

Bracknell Forest Council

*Strategic Planning
Outcomes Guidance
(SOPG) Diagnostic*



A report by Strategic Leisure Limited

April 2023

Bracknell Forest Council

Strategic Outcomes Planning Guidance (SOPG) Diagnostic Report

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1. Introduction and Scope of Work

Introduction

- 1.1 This Strategic Outcomes Planning Guidance (SOPG) report has been commissioned by Bracknell Forest Council (BFC). The purpose of the SOPG diagnostic is to provide a position statement for BFC to illustrate where the Council is in the process of thinking about, and planning for, physical activity and leisure provision over at least the next 10 years. It also identifies gaps and opportunities in existing provision and sets out a suggested Framework for the full Leisure Strategy to be developed later in 2023.
- 1.2 The SOPG provides the foundation for longer-term, varied, and sustainable sports and leisure provision. which seeks to positively contribute to, improve community health and well-being, and enhance social and economic outcomes. It should identify a unique offering for Bracknell with its existing facility infrastructure, open spaces, newly regenerated town centre and provide importance to towns and informal facilities e.g. community halls away from the central town centre location (Binfield, Crowthorne, Ascot, Sandhurst).
- 1.3 BFC is a forward thinking organisation. It is the first post-war new town to be comprehensively master planned, demolished, reconfigured and rebuilt. In 2017, The town's regeneration saw the successful launch of The Lexicon in 2017; a £240m award winning shopping and leisure destination, with work on the next phase in full swing. The residents are at the heart of BFC's decisions; the SOPG supports the need for a vision and future direction to contribute to reduced health inequalities, increased levels of physical activity, community health and wellbeing.
- 1.4 BFC also has significant ambition and aspiration in relation to physical activity, sport and leisure. Whilst recognising the Council's role is to provide for everyone, and ensure inclusivity, BFC also sees opportunities in performance sport and links with education.
- 1.5 The population of BFC has increased by approximately 10% since 2011. Further growth will increase demand for a range of community services, including sport and physical activity provision for the future. BFC is therefore considering its options for future leisure and physical activity provision in the Borough, including active travel and making the most of its outdoor environment.
- 1.6 The following report provides an overview of the current physical activity landscape across Bracknell Forest. The report considers current facilities, provision and views from key internal and external stakeholders. The SOPG diagnostic is a prerequisite to the full Leisure Strategy, based on the SOPG approach, which will be developed later in 2023, and will set out in detail, BFC's future direction.

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1.7 The number, location and nature of indoor physical activity facilities needs to be considered for a number of reasons:

- The growing population;
- The condition of the existing provision(Bracknell Leisure Centre);
- Operational costs and income generation;
- Environmental impact of the service;
- Existing, planned and proposed provision in neighbouring local authority areas; West Berkshire, Hart, Rushmoor, Surrey Heath, Windsor and Maidenhead, Wokingham and Reading. Investment in refurbished facilities is planned in West Berkshire, new provision is planned in Rushmoor, Reading, and there has been recent investment in Wokingham, Surrey Heath and Hart. Given the local geography and good mobility of many residents, people are able to travel to access leisure facilities; if BFC does not similarly invest in quality provision there is potential for usage to decline, as people go elsewhere, and ultimately for this to impact on the contract management fee received by BFC;
- The impact of rising energy costs and the cost-of-living crisis; and
- The impact of Covid 19 and changing needs for physical activity.

1.8 BFC currently provides a diverse leisure offer; there are three leisure facilities in the Borough managed by the council's operating partner, Everyone Active (Sport and Leisure Management (SLM)):

- Bracknell Leisure Centre;
- Coral Reef Waterworld; and
- Downshire Golf Complex.

1.9 Given the factors highlighted above, BFC wishes to understand:

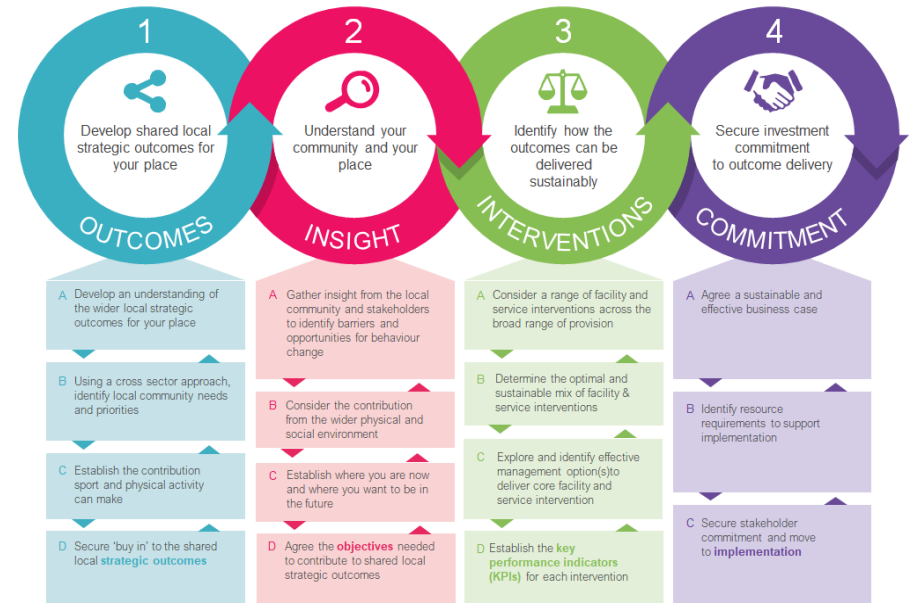
- What is the current and future need for physical activity facilities in the borough?
- Does the Borough need more or fewer facilities?
- Is the current offer right for residents of the borough?
- What do these need to offer and look like?
- Is there an opportunity to replace existing facilities with an improved offer?
- What will be the impact of new housing units to the current facilities within the Borough and neighbouring authorities?
- What is the impact of non-council sports facilities within the borough?

The SOPG Diagnostic

1.10 The 'Strategic Outcomes Planning Guidance' (SOPG) provides a robust and consistent approach for establishing local need and achieving the best return on the use of resources.

1.11 The SOPG guidance is structured around four stages as illustrated in Figure 1:

Figure 1: Sport England SOPG Guidance



1.12 Having a clear, strategic and sustainable approach to sport and physical activity is essential prior to making effective investment into provision – both facilities and services. Creating a focus and vision on local outcomes, informed by customer insight and delivering interventions (capital and revenue) that effect behaviour change in the target audience will ultimately deliver local outcomes for a place.

Scope of Work

1.13 Based on the above, the scope of work covered by this report is:

- Identifying the overall range of sport, leisure and physical activity provision in the borough;
- Reviewing all relevant Council strategy and policy to identify local priorities to which sport, leisure and physical activity can and should contribute;
- Highlighting the outcomes the Council wishes to achieve and those that could be shared with and by other stakeholders;
- Identifying any key existing partnerships;
- Detailing an overview of the demographic and socio-economic profile;
- Identifying strategy stakeholders and consultees;
- Consultation with agreed key stakeholders;
- Understanding the local challenges in developing/delivering/providing sport, leisure and physical activity;
- Identifying gaps/issues to be covered by, and addressed in, the Strategy;
- Reviewing schools sport (LA Schools, Academies and Public Schools sector), considering in addition, community use at schools' sites; and
- Providing a summary of the initial assessment and, based on this, setting out the scope of the Strategy.

