE13 2TQ    | 1 mile  |

### 11.8.3 Unmet demand

Unmet demand involves two components:

- Demand that cannot be met within a facility catchment due to excess demand for that facility.
- Demand that cannot be met because it is located outside the catchment of a facility.

There is some evidence of unmet demand for gymnastics in Kings Lynn and West Norfolk. Kings Lynn Gymnastics Club operates a waiting list.

## 11.9 Local sports participation priorities

There are no specific local sports participation priorities in Kings Lynn and West Norfolk, other than a general policy commitment to promote health and well-being through increased levels of physical activity. Gymnastics appeals to young people in particular and from that perspective it offers one option in the campaign against childhood obesity.

### 11.10 Assessments of need in neighbouring areas

The table below summarises strategic assessments of gymnastics needs in neighbouring areas.

Table 90: Assessments of gymnastics needs in neighbouring areas

| <b>Local Authority</b>         | <b>Facilities priorities</b>   | <b>Implications for Kings Lynn and West Norfolk</b>   |
|--------------------------------|--|---|
| East Cambs District Council    | The <i>East Cambridgeshire Sports Facilities Needs Assessment, Strategy and Action Plan</i> (2015) does not include an assessment of gymnastics facilities needs.  | There are no facilities in East Cambs close enough to serve the needs of West Norfolk residents.    |
| Fenland District Council       | The <i>Fenland District Indoor Sports Facility Strategy 2016 - 2031</i> (2016) identifies that 'Current and future need has been identified by British Gymnastics for additional provision for gymnastics clubs'.                                | Two facilities in Wisbech serve the needs of West Norfolk residents.                                |
| South Holland District Council | The <i>'South Holland Sports Facilities Strategy 2018-2023'</i> (2018) identifies that 'current gymnastics facilities are assessed to be at operating at full capacity. One additional facility will be required to meet future demand to 2040'. | The Long Sutton facility is close enough to serve some needs of West Norfolk residents.             |
| North Norfolk District Council | The <i>'North Norfolk Indoor Leisure Facilities Strategy'</i> (2015) identified that 'there is a need for a specialist facility for North Walsham Sports Hall Gymnastics Club'.  | There are no facilities in North Norfolk close enough to serve the needs of West Norfolk residents. |
| Breckland District Council     | Breckland Council's <i>'Evidence Base for Indoor and Built Sports and Recreational Facilities'</i> (2017) does not include an assessment of gymnastics facilities needs.   | There are no facilities in Breckland close enough to serve the needs of West Norfolk residents.     |
| West Suffolk Council           | The <i>'West Suffolk Sports Facilities Assessment'</i> (2022) concludes that 'current gymnastics facilities are assessed to be at operating at full capacity. Additional capacity will be required to meet future demand to 2040'.               | There are no facilities in West Suffolk close enough to serve the needs of West Norfolk residents.  |

## 11.11 Sport-specific priorities

### 11.11.1 Strategy

Table 91: Gymnastics facilities strategy

| <b>Facilities priorities</b>   | <b>Implications for Kings Lynn and West Norfolk</b> |
|--|---|
| <p>British Gymnastics' <i>'Facility Strategy 2017-2021'</i> (2017) identifies facilities options:</p> <ul style="list-style-type: none"> <li>• <b>Standalone dedicated facilities</b> - Achievable for most clubs. Can provide for participation and competition.</li> <li>• <b>Multi-venue dedicated facilities</b> - For large club-based organisations looking to further expand opportunities.</li> <li>• <b>Dedicated facility as part of a multi-sport venue</b> - Most likely to be local authority-based projects.</li> <li>• <b>Non-dedicated space as part of leisure centre</b> - Ideal for club delivery and mass participation activities.</li> <li>• <b>Satellite venues</b> - Opportunities for clubs to scale up their programmes and increase activity options.</li> <li>• <b>Non-dedicated spaces in leisure centres</b> - Ideal for introductory level, mass participation programmes.</li> </ul> | There are two specialist facilities in the borough. |

### 11.11.2 Consultation with British Gymnastics

Consultation with British Gymnastics' Facilities Development Partner identified that:

- 'There is a large demand for more gymnastics opportunities and clubs all report large waiting lists. The total number of people estimated to be on waiting lists for gymnastics in 2020 was 1 million, with a further 1.9 million interested in the sport but not on a waiting list'.
- 'A key part of British Gymnastics' strategy to increase participation is to support clubs moving into their own dedicated facility, offering more time and space for classes. The target by 2021 is for half of all clubs to have their own dedicated facilities, compared with one-third in 2014'.
- 'The main issue for gymnastics development is having access to sufficient dedicated space to enable clubs to grow and extend their programmes. The other key factor is the availability of coaches qualified at the right level'.
- 'Eligible British Gymnastics clubs are able to apply for Club Capital, a social investment impact loan. The £10m Club Capital fund offers unsecured loans of between £25,000 to £250,000 (up to £750,000 in exceptional circumstances) to enable clubs to move into new, or expand or safeguard existing, dedicated gymnastics facilities. Most loans will be over 4 years at an interest rate of 4%. 21 projects have gained approval thus far'.
- 'Recent developments for dedicated gymnastic provision include modular buildings and use of former retail units in town centres'.
- 'Titans Gymnastics Club are registered on our Facility Project List as wanting to develop a dedicated facility project. We understand that they have had to relocate due to lack of access to facilities during the pandemic. Supporting Titan's to increase access to both non dedicated and dedicated space is a priority'.
- 'Ensuring that Kings Lynn Gymnastics Club and Eagles Gymnastics club have long term access to dedicated spaces is also a priority'.
- 'In neighbouring areas both Fenland Gymnastics Academy and Fenland Flyers are registered on our Facility Project List. Fenland Gymnastics Academy state that they are at capacity in their existing dedicated facility and Fenland Flyers would like to transition from a non-dedicated to dedicated facility'.

## 11.12 Future demand for Gymnastics

### 11.12.1 Population growth

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 (or 16.1%).



### 11.12.2 Participation rates

- **National trends:** Sport England's 'Active Lives' survey has recorded young people's (under 16s) weekly participation rates for gymnastics at national level since 2017:

Table 92: 'Active Lives' survey national gymnastics participation rates 2017 - 2024

| 2017-18 | 2018-19 | 2019-20 | 2020-21 | 2121-22 | 2022-23 | 2023-24 | % Change |
|---------|---------|---------|---------|---------|---------|---------|----------|
| 13.6%   | 14.3%   | 13.6%   | 8.9%    | 11.7%   | 12.3%   | 12.4%   | -1.2%    |

- Figures supplied by British Gymnastics suggest that participation in gymnastics is increasing, contrary to the 'Active Lives' figures which are for adults only. British Gymnastics membership reached 390,500 in 2017 and increased by about 12% in the period 2013-17. There was an increase in the East region of 12,000 participants to 43,000 in the years 2014 to 2020.
- **Local trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2023:

Table 93: 'Active Lives' Sports participation rates in Kings Lynn and West Norfolk 2015 - 2023

| 2015/16 | 2016/17 | 2017/18 | 2018/19 | 2019/20 | 2020/21 | 2021/22 | 2022/23 | % Change |
|---------|---------|---------|---------|---------|---------|---------|---------|----------|
| 78.5%   | 70.1%   | 71.4%   | 77.5%   | 71.7%   | 67.3%   | 66.3%   | 71.7%   | -6.8%    |

### 11.12.3 Future projections

An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for gymnastics facilities capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for gymnastics capacity by a similar amount. In both cases, this is likely to require additional facilities provision.

### 11.13 Key findings on demand

The key findings are as follows:

- Expressed demand for gymnastics in Kings Lynn and West Norfolk is increasing but can be accommodated by current facilities supply at present.
- An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for gymnastics facilities capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for gymnastics capacity by a similar amount. In both cases, this is likely to require additional facilities provision.

### 11.14 Changes since 2023

There have been no significant changes in demand for gymnastics since 2023.

### 11.15 The balance between gymnastics facilities supply and demand

Four criteria have been assessed to evaluate the balance between gymnastics facilities supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough facilities with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the facilities fit for purpose for the users now and in the future?
- **Accessibility:** Are the facilities in the right physical location for the users now and in the future?
- **Availability:** Are the facilities available for those who want to use them now and in the future?

### 11.16 Quantity

#### 11.16.1 Current needs

Current gymnastics facilities in Kings Lynn and West Norfolk are assessed to be at operating at close to full capacity.

#### 11.16.2 Future needs

There will be sufficient capacity to accommodate all additional future demand, based upon the following evaluation:

- **Demand increases:** An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for gymnastics facilities capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for gymnastics capacity by a similar amount. In both cases, this is likely to require additional facilities provision.
- **Participation trends:** Expressed demand for gymnastics in Kings Lynn and West Norfolk is increasing and this is likely to continue until 2040, offset slightly by the falling number of people aged under 18.

### 11.17 Quality

#### 11.17.1 Current quality

All aspects of the facilities used for gymnastics in Kings Lynn and West Norfolk are rated as at least 'good' quality. However, the gymnastics hall at Lynnsport is currently too short to accommodate a full-sized tumbling track.



### **11.17.2 Future quality**

It is assumed that local providers will continue to invest in maintaining and improving their facilities, so if this process can be assisted with funding from developer contributions in the future, it seems reasonable to assume that local provision will continue to be upgraded regularly. If the opportunity arises to extend the gymnastics facility at Lynnsport in the future, it should be taken.

## **11.18 Accessibility**

### **11.18.1 Current accessibility**

The population in the north and south of the borough are outside the catchment of a specialist facility.

### **11.18.2 Future accessibility**

The current facilities are geographically poorly-located to serve boroughwide need, given the absence of specialist provision in the north of the borough.

## **11.19 Availability**

### **11.19.1 Current availability**

All local clubs have membership fees that are set at reasonable rates.

### **11.19.2 Future availability**

It is reasonable to assume that similar membership arrangements will be offered in the future. If an additional capacity is provided, the additional capacity will improve availability.