2. Existing Leisure Facility Provision

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2.1. BFC currently provides three community leisure facilities, all of which are managed by Everyone Active

Table 1: Existing Leisure provision managed by Everyone Active

Facility	Facility Activity Areas
<p>Bracknell Leisure Centre</p> <p>Bracknell Leisure Centre is located at Bagshot Road in Bracknell, Berkshire. The swimming facilities and six squash courts were built in 1974 and since then the Centre has been gradually extended and refurbished with a 2 court sports hall being added in 1979. This hall was then replaced by an Indoor Tennis Centre and two single court sports halls in 1996 and three new glass backed squash courts replaced the original six courts in 1998. The Centre comprises the following facilities:</p>	<ul style="list-style-type: none"> • Two multipurpose, sports halls (one used as permanent gymnastics club) – 13 badminton courts in total; • Fitness studio with over 120 stations; • Group fitness studios and one Spinning room; • Health suite with sauna, jacuzzi and steam room; • Main pool, 25 metre x 6 lane; • Main pool 2, 25 metre x 6 lane; • Learner pool 12 metre x 8 metre; • Squash courts x 4; • Soft Play; • Full size 3G artificial grass pitch (AGP); • 400m athletic track and stadium; • Cafe and vending; • Meeting room/Offices; • Changing rooms, toilets and offices; and • GP/exercise referral. <p>In 2019 the centre underwent a £2.8 million refurbishment, which has seen many aspects of the facility improved. The transformed and upgraded facilities now provide:</p> <ul style="list-style-type: none"> • Modern gym and multiuse functional space; • New indoor cycling area and multipurpose studio; and • New café. <p>There are a number of contracts with third parties within the Centre covering areas and or functions including:</p>

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Facility	Facility Activity Areas
	<ul style="list-style-type: none"> • Café; • Bracknell Gymnastics Club; • Bodyzone, additional gym on site; • B.O.B Salon • Whoosh Play and Party Centre; • Hand Car Wash and • Get Active Academy, Education establishment (BTEC with football).
<p>Coral Reef Waterworld</p> <p>Coral Reef Waterworld is situated on Nine Mile Ride and opened in 1989. It is one of the largest interactive water worlds in England. The facility has waterslides, an erupting volcano, pirate ship, splashpad and spa area.</p> <p>Coral Waterworld has a huge throughput each year. The facility is a well-known attraction with a significant number of people from outside of the borough travelling to use the facility.</p>	<p>The facility comprises the following:</p> <ul style="list-style-type: none"> • Leisure Water (230 m²) including waterslides and attractions; • Spa; and • Café.
<p>Downshire Golf Complex</p> <p>Opened in 1973, Downshire Golf Complex has a reputation as one of the finest 'pay and play' courses in the country, boasting excellent on course and ancillary facilities. The facility is also used for functions and events.</p>	<p>The facility comprises the following:</p> <ul style="list-style-type: none"> • 18 hole championship golf course; • Nine hole pitch and putt; • Practice area; • 30 bay floodlit driving range; • Indoor golf simulator; • Bar and restaurant; and • Golf shop.

2.2. The current contract with Everyone Active is due to end in 2028 with a clause for extension which has now been endorsed. There is a generally good local relationship between the council and operating partner; the existing contract has been extended to allow recovery post Covid-19.

Other Physical Activity Facilities in Bracknell Forest

2.3. In addition to the BFC facilities, there are several other facilities provided by the commercial, education and voluntary sectors.

2.4. A list of all known physical activity facilities provided in Bracknell Borough is shown in Table 2.

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Table 2: List of all facilities provided in Bracknell Forest

Facility Type	Sub Facility Type	Facilities
Artificial Grass Pitch	Long Pile Carpet	9
Artificial Grass Pitch	Sand Dressed	0
Artificial Grass Pitch	Sand Filled	16
Athletics Tracks	Standard Oval Outdoor	2
Cycling	Mountain Bike – Trails	1
Golf	Standard	6
Grass Pitches	Adult Football	64
Grass Pitches	Cricket	43
Grass Pitches	Hockey	8
Grass Pitches	Junior Football 11v11	36
Grass Pitches	Junior Football 9v9	3
Grass Pitches	Lacrosse	8
Grass Pitches	Mini Rugby Union	1
Grass Pitches	Mini Soccer 5v5	1
Grass Pitches	Mini Soccer 7v7	9
Grass Pitches	Rounders	26
Grass Pitches	Senior Rugby Union	37
Grass Pitches	Softball	5
Health and Fitness Gym	Health and Fitness Gym	23
Indoor Bowls	Indoor Bowls	0
Indoor Tennis Centre	Traditional	1
Outdoor Tennis Courts	Tennis Courts	77

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Facility Type	Sub Facility Type	Facilities
Sports Hall	Activity Hall/Main Hall	39 (101 courts)
Squash Courts	Glass backed	5
Squash Courts	Normal	12
Studio	Studio	16
Swimming Pool	Diving	0
Swimming Pool	Learner, Teaching and Training	3
Swimming Pool	Lido	3
Swimming Pool	Main or General	12
Total		467

Source: Sport England Active Places Power 2022

Education Facilities

- 2.5. There are a number of schools in the borough, offering a range of sports facilities including sports halls, pitches, swimming pools and gyms. The accessibility and availability of these for community use needs to be better understood as part of assessing overall provision and investment needs for the borough's built physical activity infrastructure.
- 2.6. Ensuring optimum use of education assets for wider community benefit through formal community use arrangements/secured access should be a priority, and needs to be further explored as part of developing a borough Leisure Strategy.

Other Facilities

- 2.7. There are fourteen community centres in the borough, offering flexible space for activities including sports. The accessibility and availability of these community centres also need to be better understood as part of assessing overall provision and investment needs for the borough's built physical activity infrastructure.
- 2.8. The Swim School at Bracknell Swimarium is an organisation delivering school, child and adult lessons, pay and play swimming/gym and holiday swimming clubs within Bracknell. The pool is 25m in length and 10m in width and engages with a large number of users, predominately through their learn to swim programme.

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- 2.9. In addition, the sport facilities at Broadmoor Hospital and at the Royal Military Academy at Sandhurst which will need to be considered as part of the built physical activity infrastructure as part of assessing overall provision within Bracknell Forest.

Open Space

- 2.10. In addition to the built environment, there also a significant amount of high-quality open space in the district, including parks and gardens. Whilst some open space, particularly in the Green Belt is protected due to its characteristics, there is significant provision which could be used more for informal activity.

Public Health

- 2.11. There is a significant amount of ongoing work between Public Health, Everyone Active and whole leisure offer.
- 2.12. The partnership works very well – Bracknell Forest commissions joint programmes with Everyone Active.
- 2.13. Physical Activity is seen as key to supporting and delivery of the Council’s Health and Wellbeing Strategy.
- 2.14. There is joint working in facilities and through services – Everyone Active is now also looking at outreach work to get people active outside leisure facilities.
- 2.15. Public Health funds on a project basis for targeted groups-3 year projects, linked back to Public Health priorities.
- 2.16. Social Prescribing Schemes in place- through Primary Care Network and also social workers There is a neighbourhood map which gives information on what is available and where; this is well-used. Referral depends on the individual and what they need and why.
- 2.17. It would be beneficial to better connect cycling routes and community centres and improve use of the parks and countryside.
- 2.18. There is a need to better communicate the value of getting whole community active.
- 2.19. Public Health is also working with local businesses to get employees more active.
- 2.20. Public Health is also looking at a partnership with the local college re apprenticeships etc to provide learning experiences but also resources for physical activity at local level.

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Key Clubs

- 2.21. There are several key clubs in the district, four based at Bracknell Leisure Centre (Athletics, gymnastics, Bracknell Swimming Club and Red Diamonds Disability Swim Club have been spoken to as part of developing this work.

Bracknell Athletics Club (BAC)

- 2.22. The Club has over 300 members ranging from under 8 to 80. The club uses the track twice per week plus a number of events each year. BAC has a number of elite athletes through to grassroots juniors on the site, all training together regularly. Based on the existing lease agreement, which is now very old, the Club pays an annual fee related to peak and off-peak times and the amount of hours used in each. There is no formal Community Use Agreement in place, simply a lease on a rolling contract year-to-year, based on the rental fee.
- 2.23. The existing athletics track is poor quality and needs to be replaced/resurfaced. The track is also open access so public use it for many different purposes, not all appropriate. Due to lack of fencing, anyone can walk onto the facility.
- 2.24. Ideally, the facility would be a fenced off, 8 lane track (currently 6 lane) used for regional events.
- 2.25. BAC also uses the Bracknell Leisure Centre sports hall for winter training, this runs successfully.

Red Diamonds Disabled Sports Club

- 2.26. Red Diamonds Swimming Club is for disabled people of all ages. With approximately 100 members, the club meets Sunday evenings between 17:30 and 18:30 using Bracknell Leisure Centre swimming pool.
- 2.27. Access is free for all members; this is a great service supported by both Everyone Active and Bracknell Forest Council.
- 2.28. The pools are ageing, and there are issues with the pool floor, which are more noticeable in the family pool; there is also grime on the tiles surrounding the pool.
- 2.29. Value for money is key moving forward, all facilities should be affordable to everyone.

Bracknell and Wokingham Swimming Club

- 2.30. This is a Competitive Swimming Club founded in 1961 and affiliated to the ASA Southeast Region (the only competitive swimming club in Bracknell and Wokingham boroughs). The Club is based at Bracknell Leisure Centre (but see other pools commentary).

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2.31. Current swimmer membership is 242 but has historically been 300+:

- Academy (90 swimmers aged 5-10 years) – next step for local children that have completed learn to swim;
- Performance Squads (116 swimmers aged 8-18 years); and
- Masters (36 swimmers aged 18-Years).

2.32. The Club has success in local (Thames Valley Junior League) and regional/national (Arena League) competitive swimming leagues

2.33. Individual club swimmers compete at county (Berkshire & South Bucks), regional (Southeast England), national (English and British) and International level. The Club is based at Bracknell Leisure Centre but also uses a large number of other pool venues as a result of the training time needed for the various squads. The Club would ideally like to have more pool time at Bracknell Leisure Centre and also to have some earlier training times to benefit the younger swimmers.

2.34. Investment is needed in the existing swimming pools at Bracknell Leisure Centre; ideally there should be provision of an 8 lane x 25m pool

Bracknell Forest Gymnastics Club

2.35. The Club has 500-600 members - oldest is 60; it specialises in team gymnastics and double mini trampolines, and draws members from as far away as Crewe. The Club is 2022 European Champion.

2.36. The Club is based in a sports hall at the back of Bracknell Leisure Centre. The Club also has a lease arrangement with BFGC over this space; the lease is old and no longer reflects the needs of the Club nor BFC.

2.37. Ideally the Club would like to develop its own facility; it needs a hall width 31m x 53m long to properly accommodate the disciplines it offers. It would be beneficial for the existing facility to have its own entrance.

2.38. A challenge mentioned by clubs and other stakeholders is that performance athletes have to travel outside the district once they reach a certain level, to enable them to further improve. BFGC has an ambition to put the district on the map through high quality sports facilities which provide at both community and performance level.

2.39. BFGC is currently exploring opportunities to develop additional and or replacement indoor facilities.

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Cycling and Walking

- 2.40. Alongside the built facilities, BFC focusses on the great outdoors as part of their overall approach to health and physical activity. The Council has a Walking and Cycling Strategy with a 20 point plan to improve infrastructure within the borough.
- 2.41. The Borough of Bracknell Forest is relatively flat, with few steep inclines, and the majority of physical characteristics needed to support walking and cycling already exist. The borough has a well-established traffic-free cycle network totalling nearly 100 km in length, which caters for both commuting and leisure trips. As a New Town, purpose built cycle tracks were included as a matter of course in much of the development of Bracknell, and there are many underpasses that avoid the need to cross busy roads.
- 2.42. In addition, the focus for new walking and cycling routes in the outlying towns and villages such as Sandhurst, Binfield, and Ascot (Winkfield) has been considered. It is noted that there is a need to connect these towns to Bracknell where walking and cycling is more challenging due to the rural nature and location of these towns.
- 2.43. In total, there are 13 km of purpose built cycleways, and over 100 kilometres of shared use and leisure routes. The cycleways offer a network of safe paths to cycle through the town, away from the road traffic.
- 2.44. There has been consultation with local people and through various surveys and feedback, the main reasons residents are not cycling and walking more can be summarised as; speed and convenience of car and other modes, safety on the roads, lack of knowledge of public routes, time and practicality e.g. school run, afterwork commitments, shopping etc.
- 2.45. In order to deliver improved walking and cycling routes, the implementation of the strategy requires a joined-up approach across a range of council services, this includes bringing together colleagues with responsibility for planning and maintaining walking and cycling infrastructure, travel planning and the management of cycle training, communications, marketing and educational activities together with those engaged in delivering public health, countryside services and local tourism.
- 2.46. The Bike Hub at Swinley Forest's Trail Centre is an example of another commercial facility which whilst it does not belong to the Council it does provide a series of mountain bike trails reinforcing the Council's commitment to using the great outdoors as part of its overall health and physical activity strategy.
- 2.47. In addition, there are a range of partners who have an important role to play if the strategy objectives are to be met, including:
- Thames Valley Berkshire Local Enterprise Partnership;
 - Neighbouring Authorities;
 - Private sector Organisations;
 - Cycling charities; and

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- Local walking and cycling clubs.

2.48. The next sections of the report reflect the SOPG guidance approach to understand the Council's position within the strategic outcomes planning process.

Other

2.49. There are several commercial facilities e.g. the LookOut which alongside a educational and science attraction, however, most of the indoor provision is on education sites. Not all education sites have formal dual use arrangements, although many are open to the community at evenings and weekends and are regularly used by local sports clubs.

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3. Shared Outcomes



3.1. Bracknell Forest Council (BFC) has a number of strategies and policies which provide the context for this report and the shared outcomes for physical activity within Bracknell Forest. The three key strategies (Corporate Plan 2019-2023, Local Plan now – 2037 and Health and Wellbeing Strategy 2022-2026) are summarised in Table 3. Other relevant policy and strategy is summarised in Appendix 2.