## **11.20 Contribution to shared strategic outcomes**

Based upon the assessment above, the extent to which gymnastics facilities provision in Kings Lynn and West Norfolk contributes to the shared strategic outcomes is as follows:

- Gymnastics is most popular with younger people and whilst they form a lower than average proportion of the local population, early involvement in sport and physical activity can create positive early years experiences.
- Specialist facility provision is concentrated in the central part of the borough, creating an accessibility deficiency in the north and south.

## **11.21 The options for securing additional gymnastics facilities**

The options for securing existing and additional facilities capacity for gymnastics to meet current and future needs are as follows:

### 11.21.1 Protect

Local/Neighbourhood Plan policies for the protection of existing facilities used for gymnastics through the Local Plan will be key to securing local provision, by ensuring that planning policy supports the retention of existing facilities for which existing and/or future demand has been identified, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility.

### 11.21.2 Provide

There is a need to provide additional facilities capacity for gymnastics in Kings Lynn and West Norfolk by 2040. This could be met through additional specialist facilities provision, extra sports hall capacity or a combination of the two. If the opportunity arises to extend the gymnastics facility at Lynnsport in the future, it should be taken.

### 11.21.3 Enhance

Ensuring that existing facilities used for gymnastics receive regular maintenance and improvements will be key to maintaining capacity.

## 11.22 Action Plan

The table below sets out the action plan for gymnastics facilities to guide the implementation of the strategy. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and in terms of the staffing necessary to undertake the work required to pursue the actions.

*Table 94: Action plan for gymnastics facilities*

| <b>Issues</b>  | <b>Action</b>   | <b>Lead</b>                       | <b>Partners</b>    | <b>Resources</b> | <b>Priority</b> |
|--|---|-----------------------------------|--------------------|------------------|-----------------|
| Protection of existing specialist gymnastics facilities.                   | Consider including a policy in the Local Plan to protect the existing specialist gymnastics facility. | KL&WNBC                           | -                  | -                | High            |
| Additional specialist gymnastics facilities required to meet future needs. | Examine the feasibility of further extensions to the existing specialist facilities.                  | Eagles Gymnastics Club<br>KL&WNBC | British Gymnastics | Costings unknown | High            |

## 12 INDOOR ATHLETICS FACILITIES

### *Key findings:*

- **Quantity:** There is one specialist indoor athletics facility in Kings Lynn and West Norfolk. This has sufficient capacity to meet all needs until 2040.
- **Quality:** The quality of the facility is 'good'.
- **Accessibility:** The population of all the main settlements in the borough is within the 60-minute drivetime catchment of the Lynnsport facility.
- **Availability:** The facility can be accessed on a block-booked basis.

### 12.1 Introduction

This section examines the provision of indoor athletics facilities in Kings Lynn and West Norfolk. Indoor athletics facilities are defined as specialist permanent indoor facilities with appropriate synthetic-surfaced floor and field event facilities.

### 12.2 Quantity

#### 12.2.1 Indoor athletics facilities with community use

There is an indoor athletics facility at Alive Lynnsport, in the Sports Barn, an area that also accommodates football, netball and indoor athletics tennis use.

*Table 95: Indoor athletics facilities in King's Lynn and West Norfolk*

| <i>Site</i>     | <i>Address</i>                        | <i>Sub-Area</i> |
|-----------------|---------------------------------------|-----------------|
| Alive Lynnsport | Greenpark Avenue, Kings Lynn PE30 2NB | Kings Lynn      |

#### 12.2.2 Indoor athletics facilities in neighbouring areas

There are no indoor athletics facilities close enough to the borough boundary to provide usage opportunities for some Kings Lynn and West Norfolk residents.

### 12.3 Quality

#### 12.3.1 The criteria assessed for indoor athletics facilities

The criteria that were assessed were as follows:

- **The playing area:** The overall condition, playing surface, clear span roof height, lighting, spectator provision, equipment and fitness for purpose.
- **Changing facilities:** The capacity, condition and fitness for purpose.

- **Disability access:** The extent of full disabled access to the facility, including the provision of access ramps, dedicated changing, toilets and car parking.
- **General access:** Car parking, signposting, external lighting and proximity to public transport.

### 12.3.2 The basis of the ratings

The facilities were rated on a five-point scale, where 5 equates to ‘very good’, 4 to ‘good’, 3 to ‘average’, 2 to ‘poor’ and 1 to ‘very poor’.

### 12.3.3 Indoor athletics facilities assessment

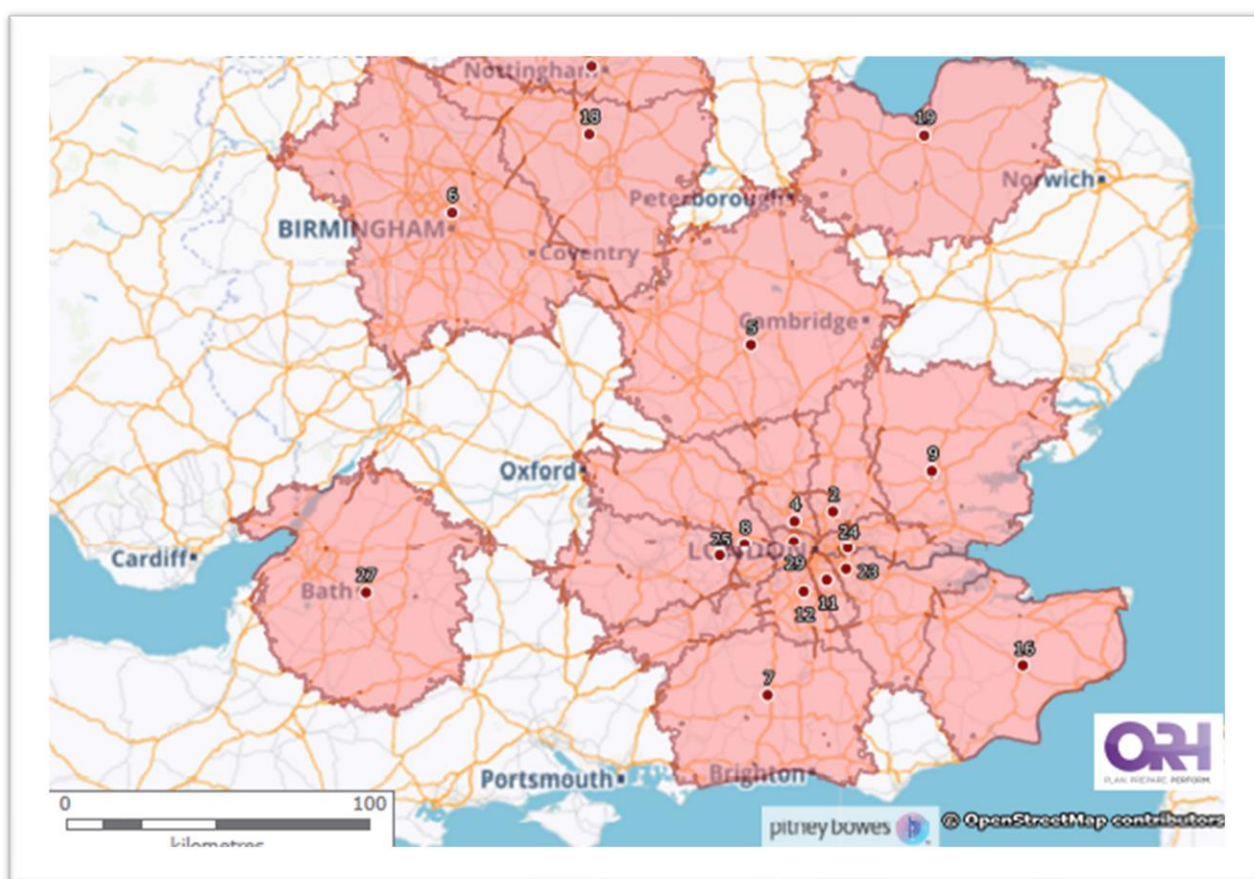
The ratings for the indoor athletics facilities are shown in the table below.

*Table 95: Indoor athletics facilities in Kings Lynn and West Norfolk: Quality audit*

| <i>Facility</i> | <i>Playing area</i> | <i>Changing</i> | <i>Disability Access</i> | <i>General access</i> |
|-----------------|---------------------|-----------------|--------------------------|-----------------------|
| Alive Lynnsport | 4                   | 5               | 5                        | 5                     |

## 12.4 Accessibility

Based on England Athletics research, the ‘effective catchment’ for indoor athletics facilities is 60 minutes driving time. The population of the whole borough is within 60-minutes’ drive time.



## 12.5 Availability

The indoor athletics facility at Lynnsport is available on the following basis:

*Table 96: Indoor athletics facilities in Kings Lynn and West Norfolk: Availability*

| <b>Facility</b> | <b>Opening hours use</b>                                     | <b>Pricing</b>   | <b>Peak usage</b> |
|-----------------|--|--|-------------------|
| Alive Lynnsport | Mon-Fri 8.30am - 10pm<br>Sat-Sun 8am - 6pm<br>Block-bookings | Facility hire: £55 per hour full price<br>£44 per hour with 'Alive Card' | 60%*              |

\* Includes non-athletics use.

## 12.6 Key findings on supply

The key findings are as follows:

- The indoor athletics facility at Alive Lynnsport provides usage opportunities for Kings Lynn and West Norfolk residents.
- The quality of the indoor facility is good.
- The population of the whole borough is within 60-minutes' drive time, with the overall catchment comprising 450,000 people including 1,000 England Athletics affiliated members.
- Block-booked access is available at Alive Lynnsport.

## 12.7 Current demand for indoor tennis courts

### 12.7.1 Expressed demand

Peak period demand at Alive Lynnsport is around 60% utilisation, although most of this is football netball and tennis use.

### 12.7.2 Displaced demand

With the nearest similar facilities in Cambridge, Nottingham and Chelmsford, there is significant imported demand for the Lynnsport facility from outside the borough.

### 12.7.3 Unmet demand

There is no evidence of any unmet demand in the borough.

## 12.8 Local sports participation priorities

There are no specific local sports participation priorities in Kings Lynn and West Norfolk, other than a general policy commitment to promote health and well-being through increased levels of physical activity. As an activity appealing to both genders and most age groups, athletics is likely to have some appeal to new and lapsed sports participants.