Table 3: Bracknell Forest Council – Policy Context

Policy or Strategy	Other Relevant Factors
Bracknell Forest Council Plan 2019 - 2023	<p>Vision</p> <p>The Council’s Plan sets out our key objectives for the period 2019 – 2023. It is based upon the pledges made to residents in the 2019 local election.</p> <p>It is stated within the Council plan, <i>“We will work with other organisations to deliver good quality local services in a joined-up way, focusing on individuals’ needs. Bracknell Forest is a place where diversity and cultural heritage are recognised as a strength. We will encourage vibrant local groups and work to ensure everyone feels connected and able to actively participate.</i></p> <p><i>We will prioritise spending wisely based upon clearly identified needs, targeting in particular:</i></p> <ul style="list-style-type: none"> • Reducing our impact on climate change; • Ensuring early help is available for our most vulnerable residents to keep them safe and to help them remain independent, whilst avoiding loneliness and isolation; • Reducing homelessness; • Developing all age learning and life skills; and • Maintaining value for money. <p>To deliver on all our objectives, we have focused our Council Plan on six strategic themes.</p> <p><i>The Council Plan will be monitored against several annual priorities and key performance indicators in service plans for each department available at: www.bracknell-forest.gov.uk.”</i></p>

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Policy or Strategy	Other Relevant Factors
	<p>A key objective is to ensure that Bracknell Forest stays prosperous and remains a good place to live, work and play.</p> <div data-bbox="562 395 1375 533" style="background-color: #f4a460; padding: 10px; border-radius: 15px; margin: 10px 0;"> <p>“Bracknell Forest is one of the healthiest places to live. We want you to live longer in good health, both physical and mental. We will continue to invest in preventing you and your family from needing health and care services in the first place. We pledge to buy the best possible services that meet the needs of our residents.”</p> </div> <p>Key objectives are to:</p> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 33%; padding: 5px;"> <p>1. Develop and implement a council wide programme of measures to help improve the health of our local population.</p> <p>.....</p> <p>2. Develop a new early help mental wellbeing service for children and young people, working with partners, including our schools.</p> <p>.....</p> <p>Better than the England average for physically active adults (aged 19+) rates.</p> <p>.....</p> <p>3. Align our social care services with Primary Care Networks to allow improved integration of care and health activities.</p> <p>.....</p> <p>4. Review our Disabled Facility Grants Adaptations Service to speed up applications to support people to live independently, implementing a new policy.</p> <p>.....</p> <p>Over 6,265 volunteer hours contributed to parks and open spaces (2018/19).</p> <p>.....</p> </div> <div style="width: 33%; padding: 5px;"> <p>5. Work with the CCG to develop a joint community and health facility at Blue Mountain.</p> <p>.....</p> <p>6. Work with town and parish councils to deliver new community facilities.</p> <p>.....</p> <p>Higher than the national average life expectancy for both men and women.</p> <p>.....</p> <p>7. Transform the way children’s centres work, making them into family support hubs.</p> <p>.....</p> <p>9.1 per cent of children live in low income families.</p> <p>.....</p> <p>8. Embed the Family Safeguarding Model of social work practice to protect vulnerable children and reduce entrants to the youth offending service.</p> <p>.....</p> <p>9. Deliver a new residential facility for people with dementia, at Heathlands in Bracknell in, partnership with health partners.</p> <p>.....</p> </div> <div style="width: 33%; padding: 5px;"> <p>10. Use social prescribing and support the voluntary sector to help reduce isolation and loneliness.</p> <p>.....</p> <p>11. Ensure there are opportunities for everyone to enjoy and participate in sports and leisure activities.</p> <p>.....</p> <p>12. Continue to provide easy access to the natural environment.</p> <p>.....</p> <p>Over 6,265 volunteer hours contributed to parks and open spaces (2018/19).</p> <p>.....</p> <p>13. Actively support the armed services located in Bracknell Forest.</p> <p>.....</p> <p>Over 90 per cent of those people aged over 65 surveyed were satisfied with the care and support services received.</p> <p>.....</p> </div> </div> <div style="text-align: right; margin-top: 10px;">   </div>

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Policy or Strategy	Other Relevant Factors
<p>Bracknell Forest Council - NEW Local Plan (to be adopted)</p>	<p>New to be adopted Local Plan – 2037</p> <p>What the plan includes</p> <p>The Bracknell Forest Local Plan provides the strategy for the growth of the borough up to 2037. Once adopted, it will replace the saved policies in the Bracknell Forest Borough Local Plan (2002) and the Core Strategy (2008). It will therefore be wide ranging in terms of the issues that it will cover.</p> <p>The Plan includes a vision, objectives and strategy for the level and distribution of development in the borough up to 2037. It is divided into 2 parts.</p> <p>The first part deals with strategic matters and contains policies that set out the overall strategy for the pattern, scale, and quality of development together with provision to meet specified needs. The second part covers non-strategic matters which are essentially development management policies. These set out the criteria against which all planning applications will be considered. The issues covered are summarised below.</p> <p>Part 1:</p> <ul style="list-style-type: none"> • Vision and objectives; • Spatial strategy; • Sustainability principles; • Housing and economic need and supply including site allocations; • Infrastructure; and • Climate change and the built and natural environment. <p>Part 2:</p> <ul style="list-style-type: none"> • Housing; • Economic development; • Local infrastructure and community uses; • Development affecting the countryside and Green Belt; • Character and design; • Historic environment; • Natural environment; • Climate change and environmental sustainability; and • Transport.

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Policy or Strategy	Other Relevant Factors
<p>Bracknell Forest Health and Wellbeing Strategy 2022 - 2026</p>	<p>Bracknell Forest Vision</p> <p>Bracknell Forest is one of the healthiest places to live, work, study and play, providing our residents with opportunities to be healthy, happy, and productive. We will support this by taking a health in all policy approach with a focus on promotion of health, prevention of ill-health and reduction in disparities in health outcomes between our communities.</p> <p>Bracknell Forest health and wellbeing guiding principles</p> <p>The six guiding principles shown below were used in developing the strategy and will support its implementation.</p> <div style="display: flex; flex-wrap: wrap; justify-content: space-around;"> <div style="width: 30%; text-align: center;">  <p>Use an asset-based approach in all programmes and plans</p> </div> <div style="width: 30%; text-align: center;">  <p>Co-production and equal partnerships between all</p> </div> <div style="width: 30%; text-align: center;">  <p>People are at the heart of what we do</p> </div> <div style="width: 30%; text-align: center;">  <p>Ensure value for money from our investments</p> </div> <div style="width: 30%; text-align: center;">  <p>Evidence and behavioural insights support our decision making</p> </div> <div style="width: 30%; text-align: center;">  <p>Use communications that are clear and joined up and are understood by all our diverse communities</p> </div> </div>

Policy or Strategy	Other Relevant Factors
	<p>Bracknell Forest health and wellbeing priorities</p> <p>The six priorities are interlinked, and four cross-cutting themes are embedded within each of the priority areas to reflect the health in all policies approach.</p> <h3>Six Priority areas</h3> <p>1 Give all children the best start in life and support emotional and physical health from birth to adulthood</p> <p>2 Promote mental health and improve the lives and health of people with mental-ill health</p> <p>3 Create opportunities for individual and community connections, enabling a sense of belonging and the awareness that someone cares</p> <p>4 Keep residents safe from infectious disease and address the long-term impacts of COVID-19</p> <p>5 Improve years lived with good health and happiness</p> <p>6 Collaborate, plan and secure funds for local and national emerging new health and wellbeing priorities</p> <p>Cross Cutting Themes</p> <ul style="list-style-type: none"> Reducing health inequalities Creating healthy environments Enhancing experience of seamless care Community development for wellness

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Policy or Strategy	Other Relevant Factors
	<p>What outcomes do we plan to deliver?</p> <ol style="list-style-type: none"> 1. Improve personal wellbeing/happiness 2. Reduce anxiety and depression in all children and young people 3. Reduce the feeling of being alone and excluded 4. Increase the number of commissioned services that have performance matrices measuring improvement in emotional wellbeing 5. Improve the experience of children, young people and their parents in navigating the system and services 6. Increase number of peer support groups for children and young people 7. Improve awareness of emotional health, self-help and services among children, young people and their families 8. Reduce stigma associated with emotional health <p>What actions will we take to deliver the outcomes?</p> <ol style="list-style-type: none"> 1. Work in partnership with residents and community groups/organisers to develop age appropriate creative and physical activity opportunities to support health and wellbeing outside school 2. Improve the public health portal 'Thrive', by working with all stakeholders taking on board the lived experiences to enable children and their families to navigate the system with ease 3. Work with the East Berkshire 'Be Well' campaign to ensure links are made with the local public health portal, providers and communities 4. Work with schools, mental health support teams and school nurses to develop peer support groups that enable children and young people to speak about emotional problems without fear of stigma 5. Work with early years, health visitors and voluntary services to develop peer support groups and activities to reduce feelings of loneliness and anxiety in new parents 6. Review and improve the Make Every Contact Count (MECC) training to include appropriate material for emotional and mental health promotion, detection, and early intervention 7. To develop a costed service model to meet the gap between general wellbeing, IAPT and CAMHS 8. Make services inclusive by considering the role of a male parent and the relationship between dads and young boys.

3.2. There is a very clear focus on health and wellbeing, of, and in the community, in the above existing corporate reports. Provision of physical activity, sport and leisure facilities and services clearly need to align and contribute to this priority.

Active Travel

- 3.3. BFC's ambition is that every resident is supported to live a healthy lifestyle. Switching more car journeys to active travel (walking, cycling and public transport) can improve health outcomes, is good for the environment (including air quality) and will also help to support local businesses. Congestion is a significant issue for residents. BFC is able to help mitigate this by supporting active travel initiatives as set out in the Local Cycling and Walking Improvement Plan (LCWIP).
- 3.4. Bracknell Forest's third Local Transport Plan (LTP3) sets out the transport policies and programmes for Bracknell Forest from 2011 to 2026. Walking and Cycling are addressed under policy TP8. This LCWIP will form an appendix to the Walking and Cycling Strategy.
- 3.5. Bracknell Forest aspires to become one of the UK's best areas to live and work. This includes the development of a transport network that will support the local economy, create greater access to a wide range of services, help to tackle climate change and improve the health of the population.
- 3.6. Ensuring that children and young people start to become physically active from an early age, adults integrate physical activity into their everyday lives, and older people staying active are key principles for BFC. Provision of physical activity (facilities, service and environment) should contribute to:
- Improving the health and wellbeing of the whole community;
 - Contributing to reduced obesity levels, particularly for priority groups;
 - Contributing to improved mental health levels in the community, particularly for priority groups; and
 - Increasing levels of participation in physical activity and sport through behaviour change.
- 3.7. The local policy context aligns with the broader national context summarised in Table 4.

Table 4: Summary of the new Sport England Strategy 2021 ‘Uniting the Movement’

Sport England Strategy 2021 ‘Uniting the Movement’

The Vision for this 10-year Strategy is: ‘a nation of more equal, inclusive and connected communities. A country where people live happier, healthier and more fulfilled lives.’

- Being active is one of the most effective and sustainable ways to achieve this Vision;
- The evidence is overwhelming that moving our bodies – through community sport, fitness and physical activity – improves our lives, individually and collectively;
- Everyone across the nation can benefit from it;
- Sport England won’t – and can’t – do it alone, ours is a collective purpose: we’re part of a much bigger team; and
- Together, we won’t stop until everyone has the opportunity, the inspiration and the freedom to get moving.

Sport England wants everyone in England to feel able to take part in sport or physical activity, regardless of age, background or ability.

Key priorities of the 10 year Sport England Strategy are:

1. Advocating for movement, sport and physical activity;
2. Joining forces on five big issues:
 - Recover and Reinvent;
 - An Active and Healthier Life;
 - Fairer Access to Physical Activity;
 - Strengthen Communities;
 - Active Environments; and
3. Creating the catalysts for change.

Sport England Strategy 2021 ‘Uniting the Movement’

The Strategy’s vision will transform lives and communities through physical activity. When we choose where to spend time, energy and money, we’ll be guided by three principles built into the way we operate:

1. Investing most in those that need it most:
 - We’ll balance targeted and universal provision in a way that’s proportionate to the level of need;
 - We’ll draw on the experiences and knowledge of people in places and communities closest to the issues, alongside the influence, views and understanding of national partners;
 - We’ll make the things that underpin all our work simpler and easier for our colleagues and partners, so the basic information, guidance and support feels brilliantly simple to give and receive;
2. The right blend of national and local action; and
3. Simple as standard.

When we choose where to spend time, energy and money, we’ll be guided by three principles built into the way we operate:

1. Investing most in those that need it most:
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 - We’ll make the things that underpin all our work simpler and easier for our colleagues and partners, so the basic information, guidance and support feels brilliantly simple to give and receive;
2. The right blend of national and local action; and
3. Simple as standard.

‘We want everyone in England regardless of age, background or level of ability to feel able to engage in sport and physical activity. Some will be young, fit and talented, but most will not. We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers.’

The Sport England Strategy ‘Towards an Active Nation’ puts the policies set out in ‘A new Strategy for an Active Nation’ into practice. This will mean significant change for Sport England and for their partners.

Sport England Strategy 2021 ‘Uniting the Movement’

This strategy sets out Sport England will deliver this task. The key changes Sport England will make are:

- Focusing more money and resources on tackling inactivity because this is where the gains for the individual and for society are greatest;
- Investing more in children and young people from the age of five to build positive attitudes to sport and activity as the foundations of an active life;
- Helping those who are active now to carry on, but at lower cost to the public purse over time. Sport England will work with those parts of the sector that serve the core market to help them identify ways in which they can become more sustainable and self-sufficient;
- Putting customers at the heart of what we do, responding to how they organise their lives and helping the sector to be more welcoming and inclusive, especially of those groups currently underrepresented in sport;
- Helping sport to keep pace with the digital expectations of customers;
- Working nationally where it makes sense to do so (for example on infrastructure and workforce) but encouraging stronger local collaboration to deliver a more joined up experience of sport and activity for customers;
- Working with a wider range of partners, including the private sector, using our expertise as well as our investment to help others align their resources; and
- Working with the sector to encourage innovation and share best practice particularly through applying the principles and practical learning of behaviour change.

Summary

- 3.8. It is clear from the above policy context that BFC recognises and support the value and role a healthy and active borough population. BFC is keen to facilitate increased opportunities for their community to be physically active every day and is demonstrating this through support for active travel that is cycling and walking, existing facility, and service provision, SANG and open space provision, partnership working with Public Health, the proposals for and their support for active environments. Understanding future needs for the built and non built physical activity environment and how this can be facilitated is critical moving forward given the scale of new housing development in the borough, particularly that allocated in the Site Allocations Local Plan and the Emerging Bracknell Forest Local Plan.

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3.9. In considering future provision, key priorities for BFC are:

- To increase physical activity and participation through the activities in leisure facilities;
- To ensure physical activity will promote and address improved physical and mental health and wellbeing within Bracknell Forest;
- To ensure that mental and physical health is addressed through a wide programme of activities, both within the leisure facilities, and on an outreach basis; and
- To ensure that opportunities for active travel are promoted;

3.10. These local priorities align with, and reflect, those set out in the Sport England Strategy 2021, *Uniting the Movement*, and the emerging Government refocus on the importance of physical activity for health and wellbeing.