## 12.9 Assessments of need in neighbouring areas

There are no assessments of indoor athletics needs in neighbouring areas.

## 12.10 Sport-specific priorities

England Athletics' *Facilities Strategy 2018 - 2025* contains the following material of relevance to indoor facilities:

Table 97: Sports specific facilities priorities for tennis

| <i>Facilities priorities</i>  | <i>Implications for Kings Lynn and West Norfolk</i>                      |
|---|--|
| <ul style="list-style-type: none"> <li>• There are 20 indoor straights and four permanent 200m indoor track facilities in England, along with a temporary indoor facility located in Birmingham.</li> <li>• Indoor athletics facilities rely heavily on clusters of clubs, regular community/school usage and cross boundary competition programmes to make them operationally viable. Strategy consultation suggests that use of the current network of indoor straight facilities in England is not being maximised. Therefore the primary focus moving forward will be on retention of existing venues and improvement in their levels of use.</li> <li>• However, whilst indoor facilities serve a much larger catchment area than their outdoor equivalents, ideally the majority of the population should be within 60 minutes journey time of an indoor athletics facility and this is not achieved uniformly across the country. Previous studies have suggested that geographical coverage of indoor athletics facilities is weakest in the South-west, the South Coast, London, the East Midlands and East Anglia.</li> </ul> | The Lynnsport facility serves a wide, strategically important catchment. |

England Athletics' Facilities and Planning Manager commented that 'the indoor athletics facility at Lynnsport is strategically important not only for Kings Lynn and West Norfolk but also for the Eastern region. The indoor facility at Lynnsport services a population catchment of 450,000 and over 1,000 EA affiliated members'.

## 12.11 Future demand for indoor athletics facilities

### 12.11.1 Population growth

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 (or 16.1%).

### 12.11.2 Participation rates

- **National trends:** Sport England's 'Active Lives' survey has recorded adult (16+) weekly participation rates for athletics and running at national level since 2015:

Table 98: 'Active Lives' survey national athletics and running participation rates 2015 - 2023

| <i>2015/16</i> | <i>2016/17</i> | <i>2017/18</i> | <i>2018/19</i> | <i>2019/20</i> | <i>2020/21</i> | <i>2021/22</i> | <i>2022/23</i> | <i>% Change</i> |
|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|
| 15.6%          | 15.6%          | 15.3%          | 14.7%          | 15.6%          | 13.7%          | 13.0%          | 13.5%          | -2.1%           |



- **Local trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2023:

Table 99: 'Active Lives' survey: Sports participation rates in Kings Lynn and West Norfolk 2015 - 2023

| 2015/16 | 2016/17 | 2017/18 | 2018/19 | 2019/20 | 2020/21 | 2021/22 | 2022/23 | % Change |
|---------|---------|---------|---------|---------|---------|---------|---------|----------|
| 78.5%   | 70.1%   | 71.4%   | 77.5%   | 71.7%   | 67.3%   | 66.3%   | 71.7%   | -6.8%    |

#### 12.11.4 Future projections

National track and field athletics participation rates have been falling in recent years as have general activity rates in Kings Lynn and West Norfolk over the same period, it would therefore be reasonable to assume that demand for athletics will remain static until 2040. An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for indoor athletics capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the population by 2040 will increase demand for indoor athletics capacity by a similar amount.

#### 12.12 Key findings on demand

The key findings are as follows:

- Athletics participation rates in Kings Lynn and West Norfolk are projected to remain static until 2040.
- An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for indoor athletics capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the population by 2040 will increase demand for indoor athletics capacity by a similar amount. In both cases, the existing facility will meet all needs.

#### 12.13 Changes since 2023

There have been no significant changes in demand for indoor athletics in Kings Lynn and West Norfolk since 2023.

#### 12.14 The balance between indoor athletics facility supply and demand

Four criteria have been assessed to evaluate the balance between indoor athletics facility supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough facilities with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the facilities fit for purpose for the users now and in the future?
- **Accessibility:** Are the facilities in the right location for the users now and in the future?
- **Availability:** Are the facilities available for those who want to use them now and in the future?

## 12.15 Quantity

### 12.14.1 Current needs

Current indoor athletics needs in Kings Lynn and West Norfolk are met by the specialist facility at Alive Lynnsport, based upon the following evaluation:

- **Used capacity:** Peak usage rates average 60% at Alive Lynnsport (including tennis, netball and football) indicate some spare capacity.
- **Satisfied demand:** There is no evidence of unmet demand in the borough.

### 12.14.2 Future needs

Spare capacity at the existing indoor athletics facility at Lynnsport is likely to be able to accommodate all additional future demand, based upon the following evaluation:

- **Demand increases:** An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for indoor athletics capacity by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the population by 2040 will increase demand for indoor athletics capacity by a similar amount.
- **Participation trends:** Based on national and local sports participation trends, for the purposes of forecasting future demand the likeliest scenario is for participation rates to remain at their current levels.
- **Additional needs:** There is no evidence of unmet demand to justify the provision of additional indoor athletics facilities in Kings Lynn and West Norfolk.

## 12.16 Quality

### 12.15.1 Current quality

The quality of the existing facility at is 'good'.

### 12.15.2 Future quality

It seems reasonable to assume that the facility will continue to be maintained to a high standard.

## 12.17 Accessibility

### 12.16.1 Current accessibility

The population of the whole borough is within 60-minutes' drive time, with the overall catchment comprising 450,000 people including 1,000 England Athletics affiliated members.

### 12.16.2 Future accessibility

Future accessibility is likely to remain the same.

## **12.18 Availability**

### **12.17.1 Current availability**

Block-booked access to the indoor facility is available at Alive Lynnsport.

### **12.17.2 Future availability**

Future availability is likely to reflect the current arrangements.

## **12.19 Contribution to shared strategic outcomes**

Based upon the assessment above, the extent to which indoor athletics facilities provision in Kings Lynn and West Norfolk contributes to the shared strategic outcomes is as follows:

- Indoor athletics is a specialist activity that appeals to a limited cross-section of the community and as such it is unlikely to engage many new or lapsed participants.
- The facility Alive Lynnsport are also used for tennis, netball and football so the multi-functional nature of the facility delivers opportunities with wider appeal.

## **12.20 The options for securing additional indoor tennis court capacity**

The options for securing indoor athletics facilities capacity to meet current and future needs are as follows:

### **12.19.1 Protect**

Local/Neighbourhood Plan policies for the protection of the existing facility through the Local Plan will be key to securing local provision. Planning policy supports the retention of existing facilities for which existing and/or future demand has been identified, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility.

### **12.19.2 Provide**

There is insufficient evidence of need to provide additional indoor athletics facilities in Kings Lynn and West Norfolk.

## **12.21 Action Plan**

The table below sets out the action plan for indoor athletics facilities to guide the implementation of the strategy. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and in terms of the staffing necessary to undertake the work required to pursue the actions.

*Table 100: Action plan for indoor athletics facilities*

| <b>Issues</b>                                       | <b>Action</b>  | <b>Lead</b> | <b>Partners</b> | <b>Resources</b> | <b>Priority</b> |
|---|--|-------------|-----------------|------------------|-----------------|
| Protection of existing indoor athletics facilities. | Consider including a policy in the Local Plan to protect the existing indoor athletics facilities. | KL&WNBC     | -               | -                | High            |

## 13 VILLAGE AND COMMUNITY HALLS

### *Key findings:*

- **Quantity:** There are 94 village and community halls in Kings Lynn and West Norfolk. There is spare capacity at all facilities to accommodate some additional usage.
- **Quality:** All halls can accommodate some informal, recreational sport and physical activity, but 11 have badminton court markings.
- **Accessibility:** All parts of the borough are within 10 minutes driving time of at least one village or community hall.
- **Availability:** Usage charges and opening hours are consistent with attracting a wide range of users.

### 13.1 Introduction

This section examines the provision of village and community halls in Kings Lynn and West Norfolk. Village and community halls are defined as community accessible facilities with the potential to accommodate some sport and physical activity.

### 13.2 Quantity

The location of village and community halls with community use in the borough is as follows:

*Table 101: Village and community halls in Kings Lynn and West Norfolk*

| <i>Hall</i>                        | <i>Address</i>                           | <i>Dimensions</i>                 | <i>Sub-area</i> |
|------------------------------------|--|-----------------------------------|-----------------|
| Amy Robsart Hall                   | The Street, Syderstone PE31 8SD          | 15m x 8m x 3m                     | Hunstanton      |
| Barroway Drove Village Hall        | Barroway Drove PE38 0AL                  | 18m x 9m x 4m                     | Downham Market  |
| Barton Bendish Village Hall        | Church Road, Barton Bendish PE33 9GF     | 10.5m x 8.5m x 4m                 | Downham Market  |
| Brancaster Village Hall            | Main Road, Brancaster PE31 8AA           | 12m x 7m x 4m                     | Hunstanton      |
| Brancaster Staithe Village Hall    | Main Road, Brancaster Staithe PE31 8BX   | 12.7m x 7.2                       | Hunstanton      |
| Burnham Market Village Hall        | Beacon Hill Rd, Burnham Market PE31 8ER  | 12m x 5m x 3m                     | Hunstanton      |
| Burnham Overy Staithe Village Hall | New Road, Burnham Overy Staithe PE31 8JD | 8m x 5m x 4m                      | Hunstanton      |
| Castle Acre Village Hall           | Pye's Lane, Castle Acre PE32 2XB         | 12m x 9m x 3m                     | Kings Lynn      |
| Central Hall, Emneth               | Gaultree Square, Emneth PE14 8DA         | 20m x 10m x 4m                    | Downham Market  |
| Clenchwarton Memorial Hall         | Black Horse Road, Clenchwarton PE34 4DN  | 18m x 7m x 3m<br>Plans to replace | Kings Lynn      |
| Crimplesham Village Hall           | Market Lane Crimplesham PE33 9DZ         | 15m x 8m x 4m                     | Downham Market  |
| Denver Village Hall                | 24 Sluice Rd Denver PE38 0DY             | 13m x 7m x 3m                     | Downham Market  |
| Dersingham Village Centre          | 83 Manor Road Dersingham PE31 6YU        | 18m x 13m x 4m                    | Hunstanton      |