Summary

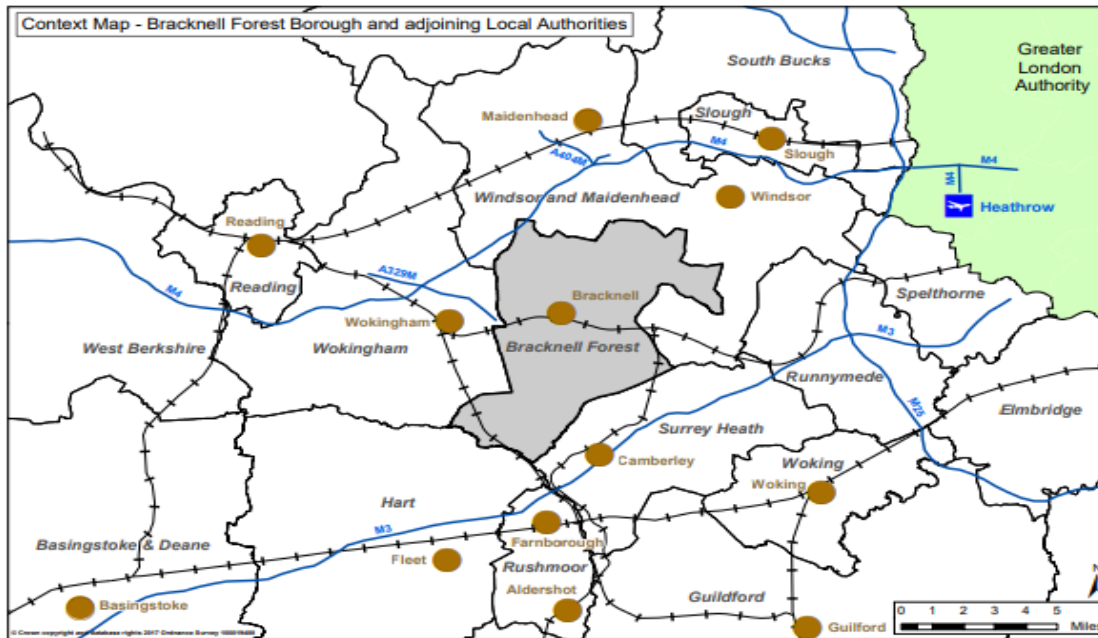
- 3.11. Overall, it appears that BFC is clear about its vision and outcomes relating to health and wellbeing across Bracknell Forest, and there is partnership working in place supporting and sharing this. It is clear there is shared thinking about healthier lifestyles, physical and mental health and wellbeing and increased levels of physical activity. There is, however, a need to develop a Shared Vision and Outcomes, so all those involved in delivery and development of physical activity in the district are aligned and working towards the same Objectives.
- 3.12. Given the timeline of some of the key strategic documents, it will, as planned, be beneficial to develop an up-to-date Leisure Strategy to ensure relevant strategic policy is strengthened and informed by a relevant evidence base.
- 3.13. It would also be beneficial to have up to date feedback from the education and voluntary sports club sector, to contribute information on the existing asset base and the extent of community access to this.
- 3.14. Understanding the views of Everyone Active, BFC's incumbent operator would provide greater awareness of current and future need from an operational perspective.
- 3.15. There does not appear to be a Physical Activity Strategy, Plan or Statement which brings together in one document all strands of a future Vision, and delivery approach for indoor and outdoor facilities, services, the Active Environment, Active Travel.

4. Insight

Location

- 4.1. Bracknell Forest lies 40 km west of London, in the heart of the Thames Valley, within the County of Berkshire.
- 4.2. The Borough abuts several other local authorities. It benefits from good transport connections, with direct access to both the M3 and M4, together with direct rail connections to London Waterloo/Reading (from Bracknell and Martin's Heron stations), and to Reading/Guildford/Gatwick (from Crowthorne and Sandhurst stations).

Figure 2: Location of Bracknell Forest



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- 4.3. There are six parish/town councils. These are Crowthorne and Sandhurst in the south, Winkfield in the north/east, Binfield and Warfield in the north and Bracknell Town in the centre of the Borough. The northern and eastern parishes contain the settlements of Chavey Down and North Ascot. Parts of the northern and eastern parishes lie within the metropolitan Green Belt.
- 4.4. The southern part of the Borough contains a number of institutions (Broadmoor Hospital, Crowthorne; Wellington College, Crowthorne; and the Royal Military Academy, Sandhurst) and parts of the area lie within the Thames Basin Heaths Special Protection Area.
- 4.5. Bracknell is the main urban area in the Borough. Following its New Town designation in 1949, it developed rapidly in the 1950s and 1960s based on a number of neighbourhoods each with its own centre including shops, a primary school, a community centre, a public house and in some instances a church. Great importance was attached to the provision of open space.
- 4.6. While Bracknell has expanded further over the years, its New Town origins are still evident. Until the recent Lexicon development, there had been little development in the Town Centre since the 1980s, when Princess Square opened. The mix of uses, urban environment and floorspace did not meet modern requirements and aspirations. Work on The Lexicon scheme, to regenerate the Town Centre began in 2013 and was completed in the autumn of 2017.
- 4.8. It provides new retail and leisure facilities, including new public spaces. In addition to the retail offer in the Town Centre, Crowthorne and Sandhurst fulfil their roles as small-town centres, supported by district and local centres across the borough.

Demographic and Socio Economic Review

Table 5: Summary Borough demographic and socio economic profile

Demographic and Socio Economic Profile	Summary Data
Current Population	The total population estimate (2021) is 124,607, 17 percent of the population were not born in UK.
Population Growth	The population of Bracknell Forest has increased by 10.1% more than the national average (6.6%), from 113,200 in 2011 to 124,600 in 2021. The population is projected to grow to 131,261 by 2043. ¹
Ageing Population	There has been an increase of 32.2% in people aged 65 years and over living in Bracknell Forest since 2011

¹ source ONS and Berkshire Observatory

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Demographic and Socio Economic Profile	Summary Data
Employment	<p>There is a 77.4% economically active population in Bracknell Forest (Active Lives). The unemployment rate is just under 3%. ²</p> <p>People are predominantly employed in professional occupations (public admin, education and health)</p>
Deprivation ³	<p>Bracknell Forest in terms of deprivation is ranked 286 out of 317 local authorities in England where a ranking of 1 is most deprived. This means Bracknell Forest as an area is in one of the least deprived quintile nationally.</p>
Health ⁴	<p>Health in summary The health of people in Bracknell Forest is generally better than the England average. Bracknell Forest is one of the 20% least deprived districts/unitary authorities in England, however about 9.1% (2,045) children live in low-income families. Life expectancy for both men and women is higher than the England average</p> <p>Health inequalities Life expectancy is 6.9 years lower for men and 1.8 years lower for women in the most deprived areas of Bracknell Forest than in the least deprived areas.</p> <p>Child health In Year 6, 16.3% (225) of children are classified as obese, better than the average for England. The rate for alcohol-specific hospital admissions among those under 18 is 24*. This represents 7 admissions per year. Levels of teenage pregnancy and smoking in pregnancy are better than the England average.</p> <p>Adult health The rate for alcohol-related harm hospital admissions is 505*, better than the average for England. This represents 572 admissions per year. The rate for self-harm hospital admissions is 215*. This represents 265 admissions per year. Estimated levels of smoking prevalence in adults (aged 18+), smoking prevalence (in routine and manual occupations) and physically active adults (aged 19+) are better than the England average.</p> <p>The rates of new sexually transmitted infections, killed and seriously injured on roads and new cases of tuberculosis are better than the England average. The rates of statutory homelessness, violent crime (hospital admissions for violence), under 75 mortality rates from cardiovascular diseases and employment (aged 16-64) are better than the England average.</p>

² Source APS

³ Source: Index of Multiple Deprivation, Bracknell Forest – 2019

⁴ Source: Public Health England (Bracknell Forest) Local Authority Health Profile 2019

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Demographic and Socio Economic Profile	Summary Data		
Participation Profile ⁵	Physical Activity Levels	England	Bracknell Forest
	Adults aged 16 and over 150 or more minutes per week	61.4 percent	61.5 percent
	Adults aged 16 and over 30 to 149 minutes per week	11.5 percent	12.2 percent
	Adults aged 16 and over less than 30 minutes per week	27.2 percent	26.3 percent
	<p>The participation figures above illustrate that 61.5% of the population (16 and over) is more physically active (150 or more minutes per week) than the average for England. This figure is however less than it was last year (68.9%).</p> <p>The number of adults (aged 16 and over) who are physically active 30 to 149 minutes per week is also higher than the average for England at 12.2%.</p> <p>Levels of inactivity (those aged 16 and over) is also lower than the average for England (less than 30 minutes per week). However, there are still 26.3 percent of the population whose levels of physical activity are insufficient to derive any health benefits. Data from November 2019-20 shows that the amount of people who are not active has increased from 18.9% to 26.3% over the last 12 months.</p>		
Bracknell Forest Health Profile ⁶	<p>Health in summary The health of people in Bracknell Forest is generally better than the England average. Bracknell Forest is one of the 20% least deprived districts/unitary authorities in England, however about 9.1% (2,045) children live in low-income families. Life expectancy for both men and women is higher than the England average.</p> <p>Health inequalities Life expectancy is 6.9 years lower for men and 1.8 years lower for women in the most deprived areas of Bracknell Forest than in the least deprived areas.</p> <p>Child health In Year 6, 16.3% (225) of children are classified as obese, better than the average for England. The rate for alcohol-specific hospital admissions among those under 18 is 24*. This represents 7 admissions per year. Levels of teenage pregnancy and smoking in pregnancy are better than the England average.</p>		

⁵ Source: Active Lives Sport England accessed March 2023 (November 2020 - 21 data)

⁶ Source: Local Authority Health Profiles 2019

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Demographic and Socio Economic Profile	Summary Data
	<p>Adult health The rate for alcohol-related harm hospital admissions is 505*, better than the average for England. This represents 572 admissions per year. The rate for self-harm hospital admissions is 215*. This represents 265 admissions per year. Estimated levels of smoking prevalence in adults (aged 18+), smoking prevalence (in routine and manual occupations) and physically active adults (aged 19+) are better than the England average. The rates of new sexually transmitted infections, killed and seriously injured on roads and new cases of tuberculosis are better than the England average. The rates of statutory homelessness, violent crime (hospital admissions for violence), under 75 mortality rates from cardiovascular diseases and employment (aged 16-64) are better than the England average.</p> <p>* Rate per 100,000 population</p>

Summary

- 4.7. Based on the above, it is clear that there is detailed local knowledge and awareness of Bracknell Forest demographics, health and participation profiles.
- 4.8. To better understand local demand for physical activity provision it would be helpful to have community feedback on what is currently used and why, what the gaps are, if any, and how people are likely to be active in the future. It will be important to understand any significant changes to participation behaviour post-Covid to inform the way forward, but also to understand how participation opportunities need to address the needs of both new communities and existing communities.
- 4.9. Further input and feedback from key stakeholders would also be useful, to respond on a locality basis to the draft Vision and emerging thinking about strategically located facilities. It would be useful to have feedback from the organisations and support network working with the vulnerable and hard to reach groups.
- 4.10. It would also be beneficial to have up to date feedback from the education and voluntary sports club sector as identified in Section 3, Summary. This could be achieved through developing an up-to-date Playing Pitch Strategy (PPS), Leisure Strategy and Built Facility Strategy (BFS).
- 4.11. Building on this work, and to help in informing a full Leisure Strategy, it would also be beneficial to establish a Sports Forum in the district to provide one voice for sport.
- 4.12. BFC may also want to consider establishment of a Leisure Strategy Steering Group to support the work required to develop stakeholder input and further extend partnership working across Bracknell Forest.

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- 4.13. It may then also be possible to utilise this group to secure stakeholder input particularly from harder to reach groups or those where further representation would be useful for example, care homes, the public health network, older peoples' organisations, family support groups, rural community groups, tenant organisations, new community groups in developing housing areas etc.
- 4.14. Understanding the consultation and engagement feedback from these will further underpin the need for investment and how this is best achieved to provide improved quality provision for new and existing communities.

5. Interventions

Needs Assessment

- 5.1. In order to understand the interventions that are needed moving forward, it is first important to understand need, issues and opportunities for Bracknell Forest Council in relation to physical activity. A full needs assessment should include:
- Quantitative, qualitative, accessibility and availability assessment
 - Quantity: how many of each type there are?
 - Quality: their age and condition?
 - Accessibility: who owns and operates the facilities, facility location and catchment areas?
 - Availability: whether the facilities are available to all residents, and whether there is play and play access?
 - Extensive stakeholder consultation – for example, National Governing Bodies (NGBs), the local community, clubs, schools, BFC Members and Officers, facility operator (Everyone Active), Town and Parish Councils, existing and potential partners, neighbouring authorities,
 - Facility mapping – usage and catchment areas;
 - Facility Planning Model (FPM) report;
 - Sports Facility Calculator modelling;
 - Review of usage, programming and operational delivery; and
 - Up to date Playing Pitch and Outdoor Sports Strategy.
- 5.2. An indicative headline assessment is provided below based on available information.

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Quantity

- 5.3. BFC currently provides three leisure facilities: two indoor and one outdoor. The indoor leisure facilities are Bracknell Leisure Centre and Coral Reef Waterworld. The outdoor leisure facility is at Downshire Golf Complex. All the facilities are operated by Everyone Active. Further details are set out in Section 2.
- 5.4. There are in addition a significant number of facilities on education sites; some of these are used by clubs and some offer wider community access. A better understanding of these facilities, the nature and levels of use, plus available capacity, would contribute to understanding actual gaps and needs in the borough.
- 5.5. Existing levels of core facility provision equate to:

Table 6: Existing Provision borough wide

Facilities	Total Number	Level of Provision	BFC Total Number	Level of Provision
Swimming pools	15 indoor pools (plus 3 lidos)	57 lanes	4 indoor pools	12 lanes
Sports halls	39 sports halls	101 badminton courts	2 halls	13 courts
Fitness suites	23 health and fitness facilities	1266 stations	1 health and fitness facility	120 stations

Quality

- 5.6. The typical life of a public leisure facility is 35 to 40 years old. Bracknell Leisure Centre is showing its age and in need of investment. The incumbent operator, Everyone Active, has already invested in the exterior cladding to improve the aesthetics of the building.
- 5.7. The ageing plant to the swimming pools at Bracknell Leisure Centre is hemorrhaging money and the design and location of the wet facilities within the centre are not ideal.
- 5.8. There are areas of Bracknell Leisure Centre that are inaccessible for wheelchairs users. For example, whilst there is a lift to the swimming pool floor, there is no lift to the rear of the leisure centre.
- 5.9. Bracknell Leisure Centre is energy inefficient. The centre will not contribute effectively to BFC's carbon neutral target by 2050 in its current design.