| <i>Hall</i>                            | <i>Address</i>                          | <i>Dimensions</i> | <i>Sub-area</i> |
|--|---|-------------------|-----------------|
| Discovery Youth Centre                 | Columbia Way, King's Lynn PE30 2LA      | 33m 16m x 5m      | Kings Lynn      |
| Docking Pavilion                       | Bradmere Lane, Docking PE31 8NQ         | 10m x 6m x 3m     | Hunstanton      |
| Downham Market Methodist Church Hall   | Paradise Road, Downham Market PE38 9JE  | 14m x 8.5m x 3m   | Downham Market  |
| Downham Market Town Hall               | Bridge St., Downham Market PE38 9DW     | 11m x 9.8m x 4m   | Downham Market  |
| East Rudham Village Hall               | School Road, East Rudham PE31 8GN       | 15m x 8m x 4m     | Hunstanton      |
| East Winch Village Hall                | Station Rd, East Winch PE32 1NR         | 8m x 5m x 2.5m    | Kings Lynn      |
| Fairstead Community Centre             | Fairstead Estate, King's Lynn PE30 4SR  | 15m x 10m x 4m    | Kings Lynn      |
| Feltwell British Legion                | Long Lane, Feltwell IP26 4BJ            | 12m x 5m x 2.5m   | Downham Market  |
| Fincham Memorial Hall                  | 122 Main Road, Fincham PE33 9EN         | 15m x 8m x 3m     | Downham Market  |
| Flitcham cum Appleton Community Centre | Bell Hill, Flitcham PE31 6BU            | 10m x 8m x 2.5m   | Hunstanton      |
| Gayton Jubilee Village Hall            | Lynn Road, Gayton PE32 1PA              | 15m x 8m x 3m     | Kings Lynn      |
| Gaywood Community Centre               | Cemetery Drive, King's Lynn PE30 4EL    | 19m x 9m x 3m     | Kings Lynn      |
| Great Massingham Village Hall          | Station Rd, Great Massingham PE32 2HU   | 15m x 10m x 3m    | Hunstanton      |
| Grimston Village Hall                  | Cliff-en-Howe Road Grimston PE32 1BY    | 15m x 10m x 3m    | Kings Lynn      |
| Harpley Village Hall                   | Nethergate Street Harpley PE31 6TW      | 8m x 6m x 3m      | Hunstanton      |
| Heacham Public Hall                    | Station Road, Heacham PE31 7HG          | 15m x 8m x 4m     | Hunstanton      |
| Hilgay Village Hall                    | 22 High St. Hilgay PE38 0LH             | 12m x 8m x 4m     | Downham Market  |
| Hockwold Village Hall                  | 86 Main Street Hockwold IP26 4LW        | 15m x 8m x 5m     | Downham Market  |
| Holme Next the Sea Village Hall        | Kirkgate Holme-next-the-Sea PE36 6LH    | 11.5m x 7m x 4m   | Hunstanton      |
| Hunstanton Community Centre            | Avenue Rd Hunstanton PE36 5BW           | 12m x 6m x 3m     | Hunstanton      |
| Hunstanton Town Hall                   | The Green Hunstanton PE36 6BQ           | 18m x 12m x 4m    | Hunstanton      |
| Ingoldisthorpe Church Hall             | 36 Hill Road Ingoldisthorpe PE31 6NZ    | 12m x 8m x 3m     | Hunstanton      |
| Jepson Hall                            | Sutton Rd, Walpole Cross Keys PE34 4HD  | 12m x 8m x 3m     | Downham Market  |
| Jubilee Community Centre               | Howdale Road Downham Market PE38 9AH    | 15m x 10m x 4m    | Downham Market  |
| Kings Lynn Masonic Centre              | Hamburg Way, King's Lynn PE30 2ND       | 15m x 10m x 4m    | Kings Lynn      |
| Leziate Village Hall                   | Brow of the Hill, Leziate PE32 1EN      | 10m x 6m x 3m     | Kings Lynn      |
| Lakes End Village Hall                 | Main Road, Lakes End PE14 9QL           | 15m x 6m x 3m     | Downham Market  |
| Marham Village Hall                    | School Lane, Marham PE33 9JA            | 15m x 6m x 4m     | Downham Market  |
| Marshland Hall                         | Smeeth Rd, Marshland St. James PE14 8JB | 18m x 6m x 3m     | Downham Market  |
| Middleton Village Hall                 | School Road, Middleton PE32 1SA         | 15m x 8m x 4m     | Kings Lynn      |
| Nelson Memorial Hall                   | Church Lane Burnham Thorpe PE31 8HS     | 15m x 6m x 4m     | Hunstanton      |
| Nordelph Village Hall                  | Birchfield Road, Nordelph PE38 0BP      | 10m x 10m x 3m    | Downham Market  |
| North Creak Village Hall               | Church Street, North Creak NR21 9LQ     | 15m x 8m x 4m     | Hunstanton      |
| North Wootton Village Hall             | Priory Lane, North Wootton PE30 3PT     | 15m x 8m x 4m     | Kings Lynn      |

| <i>Hall</i>                               | <i>Address</i>                                 | <i>Dimensions</i> | <i>Sub-area</i> |
|---|--|-------------------|-----------------|
| Northwold Village Hall                    | School Lane, Northwold IP26 5LL                | 10m x 5m x 4m     | Downham Market  |
| Old Friends Hall                          | Sunnyside, Heacham PE31 7DU                    | 6m x 4m x 3m      | Hunstanton      |
| Old Hunstanton Village Hall               | Old Hunstanton Road, Old Hunstanton PE36 6HS   | 10m x 6m x 3m     | Hunstanton      |
| Outwell Village Hall                      | 136 Wisbech Rd, Outwell PE14 8PF               | 18m x 10m x 4m    | Downham Market  |
| Pentney Village Hall                      | Narborough Road Pentney PE32 1JD               | 15m x 8m x 2.5m   | Downham Market  |
| Reffley Community Hall                    | Reffley Lane, King's Lynn PE30 3EQ             | 17m x 10m x 3m    | Kings Lynn      |
| Ringstead Village Hall                    | High Street, Ringstead PE36 5JU                | 12m x 8m x 4m     | Hunstanton      |
| Ripper Memorial Hall Docking              | High Street, Docking PE31 8NG                  | 18.5m x 7.5m x 5m | Hunstanton      |
| Runcton Holme Parish Hall                 | Downham Road, Runcton Holme PE33 0AD           | 15m x 8m x 4m     | Downham Market  |
| Sedgeford Village Hall                    | Jarvie Close, Sedgeford PE36 5NR               | 14m x 6m x 3.5m   | Hunstanton      |
| Shouldham Village Hall                    | Eastgate Street, Shouldham PE33 0DD            | 12m x 8m x 3m     | Downham Market  |
| Snettisham Memorial Hall                  | Old Church Rd, Snettisham PE31 7LX             | 18m x 8m x 4m     | Hunstanton      |
| South Creake Memorial Pavilion            | The Green, South Creake NR21 9PD               | 10m x 6m x 3m     | Hunstanton      |
| South Lynn Community Centre               | St Michaels Rd, King's Lynn, PE30 5HE          | 15m x 10m x 4m    | Kings Lynn      |
| South Wootton Village Hall                | Church Lane, South Wootton, PE30 3LJ           | 13m x 11m x 3m    | Kings Lynn      |
| Southery Village Hall                     | Recreation Drive, Southery PE38 0NB            | 20m x 12m x 3m    | Downham Market  |
| St. George's Hall Complex                 | High Street, Methwold IP26 4NT                 | 15m x 8m x 4m     | Downham Market  |
| Stanhoe Village Hall Room                 | 1 Cross Lane, Stanhoe PE31 8PS                 | 14m x 6m x 2.5m   | Hunstanton      |
| Stoke Ferry Community Centre              | Wretton Road, Stoke Ferry PE33 9QJ             | 33m x 17m x 4.5m  | Downham Market  |
| Stoke Ferry Village Hall                  | Lynn Road, Stoke Ferry PE33 9SE                | -                 | Downham Market  |
| Stow Bridge Village Hall                  | Holme Road, Stow Bridge PE34 3PW               | 15m x 6m x 4m     | Downham Market  |
| Ten Mile Bank Village Hall                | Station Road, Ten Mile Bank PE38 0EP           | 6m x 4m x 3m      | Downham Market  |
| Terrington St. John Methodist Church Hall | Ely Row, Terrington St John PE14 7RS           | 5m x 4m x 3m      | Kings Lynn      |
| The Pavilion                              | Churchgate Way, Terrington St Clement PE34 4PG | 10m x 8m x 4m     | Kings Lynn      |
| Thornham Village Hall                     | High Street, Thornham PE36 6LX                 | 15m x 8m x 4m     | Hunstanton      |
| Three Holes Village Hall                  | Squires Drove, Three Holes PE14 9JY            | 17m x 10m x 4m    | Downham Market  |
| Tilney St. Lawrence Village Hall          | Magdalen Rd, Tilney St Lawrence PE34 4RF       | 20m x 10m x 4m    | Downham Market  |
| Tilney All Saints Village Hall            | Church Road, Tilney All Saints PE34 4SJ        | 12m x 7m x 3m     | Downham Market  |
| Tottenham & Wormegay Village Hall         | Whin Common Rd, Tottenham, PE33 0RS            | 8m x 5m x 3m      | Downham Market  |



| <i>Hall</i>                                    | <i>Address</i>                                      | <i>Dimensions</i> | <i>Sub-area</i> |
|--|---|-------------------|-----------------|
| Upwell Village Hall                            | 6 New Road, Upwell PE14 9AB                         | 15m x 8m x 4m     | Downham Market  |
| Village Meeting Place, North Runcton           | School Lane, North Runcton PE33 0RB                 | 6m x 5m x 3m      | Downham Market  |
| Walpole Community Centre                       | Summer Close, Walpole St Andrew PE14 7JW            | 15m x 8m x 4m     | Downham Market  |
| Walpole Highway Village Hall                   | Hall Road Walpole Highway PE14 7QD                  | 18m x 10 mx 4m    | Downham Market  |
| Walpole St Peter Parish Hall                   | Church Road, Walpole St. Peter PE14 7NS             | 18m x 10m x 3m    | Downham Market  |
| Walsoken Village Hall                          | Kirkgate Street, Walsoken PE13 3QX                  | 15m x 8m x 4,5m   | Downham Market  |
| Watlington Village Hall                        | Lynn Road, Watlington PE33 0HP                      | 10m x 9m x 4m     | Downham Market  |
| William Marshall Centre                        | Hurne Drove, Welney PE14 9SD                        | 18m x 10m x 5m    | Downham Market  |
| Wereham Village Hall                           | Church Road, Wereham, PE33 9AP                      | 6m x 5m x 3m      | Hunstanton      |
| West Acre Village Hall                         | Sandy Lane West Acre PE32 1TX.                      | 18m x 8m x 4m     | Downham Market  |
| West Dereham Village Hall                      | Church Road, West Dereham PE33 9RW                  | -                 | Kings Lynn      |
| West Newton Village Hall                       | St. Peter's Road, West Lynn PE34 3LB                | 10m x 4m x 3m     | Downham Market  |
| West Walton Village Hall                       | Mill Road West Walton PE14 7EU                      | 16m x 8m x 4m     | Kings Lynn      |
| West Winch Village Hall (William Burt Complex) | Watering Lane West Winch PE33 0JY                   | 17m x 8m x 3m     | Downham Market  |
| Wiggenhall St Germans Memorial Hall            | School Road Wiggenhall St Germans PE34 3DR          | 20m x 11m x 4m    | Downham Market  |
| Wiggenhall St. Mary Magdalen Village Hall      | Park Crescent Wiggenhall St. Mary Magdalen PE34 3BU | 15m x 8m x 3m     | Downham Market  |
| Wimbotsham Village Hall                        | Low Road Wimbotsham PE34 3QQ                        | -                 | Hunstanton      |
| Wormegay Mission Room                          | 118 Wolferton Sandringham PE31 6HA                  | 18m x 8m x 3m     | Downham Market  |

The distribution of village and community halls by sub-area in Kings Lynn and West Norfolk is as follows:

*Table 102: Village and community halls in Kings Lynn and West Norfolk by Sub-area*

| <i>Sub-area</i>              | <i>Sub-area population 2020</i> | <i>No. halls</i> | <i>Halls per capita</i> |
|------------------------------|---------------------------------|------------------|-------------------------|
| Hunstanton and surrounds     | 28,316                          | 29               | 1: 976                  |
| Kings Lynn and surrounds     | 67,643                          | 19               | 1: 3,979                |
| Downham Market and surrounds | 55,286                          | 46               | 1: 1,202                |
| <b>KL &amp; WEST NORFOLK</b> | <b>151,245</b>                  | <b>94</b>        | <b>1: 1,609</b>         |

## 13.3 Quality

### 13.3.1 The criteria assessed

The quality of village and community halls was assessed on the basis of their suitability to accommodate sport and physical activity:

- **Provision for formal sport:** Including dedicated sports facilities and markings and changing rooms. These are given a rating of 4.
- **Available for a range informal physical activity:** The provision of a space which can be used for several recreational sports. These are given a rating of 3.
- **Limited availability for physical activity:** The provision of a space which can be used for exercise classes such as yoga or aerobics. These are given a rating of 2.
- **Not available for physical activity:** These are given a rating of 1.

Table 103: Village and community halls in Kings Lynn and West Norfolk

| <i>Facility</i>                        | <i>Rating</i> |
|--|---------------|
| Amy Robsart Hall                       | 2             |
| Barroway Drove Village Hall            | 2             |
| Barton Bendish Village Hall            | 2             |
| Brancaster Village Hall                | 2             |
| Brancaster Staithe Village Hall        | 2             |
| Burnham Market Village Hall            | 2             |
| Burnham Overy Staithe Village Hall     | 2             |
| Castle Acre Village Hall               | 2             |
| Central Hall, Emneth                   | 3             |
| Clenchwarton Memorial Hall             | 2             |
| Crimplesham Village Hall               | 2             |
| Denver Village Hall                    | 3             |
| Dersingham Village Centre              | 3             |
| Discovery Youth Centre                 | 4             |
| Docking Pavilion                       | 2             |
| Downham Market Methodist Church Hall   | 2             |
| Downham Market Town Hall               | 3             |
| East Rudham Village Hall               | 3             |
| East Winch Village Hall                | 2             |
| Fairstead Community Centre             | 3             |
| Feltwell British Legion                | 2             |
| Fincham Memorial Hall                  | 2             |
| Flitcham cum Appleton Community Centre | 2             |
| Gayton Jubilee Village Hall            | 2             |
| Gaywood Community Centre               | 2             |
| Great Massingham Village Hall          | 3             |
| Grimston Village Hall                  | 2             |
| Harpley Village Hall                   | 2             |
| Heacham Public Hall                    | 2             |

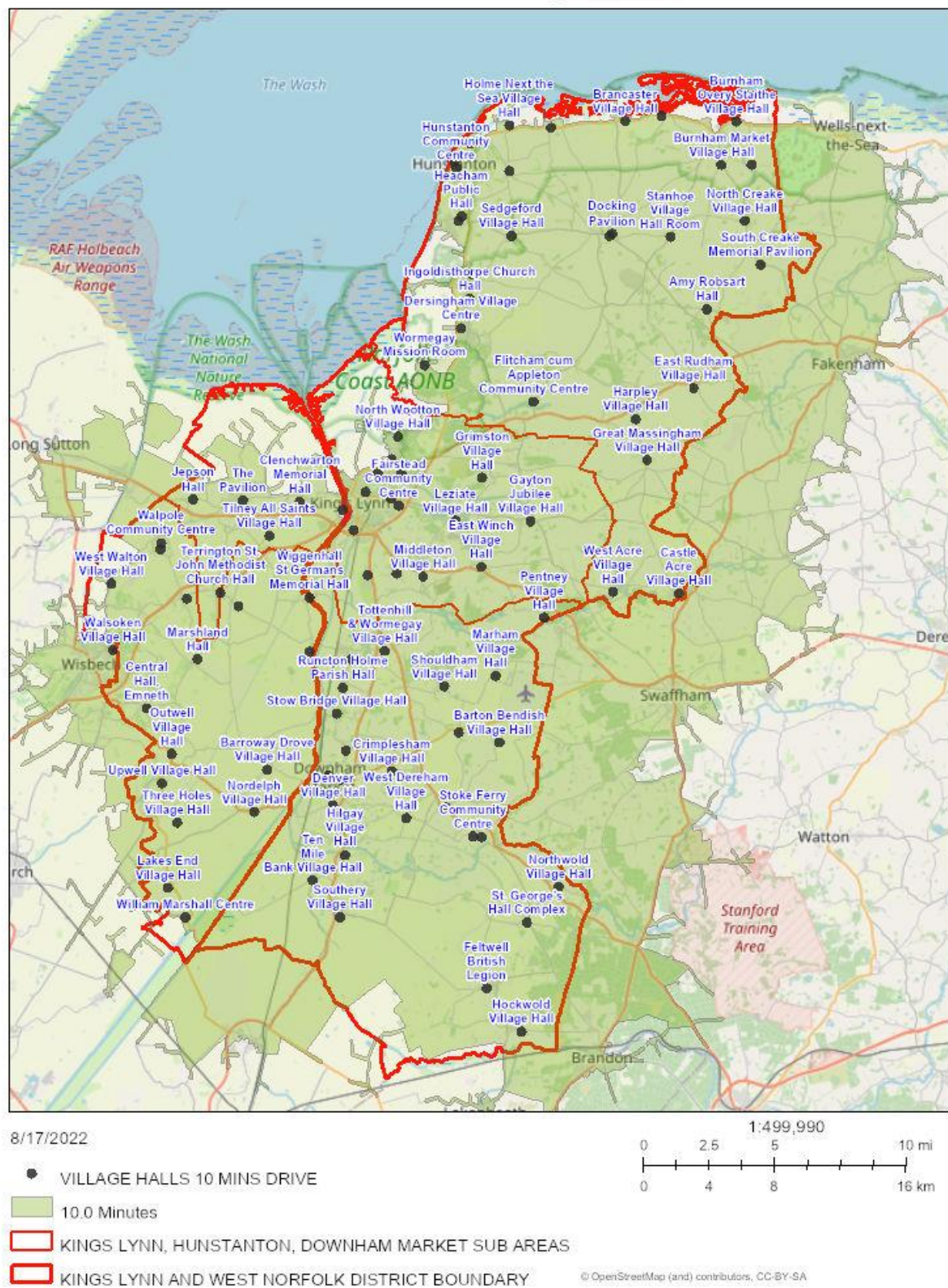
| <i>Facility</i>                           | <i>Rating</i> |
|---|---------------|
| Hilgay Village Hall                       | 2             |
| Hockwold Village Hall                     | 3             |
| Holme Next the Sea Village Hall           | 2             |
| Hunstanton Community Centre               | 2             |
| Hunstanton Town Hall                      | 2             |
| Ingoldisthorpe Church Hall                | 2             |
| Jepson Hall                               | 2             |
| Jubilee Community Centre                  | 2             |
| Kings Lynn Masonic Centre                 | 2             |
| Leziate Village Hall                      | 2             |
| Lakes End Village Hall                    | 2             |
| Marham Village Hall                       | 2             |
| Marshland Hall                            | 4             |
| Middleton Village Hall                    | 3             |
| Nelson Memorial Hall                      | 3             |
| Nordelph Village Hall                     | 2             |
| North Creak Village Hall                  | 2             |
| North Wootton Village Hall                | 2             |
| Northwold Village Hall                    | 2             |
| Old Friends Hall                          | 1             |
| Old Hunstanton Village Hall               | 2             |
| Outwell Village Hall                      | 3             |
| Pentney Village Hall                      | 2             |
| Reffley Community Hall                    | 2             |
| Ringstead Village Hall                    | 2             |
| Ripper Memorial Hall Docking              | 3             |
| Runcton Holme Parish Hall                 | 2             |
| Sedgeford Village Hall                    | 4             |
| Shouldham Village Hall                    | 2             |
| Snettisham Memorial Hall                  | 3             |
| South Creak Memorial Pavilion             | 4             |
| South Lynn Community Centre               | 3             |
| South Wootton Village Hall                | 2             |
| Southery Village Hall                     | 2             |
| St. George's Hall Complex                 | 3             |
| Stanhoe Village Hall Room                 | 2             |
| Stoke Ferry Community Centre              | 4             |
| Stoke Ferry Village Hall                  | 1             |
| Stow Bridge Village Hall                  | 4             |
| Ten Mile Bank Village Hall                | 2             |
| Terrington St. John Methodist Church Hall | 1             |
| The Pavilion                              | 3             |
| Thornham Village Hall                     | 2             |
| Three Holes Village Hall                  | 3             |
| Tilney St. Lawrence Village Hall          | 3             |
| Tilney All Saints Village Hall            | 3             |
| Tottenham & Wormegay Village Hall         | 2             |

| <i>Facility</i>                                | <i>Rating</i> |
|--|---------------|
| Upwell Village Hall                            | 3             |
| Village Meeting Place, North Runcton           | 2             |
| Walpole Community Centre                       | 3             |
| Walpole Highway Village Hall                   | 3             |
| Walpole St Peter Parish Hall                   | 2             |
| Walsoken Village Hall                          | 2             |
| Watlington Village Hall                        | 4             |
| William Marshall Centre                        | 4             |
| Wereham Village Hall                           | 4             |
| West Acre Village Hall                         | 2             |
| West Dereham Village Hall                      | 3             |
| West Newton Village Hall                       | 2             |
| West Walton Village Hall                       | 2             |
| West Winch Village Hall (William Burt Complex) | 4             |
| Wiggenhall St Germans Memorial Hall            | 3             |
| Wiggenhall St. Mary Magdalen Village Hall      | 4             |
| Wimbotsham Village Hall                        | 3             |
| Wormegay Mission Room                          | 1             |

### **13.4 Accessibility**

The ‘effective catchment’ for village and community halls is 20 minutes driving time. The whole of the borough is within the catchment of at least one facility.

## KINGS LYNN & WEST NORFOLK Village Halls 10 Minutes Drive



### 13.5 Availability and use

The table below identifies the sport and physical activity currently accommodated at village and community halls in Kings Lynn and West Norfolk. The information was supplied by the facility operators:

*Table 104: Sports activities in village and community halls in Kings Lynn and West Norfolk*

| <b><i>Facility</i></b>                 | <b><i>Sports activities accommodated</i></b> |
|--|--|
| Amy Robsart Hall                       | None   |
| Barroway Drove Village Hall            | Fitness training                             |
| Barton Bendish Village Hall            | Yoga   |
| Brancaster Village Hall                | Pilates, Line dancing                        |
| Brancaster Staithe Village Hall        | Carpet bowls                                 |
| Burnham Market Village Hall            | None   |
| Burnham Overy Staithe Village Hall     | Table tennis                                 |
| Castle Acre Village Hall               | None   |
| Central Hall, Emneth                   | Yoga, Carpet bowls, Dance fit                |
| Clenchwarton Memorial Hall             | None   |
| Crimplesham Village Hall               | Dance classes                                |
| Denver Village Hall                    | Yoga, line dancing                           |
| Dersingham Village Centre              | Yoga, Pilates, Dance, Carpet bowls           |
| Discovery Youth Centre                 | Badminton, 5-a-side football                 |
| Docking Pavilion                       | None   |
| Downham Market Methodist Church Hall   | Carpet bowls                                 |
| Downham Market Town Hall               | Yoga   |
| East Rudham Village Hall               | Badminton, Fitness classes                   |
| East Winch Village Hall                | Keep fit, Dance                              |
| Fairstead Community Centre             | Keep fit                                     |
| Feltwell British Legion                | Carpet bowls                                 |
| Fincham Memorial Hall                  | Zumba  |
| Flitcham-cum-Appleton Community Centre | Keep fit, Yoga                               |
| Gayton Jubilee Village Hall            | Keep fit                                     |
| Gaywood Community Centre               | Line dancing                                 |
| Great Massingham Village Hall          | Carpet bowls, keep fit, snooker              |
| Grimston Village Hall                  | Keep fit, dance                              |
| Harpley Village Hall                   | Zumba  |
| Heacham Public Hall                    | Fitness, badminton                           |
| Hilgay Village Hall                    | Yoga   |
| Hockwold Village Hall                  | Badminton, Keep fit                          |
| Holme Next the Sea Village Hall        | Carpet bowls                                 |
| Hunstanton Community Centre            | Dance, Keep fit                              |
| Hunstanton Town Hall                   | None   |
| Ingoldisthorpe Church Hall             | Keep fit                                     |
| Jepson Hall                            | Short mat bowls, Yoga                        |
| Jubilee Community Centre               | Fitness classes                              |
| Kings Lynn Masonic Centre              | Yin Yoga                                     |
| Leziate Village Hall                   | Keep fit                                     |
| Lakes End Village Hall                 | Fitness classes                              |



| <i>Facility</i>                           | <i>Sports activities accommodated</i>     |
|---|---|
| Marham Village Hall                       | Yoga                                      |
| Marshland Hall                            | Fitness, Pilates, Karate, Carpet bowls    |
| Middleton Village Hall                    | Short mat bowls, Yoga                     |
| Nelson Memorial Hall                      | Fitness classes                           |
| Nordelph Village Hall                     | Yoga                                      |
| North Creake Village Hall                 | Keep fit                                  |
| North Wootton Village Hall                | Fitness classes                           |
| Northwold Village Hall                    | Yoga                                      |
| Old Friends Hall                          | None                                      |
| Old Hunstanton Village Hall               | Yoga, Pilates, Zumba, Kettlecise          |
| Outwell Village Hall                      | Dance, fitness                            |
| Pentney Village Hall                      | Dance                                     |
| Reffley Community Hall                    | Yoga, Pilates, Dance                      |
| Ringstead Village Hall                    | Line dancing                              |
| Ripper Memorial Hall Docking              | Badminton, Short Mat Bowls, Pilates       |
| Runcton Holme Parish Hall                 | Table Tennis, fitness                     |
| Sedgeford Village Hall                    | Yoga, table tennis, carpet bowls          |
| Shouldham Village Hall                    | None                                      |
| Snettisham Memorial Hall                  | Indoor bowls, Dance, Pilates              |
| South Creake Memorial Pavilion            | Yoga, Paracise                            |
| South Lynn Community Centre               | Keep fit                                  |
| South Wootton Village Hall                | Dance                                     |
| Southery Village Hall                     | Fitness                                   |
| St. George's Hall Complex                 | Badminton, Zumba                          |
| Stanhoe Village Hall Room                 | None                                      |
| Stoke Ferry Community Centre              | Basketball, five-a-side football, fitness |
| Stoke Ferry Village Hall                  | None                                      |
| Stow Bridge Village Hall                  | Dance, fitness                            |
| Ten Mile Bank Village Hall                | None                                      |
| Terrington St. John Methodist Church Hall | None                                      |
| The Pavilion                              | Fitness, zumba                            |
| Thornham Village Hall                     | Cinema, dance                             |
| Three Holes Village Hall                  | Indoor bowls, fitness                     |
| Tilney St. Lawrence Village Hall          | Short mat bowls, table tennis             |
| Tilney All Saints Village Hall            | Table Tennis                              |
| Tottenham & Wormegay Village Hall         | Chair yoga, BoxFit                        |
| Upwell Village Hall                       | Pilates, fitness, indoor bowls            |
| Village Meeting Place, North Runcton      | None                                      |
| Walpole Community Centre                  | Gymnastics, Badminton                     |
| Walpole Highway Village Hall              | None                                      |
| Walpole St Peter Parish Hall              | None                                      |
| Walsoken Village Hall                     | None                                      |
| Watlington Village Hall                   | Badminton, dance, indoor bowls            |
| William Marshall Centre                   | Fitness, boxercise.                       |
| Wereham Village Hall                      | Pilates, Zumba, Dodgeball, Badminton      |
| West Acre Village Hall                    | None                                      |
| West Dereham Village Hall                 | Yoga, dance                               |

| <i>Facility</i>                                | <i>Sports activities accommodated</i> |
|--|---------------------------------------|
| West Newton Village Hall                       | Hiit Fitness                          |
| West Walton Village Hall                       | Running club                          |
| West Winch Village Hall (William Burt Complex) | Badminton, fitness                    |
| Wiggenhall St Germans Memorial Hall            | Indoor bowls, youth club              |
| Wiggenhall St. Mary Magdalen Village Hall      | Short mat bowls                       |
| Wimbotsham Village Hall                        | Yoga                                  |
| Wormegay Mission Room                          | None                                  |

### **13.6 Key findings on supply**

The key findings are as follows:

- There are 94 village and community halls currently available in Kings Lynn and West Norfolk.
- All facilities are available for hire by groups and individuals.
- Hire charges vary widely from £8 to £12 an hour or £18 to £127 for half-a-day, but most offer discounted rates to local and/or regular hirers.
- All halls can accommodate some informal, recreational sport and physical activity, but 11 have formal badminton court markings.

### **13.7 Changes since 2023**

There have been no changes in the supply of village and community halls since 2023.

### **13.8 Current demand for village and community halls**

#### **13.8.1 Expressed demand**

Most of the village and community halls accommodate at least some sport and physical activity, but this is generally a small component of usage programmes that include a wide range of other social and community functions. Most of the demand served is for recreational level sports activities, complementing the more formal sports opportunities available in the specialist indoor sports facilities.

#### **13.8.2 Displaced demand**

Displaced demand relates to users of village and community halls from within the study area which takes place outside of the area. Because they serve a relatively localised catchment, there is no evidence of Kings Lynn and West Norfolk residents accessing halls outside the borough.

#### **13.8.3 Unmet demand**

All village and community halls have some spare capacity to accommodate additional activities, so there is no evidence of unmet demand in the borough.

### 13.9 Assessments of need in neighbouring areas

There are no assessments of need for village and community halls in neighbouring areas.

### 13.10 Sport-specific priorities

There are no identified strategic priorities for developing village and community halls in Kings Lynn and West Norfolk.

### 13.11 Future demand for village and community halls

#### 13.11.1 Population growth

Two scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 (or 16.1%).

#### 13.11.2 Participation rates

- **National trends:** Sport England's 'Active Lives' survey has recorded adult (16+) weekly participation rates for activities accommodates in village and community halls at national level since 2015:

Table 105: 'Active Lives' survey national participation rates for village hall activities 2015 - 2020

| <b>Sport</b>   | <b>2015/16</b> | <b>2016/17</b> | <b>2017/18</b> | <b>2018/19</b> | <b>2019/20</b> | <b>2020/21</b> | <b>2021/22</b> | <b>2022/23</b> | <b>% Change</b> |
|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|
| Fitness class  | 14.3%          | 14.6%          | 14.1%          | 14.9%          | 14.0%          | 12.1%          | 12.5%          | 13.4%          | -0.9%           |
| Fit activities | -              | 29.5%          | 30.0%          | 30.8%          | 28.0%          | 24.9%          | 27.2%          | 28.7%          | -0.8%           |
| Martial arts   | 0.4%           | 0.5%           | 0.6%           | 0.5%           | 0.4%           | 0.4%           | 0.5%           | 0.6%           | 0.0%            |

- **Local trends:** Sport England's 'Active Lives' survey recorded the proportion of the adult (16+) population who are active for at least 150 minutes per week in Kings Lynn and West Norfolk between 2015 and the present. The results are tabulated below and show that whilst rates have fluctuated over the survey periods, there is a downward trend between 2015 and 2023:

Table 106: 'Active Lives' Sports participation rates in Kings Lynn and West Norfolk 2015 - 2023

| <b>2015/16</b> | <b>2016/17</b> | <b>2017/18</b> | <b>2018/19</b> | <b>2019/20</b> | <b>2020/21</b> | <b>2021/22</b> | <b>2022/23</b> | <b>% Change</b> |
|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|
| 78.5%          | 70.1%          | 71.4%          | 77.5%          | 71.7%          | 67.3%          | 66.3%          | 71.7%          | -6.8%           |

#### 13.11.3 Future projections

Participation rates in sports that use village and community halls have increased slightly in recent years, whilst general activity rates in Kings Lynn and West Norfolk have fallen, so it would therefore be reasonable to assume that demand for village and community halls will remain steady until 2040. An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for halls by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the population by 2040 will increase demand by that figure.

### 13.12 Key findings on demand

The key findings are as follows:

- Village and community halls meet demand for a wide range of sport and physical activities at a recreational level.
- An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for halls by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the population by 2040 will increase demand by that figure.

### 13.13 Changes since 2023

There have been no significant changes in demand for village and community halls since 2023.

### 13.14 The balance between village and community halls supply and demand

Four criteria have been assessed to evaluate the balance between village and community hall supply and demand in Kings Lynn and West Norfolk:

- **Quantity:** Are there enough facilities with sufficient capacity to meet needs now and in the future?
- **Quality:** Are the facilities fit for purpose for the users now and in the future?
- **Accessibility:** Are the facilities in the right location for the users now and in the future?
- **Availability:** Are the facilities available for those who want to use them now and in the future?

### 13.15 Quantity

#### 13.15.1 Current needs

Current village and community halls in Kings Lynn and West Norfolk are assessed to be at operating with some spare capacity, based upon the following evaluation:

- **Used peak capacity:** Analysis of usage programmes in the peak period for all village and community hall use, including non-sports activity, reveals around 20% spare capacity, which is collectively equivalent to 19 of the 95 halls.
- **Satisfied demand:** There is no evidence of unmet demand, with a good geographical spread of provision.

#### 13.15.2 Future needs

The quantity of village and community halls required to meet future needs has been assessed as adequate to meet additional demand by 2040, based upon the following evaluation:

- **Demand increases:** An increase of 4,750 or 3.1% in the Kings Lynn and West Norfolk population by 2040 will increase demand for halls by a similar amount. Alternatively, an increase of 25,000 or 16.1% in the population by 2040 will increase demand by that figure.

- **Participation trends:** Participation trends for sports using village and community halls are projected to remain static.
- **Additional needs:** Existing spare capacity at village and community halls is around 20%, which will be sufficient to accommodate all additional demand by 2040.

## 13.16 Quality

### 13.16.1 Current quality

There are no significant quality issues relating to village and community halls in Kings Lynn and West Norfolk, although the position should be kept under review.

### 13.16.2 Future quality

All local providers continue to invest in maintaining and improving their facilities, so it seems reasonable to assume that local provision will continue to be upgraded regularly.

## 13.17 Accessibility

### 13.17.1 Current accessibility

The whole population is within 10 minutes driving time of the nearest village and community hall.

### 13.17.2 Future accessibility

Existing facilities are well located to serve additional future demand.

## 13.18 Availability

### 13.18.1 Current availability

All facilities offer 'pay-and-play' public access.

### 13.18.2 Future availability

It is likely that prices will continue to be geared towards affordability.

## 13.19 Contribution to shared strategic outcomes

Based upon the assessment above, the extent to which village and community halls provision in Kings Lynn and West Norfolk contributes to the shared strategic outcomes is as follows:

- Village and community halls provide a network opportunities to participate in sport and physical activity at a local level and in a familiar environment and as such they can overcome some of the barriers for lapsed or new participants.
- At present, there is no co-ordination between village and community hall providers to help address the shared strategic outcome of 'better integration between the needs of low participant groups and the sport and physical activity opportunities provided'.

### 13.20 The options for securing additional village and community halls

The options for securing existing and additional village and community hall capacity to meet current and future needs are as follows:

#### 13.20.1 Protect

Local/Neighbourhood Plan policies for the protection of existing village and community halls through the Local Plan will be key both to securing local provision by ensuring that planning policy supports the retention of existing facilities for which existing and/or future demand has been identified, unless the loss of a facility would involve its replacement with a facility of at least the equivalent size, quality and accessibility. To maximise the potential for sports use, all replacement halls should comply with the dimensions needed for a badminton court (18m x 10m x 6.1m) and the provisions of Sport England's 'Village and Community Halls: Design Guidance Note' (2001).

#### 13.20.2 Enhance

Enhancing existing village and community hall capacity by supporting applications by hall providers for extensions or enhancements such as the addition of changing facilities.

### 13.21 Action Plan

The table below sets out the action plan for village and community halls to guide the implementation of the strategy. The implementation of proposals will be subject to resource availability (and in some instances detailed feasibility work) both in terms of funding and in terms of the staffing necessary to undertake the work required to pursue the actions.

*Table 107: Village and community halls action plan*

| <b>Issues</b>   | <b>Action</b>  | <b>Lead</b>    | <b>Partners</b> | <b>Resources</b> | <b>Priority</b> |
|---|--|----------------|-----------------|------------------|-----------------|
| Protection of existing village and community halls.             | Consider including a policy in the Local Plan to protect all existing village and community halls                  | KL&WN BC       | -               | -                | High            |
| Improving sport and physical activity usage potential of halls. | Support applications by hall providers for extensions or enhancements such as the addition of changing facilities. | Hall providers | KL&WNBC         | TBC              | High            |



## 14 POLICIES AND RECOMMENDATIONS

### 14.1 Introduction

This section contains policies and recommendations for the protection, enhancement and provision of sports facilities in Kings Lynn and West Norfolk.

### 14.2 Policy context

The recommendations made in the context of the National Planning Policy Framework (NPPF), which stipulates that existing sports facilities, should not be built upon unless:

- An assessment has taken place which has clearly shown the facility to be surplus to requirements, or;
- The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality, in a suitable location, or;
- The development is for alternative sport and recreation provision, the needs for which clearly outweighs the loss.

### 14.3 Protect

#### 14.3.1 Recommendation 1: Safeguarding existing provision

The Kings Lynn and West Norfolk Sports Facilities Strategy (SFS) comprises a robust and evidence-based assessment of current and future needs for sports facilities in the borough. The Assessment has identified a need for all current facilities to be retained, on the basis of the specific identified roles that each can play in delivering the needs of sport in the borough both now and in the future. It is therefore recommended that existing planning policies continue to support the retention of all sites, based upon the evidence in the SFS.

#### 14.3.2 Recommendation 2: Community access to education sports facilities

A significant proportion of some types of sports facility in Kings Lynn and West Norfolk are located on school sites. Most of these facilities are not subject to formal Community Use Agreements and external use could, therefore in theory be withdrawn at any time. Some education sports facilities have no community use at all at present, which does not optimise the use of public resources. Furthermore, the management arrangements for many school sports facilities with external use are not conducive to maximising that use. It is therefore recommended that:

- Efforts are made to secure formal Community Use Agreements at existing education sports facilities.
- Community Use Agreements become a standard condition of planning consent at all new education sports facilities, along with a design and specification that is consistent with maximising school and community use.

- Community Use Agreements become a standard condition of receiving funding from developer contributions to improve or enhance the capacity of existing sports facilities on education sites, to meet the additional demand arising from housing developments.
- Support be offered to schools with their community use management arrangements.

## **14.4 Enhance**

### **14.4.1 Recommendation 3: Capacity improvements**

Some of the current demand for sports facilities in Kings Lynn and West Norfolk can be accommodated through enhancements to existing facilities that will facilitate extra usage at existing sites. It is recommended that the site-specific action plan in the Kings Lynn and West Norfolk SFS be used as the basis for prioritising facilities enhancements that will help to alleviate the current identified and future projected deficits.

### **14.4.2 Recommendation 4: Developer contributions (enhancements)**

Some of the additional demand arising from the proposed housing development and the related population growth in Kings Lynn and West Norfolk, can be accommodated through enhancements to existing sports facilities. It is therefore recommended that:

- The action plan in the Kings Lynn and West Norfolk SFS be used as the basis for determining facility enhancements that demonstrably relate to the scale and location of specific developments.
- An appropriate level of financial contributions should then be sought under Section 106 or CIL arrangements, using Sport England's Sports Facility Calculator tool, to cover the capital and revenue implications of the enhancements.

## **14.5 Provide**

### **14.5.1 Recommendation 6: New sports facilities**

Two population growth scenarios are considered:

- The ONS 2018 sub-national population projections forecast a population of 159,050 by 2040, an increase of 4,750 (or 3.1%).
- A projection based on assessed housing needs predicts a population of 179,300 by 2040, an increase of 25,000 (or 16.1%).

Whilst spare capacity in most types of sports facility can meet current and future needs to 2040, specific shortfalls identified in the Kings Lynn and West Norfolk SFS by an evidence-based needs assessment based upon the above projections, that would best be met through new provision include:

Table 108: Summary of current and future sports facilities needs in Kings Lynn and West Norfolk

| <b>Facility type</b>        | <b>Current surplus or deficit</b>  | <b>Additional needs by 2040 -<br/>Lower population</b>   | <b>Additional needs by 2040 -<br/>Higher population</b>   |
|-----------------------------|--|--|---|
| Sports halls                | Current sports halls are operating at just within 'comfortable capacity'.            | 0.33 four-badminton court sized sports halls with full community access. This can be accommodated by securing community access to school sports halls. | 1.70 four-badminton court sized sports halls with full community access). This could be met by providing one additional four-badminton court sized sports hall. |
| Swimming pools              | Current swimming pools are operating with some limited spare capacity.               | 0.24 four-lane 25m pool with full community access, to be met by expanding capacity at existing pools when refurbished.                                | 1.23 four-lane 25m pools with full community access, to be met by expanding capacity at existing pools when refurbished.  |
| Health and fitness          | Current health and fitness facilities are operating at close to full capacity.       | 66 fitness stations, to be met by additional provision by leisure centres and commercial providers.  | 159 fitness stations, to be met by additional provision by leisure centres and commercial providers.  |
| Squash courts               | Spare capacity of 50% in the peak period.  | Additional needs met by current spare capacity   | Additional needs met by current spare capacity  |
| Indoor tennis courts        | Needs met by courts in the sports barn at Lynnsport and sites in neighbouring areas. | Additional needs met by current spare capacity   | Additional needs met by current spare capacity  |
| Indoor bowls                | Spare capacity of 60% in the peak period.  | Additional needs met by current spare capacity   | Additional needs met by current spare capacity  |
| Gymnastics facilities       | Additional capacity needed   | Extension to the existing specialist facilities  | Extension to the existing specialist facilities   |
| Indoor athletics            | Needs met by the sports barn at Lynnsport  | Additional needs met by current spare capacity   | Additional needs met by current spare capacity  |
| Village and community halls | Spare capacity of 20% in the peak period.  | Additional needs met by current spare capacity   | Additional needs met by current spare capacity  |

It is recommended that Kings Lynn and West Norfolk Borough Council should play an active role in encouraging the provision of these facilities, in conjunction with other local stakeholders.

#### 14.5.2 Recommendation 7: Developer contributions (new provision)

Some of the additional demand arising from the proposed housing development in Kings Lynn and West Norfolk can be accommodated through the provision of new sports facilities. It is therefore recommended that:

- The action plan in the Kings Lynn and West Norfolk SFS be used as the basis for determining new facility provision that demonstrably relates to the scale and location of specific developments.
- An appropriate level of financial contributions should then be sought under Section 106 or CIL arrangements, using Sport England's Sports Facility Calculator tool, to cover the capital and revenue implications of providing the facilities.

## 15 IMPLEMENTING AND REVIEWING THE STRATEGY

### 15.1 Introduction

This section identifies the applications of the Kings Lynn and West Norfolk Sports Facilities Strategy (SFS) and the mechanisms for reviewing it to ensure that it remains robust and up-to-date.

### 15.2 Assessment implementation

The success of the SFS will be determined by how it is used. While the use of the SFS should be led by Kings Lynn and West Norfolk Borough Council, its application and delivery will also be the responsibility of the other key local stakeholders including:

- ***Kings Lynn and West Norfolk Borough Council:*** The Council provides the borough's leisure centres at Lynnsport, St. James's Pool in Kings Lynn, Downham Market Leisure Centre and The Oasis, Hunstanton. The facilities are managed by the borough council.
- ***Town and parish councils:*** Town and Parish Councils provide a range of small-scale facilities, in particular village and community halls.
- ***Schools:*** Schools are significant sports facilities providers in the borough, although not all provision is fully community accessible.
- ***Sports clubs:*** Voluntary sector sports clubs provide and run a range of mostly smaller facilities.
- ***Commercial providers:*** The commercial sector has a limited presence in Kings Lynn and West Norfolk, with some locally-owned health and fitness facilities.

### 15.3 Assessment applications

The SFS has a number of applications:

#### 15.3.1 Sports development planning

The SFS can be applied to help:

- Highlight, justify and make the case for sports development activities with particular sports, groups and clubs and in particular areas.
- Identify current and future trends and changes in the demand for individual sports and how they are played.
- Inform the work, strategies and plans of sporting organisations active in the area.
- Advocate the need to work with specific educational establishments to secure community use of their site(s).

- Develop and/or enhance school club links by making the best use of school sites where they have spare capacity and are well located to meet demand.
- An understanding of supply and demand to assist in temporary relocations due to major facility refurbishments.

### 15.3.2 Planning policy

The SFS can be applied to help:

- Develop new, and review the effectiveness of existing, local planning policy (e.g. Local and Neighbourhood Plans) in line with the National Planning Policy Framework (NPPF).
- The implementation of local planning policy to meet the needs of the community in line with the NPPF.

### 15.3.3 Planning applications

The SFS can be applied to help:

- Inform the development of planning applications which affect existing and/or proposed new sports facilities provision.
- Inform pre-application discussions to ensure any subsequent planning applications maximise their benefit to sport and are developed in line with national and local planning policy.
- Sports clubs and other organisations provide the strategic need for development proposals thereby potentially adding support to their application(s) and saving them resources in developing such evidence.
- Kings Lynn and West Norfolk Borough Council to assess planning applications affecting existing and/or proposed new playing sports facilities provision in line with national and local planning policy.
- Sport England and other parties respond to relevant planning application consultations.

The SFS can also be applied to help Kings Lynn and West Norfolk Borough Council to meet other relevant requirements of the NPPF including:

- Taking account of and supporting local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs.
- Delivering the social, recreational, cultural facilities and services the community needs.
- Planning positively for the development and infrastructure required in the area to meet the objectives, principles and policies of the framework.

- Working with public health leads and health organisations to understand and take account of the health status and needs of the local population, including expected future changes, and any information about relevant barriers to improving health and well-being.

#### 15.3.4 Community Infrastructure Levy (CIL)

The SFS can be applied to help:

- Advocate the need for sports facilities provision to be taken into account when the local authority is developing and/or reviewing an approach to the CIL (Charging Schedule and Infrastructure Delivery Plan) and the wider benefits of doing so (e.g. improving health and wellbeing).
- Provide prioritised infrastructure requirements for sports facilities provision including deliverable sport, area and site-specific projects with costings (where known).

#### 15.3.5 Funding bids

The SFS can be applied to help:

- Provide the evidence base and strategic need to support funding bids by a range of parties to a variety of potential funding sources.
- Inform potential bidders of the likely strategic need for their project.

#### 15.3.6 Facility and asset management

The SFS can be applied to help:

- Ensure a strategic approach is taken to the provision and management of sports facilities.
- Inform the current management, strategies and plans of sports facility providers e.g. local authorities (within the study area and neighbouring areas), leisure trusts and educational establishments.
- Share knowledge of how sites are managed and maintained, the lessons learnt and good practice.
- Highlight the potential of asset transfers and ensure any proposed are beneficial to all parties.
- Provide additional protection for particular sites over and above planning policy, for example through deeds of dedication.
- Resolve issues around security of tenure.

#### 15.3.7 Public health

The SFS can be applied to help:



- Understand how the community currently participates in sport, the need for sports facilities and how this may evolve.
- Raise awareness of and tackle any barriers to people maintaining and increasing their participation.
- Highlight and address any inequalities of access to provision within the study area.
- Provide evidence to help support wider health and well-being initiatives.

### 15.3.8 Co-ordinating resources and investment

The SFS can be applied to help:

- Raise awareness of the current resources and investment (revenue and capital) going into the management, maintenance and improvement of sports facilities provision.
- Co-ordinate the current and any future resources and investment to ensure the maximum benefit to sport and that value for money is secured.
- Ensure the current and any future resources and investment are complimentary and do not result in their inefficient use.

### 15.3.9 Capital programmes

The SFS can be applied to help:

- Provide the evidence base to justify the protection and investment in sports facilities provision.
- Influence the development and implementation of relevant capital programmes (e.g. school refurbishment and new build programmes).

## 15.4 Monitoring delivery

A process should be put in place to ensure regular monitoring of how the recommendations and action plan are being delivered. This monitoring should be led by Kings Lynn and West Norfolk Borough Council and supported by all members of, and reported back to, the steering group. Understanding and learning lessons from how the SFS has been applied should also form a key component of monitoring its delivery. The material to review should include changes in:

## 15.5 Keeping the Assessment robust and up-to-date

Along with ensuring that the SFS is used and applied, a process should be put in place to keep it robust and up to date. This will expand the life of the SFS providing people with the confidence to continue to both use it and attach significant value and weight to its key findings and issues, along with its recommendations and actions. Sport England advocates that the SFS should be reviewed on an annual basis from the date it is formally signed off by the steering group. This will help to maintain the momentum and commitment built up when developing the SFS. Taking into account the time to develop the SFS this should also help to ensure that the original supply and demand information is no more than two years old without being reviewed.

The annual review should highlight:

- How the delivery of the recommendations and action plan has progressed and any changes required to the priority afforded to each action (e.g. the priority of some may increase following the delivery of others).
- How the SFS has been applied and the lessons learnt.
- Any changes to particularly important facilities and/or sites in the area (e.g. the most used or high-quality sites for a particular sport) and other supply and demand information, what this may mean for the overall assessment work and the key findings and issues.
- Any development of a specific sport or particular format of a sport.
- Any new or emerging issues and opportunities.

### **15.6 Assessment implementation**

The action plans in the SFS provide a long list of prioritised actions, but many will not be applicable, appropriate or manageable to deliver initially and all are dependent upon resource availability.