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5.10. Coral Reef Waterworld has benefitted from significant capital investment to improve and modernise the flumes, roof and pool plant equipment, however, such is the nature of leisure and lagoon pools as destination attractions, there will be the need to invest and reinvent many of the internal features in order to keep pace with other new and improved developments in neighbouring authorities such as Basingstoke and Deane Borough Council where a brand new leisure pool is planned to replace the Aquadrome facility at the Worthing Road Leisure Park.

5.11. Table 7 summarises the quality of existing BFC facility provision:

Table 7: Summary of BFC facilities and their Quality

Facility	Year built	Quality
Bracknell Leisure Centre	1966, extended in 1981	An ageing facility, with some recent refurbishments and improvements. Excellent 3G AGP, health and fitness suite, cafe and studio provision. Swimming pools in need of refurbishment alongside soft play, athletics track, sports halls.
Coral Reef Leisure Pool	1989	Good quality leisure facility with recent roof improvements and splash pad added, although ageing, still a very well use facility and no major need to redevelop/refurbish in the short term
Downshire Golf Complex	1973	Good quality golf course and ancillary facilities, clubhouse in need of minor refurbishments. Opportunity to invest to engage more throughput i.e. Toptracer/Trackman within the driving range bays

5.12. The priority facility to address in terms of investment is Bracknell Leisure Centre, which is a community leisure facility, providing a range of physical activity opportunities for all.

5.13. Replacing this facility will better provide for both the existing and future population within Bracknell Forest district and help grow the already impressive membership. Replacement of the existing facility is likely to require significant capital investment.

5.14. There is a proposal to develop a Football Academy on the site of Bracknell Leisure Centre. This site must be used for sporting provision so is an obvious location; the Leisure Strategy will need to explore further the Football Academy proposal and how/where that could sit alongside the very clear priority for BFC of provision for all. There is potential for the existing site to be developed as a 'Sports Campus/Village' with a mix of community and private provision.

5.15. In the longer term there may be opportunity to also consider the future of Coral Reef Leisure Pool and the Clubhouse/practice facilities at Downshire Golf Complex given their age and need to modernise to stay on par with competition as a minimum.

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Accessibility

5.16. Table 8 summarises the ownership and accessibility of the existing facilities within Bracknell Forest:

Table 8: Facility Ownership and Accessibility in Bracknell Forest

Facility	Number available for Pay and Play, Club or membership access	Quantity available for Pay and Play, Club or membership access
Sports Halls	22 sports halls	78 badminton courts
Swimming Pools	13 swimming pools	41 lanes plus two learner pools
Fitness Suites	16 health and fitness suites	1193 stations

Availability

5.17. There are a number of facilities across the borough. Some of these are on education sites where there is no formal community use arrangement, meaning facilities could be withdrawn at any time. These are predominantly used by clubs. This scenario would have significant impact on community access, and particularly club access, reducing the scale and nature of opportunities to be physically active.

Table 9: Summary of Facility Availability Pay and Play access that is non-membership

Facility	Number available for Pay and Play access	Quantity
Sports Halls	4 (one of which is currently a gymnastics hall)	18 badminton courts
Swimming Pools	4	12 lanes plus learner pool and Coral Reef
Fitness Suites	2	162 stations

5.18. In this context provision of BFC community leisure facilities becomes even more important. A large number of sports halls and swimming pools are provided by external organisations where there is no security of tenure.

5.19. BFC's new Local Plan (still to be adopted) includes a vision with objectives and a strategy for the level and distribution of development in the borough. It is divided into two parts. The first part deals with strategic matters and contains policies that set out the overall strategy for the pattern, scale and quality of development together with provision to meet specified needs. The second part covers non-strategic matters which are essentially development management policies.

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- 5.20. The Borough Development Framework (Vision to 2026) and Bracknell Town Centre Vision 2032 supports the Local Plan and provides further detail on the infrastructure needs, including sport and recreation to support the growth set out in the Local Plan.
- 5.21. BFC does not have an up-to-date Sport England Facility Planning Model (FPM) report for the borough (this is produced by Sport England; cost £1,500 for a national run for both pools and halls, which would provide a baseline position). This provides an important element of a needs assessment and should be undertaken as part of the next stage of strategic planning work.

Summary

- 5.22. Interventions identified as part of this diagnostic report include:
- Undertake a Built Facilities Strategy (including a Needs Assessment covering all built facility types irrespective of location or ownership);
 - Update the existing Playing Pitch and Outdoor Sports Strategy (covering all pitch types irrespective of location or ownership);
 - Update the Vision for provision across Bracknell Forest;
 - Undertake a Sport England Facility Planning Model run to help inform the needs assessment;
 - Develop understanding of how all the existing physical activity infrastructure in the borough is used – who, when, how, and whether there is further capacity available, and /or potential to extend existing community access/develop arrangements to facilitate community access;
 - Undertake community and stakeholder consultation to further evidence demand for participation;
 - Development of a full Leisure Strategy – (following the SOPG approach) setting out the strategic approach being taken and looking in more detail at the opportunities and needs in the borough over the longer term;
 - Update the Council Vision for physical activity;
 - Develop Shared Outcomes and priorities;
 - Establish a Leisure Strategy Steering Group to support the work required to develop stakeholder input and further extend partnership working across Bracknell Forest;
 - Establish a Sports Forum in the district to provide one voice for sport;
 - Develop a Leisure Strategy which considers formal and informal facilities, partnerships, roles of and arrangements with clubs, education provision, the active environment, neutral targets and active travel routes;
 - Explore opportunities for co-located service delivery; and
 - Undertake further detailed feasibility and options work to determine the nature of future provision on the Bracknell Leisure Centre site.

6. Commitment

- 6.1. The opportunity to develop a new way forward for physical activity provision in Bracknell Forest is clear; equally the outcomes to be achieved are supported by the local priorities for community health and wellbeing:

“to enhance the quality of life for our residents and enable our communities to be active, healthy and confident through increased participation in sports and active recreation”

- 6.2. BFC is committed to taking a strategic approach to its future provision and recognises that there is work to be undertaken to achieve this.
- 6.3. Given the existing evidence for the proposed approach to physical activity provision in Bracknell Forest, the elements which now need to be addressed are:
- Undertake the identified strategic planning work;
 - Better understand which existing assets are available for community use, which have the potential to be used and which are unavailable
 - Develop a Shared Vision and Outcomes to inform and guide the future direction of travel for BFC and partners; and
 - Align all physical activity provision – services and facilities- to community health and wellbeing.
- 6.4. The above will need to be confirmed as BFC policy through the appropriate BFC committee decisions.
- 6.5. The timescale for completing the updated strategic planning work above would be 12 to 18 months.

Summary

- 6.6. The priorities for future physical activity provision in the borough is clear- it is all about community health and well-being. There is however a need to confirm what this looks like in terms of facilities, services and partnerships:
- A detailed needs assessment;
 - An up-to-date BFS and PPS (these are also needed to provide an evidence-base to inform planning decisions);
 - A Leisure Strategy; and
 - The future Vision for the Bracknell Leisure Centre site and what this will comprise.

7. Strengthening the SOPG Evidence

- 7.1 It is very clear that BFC has already developed some Insight and understanding of each locality area, with specific reference to future provision of physical activity. The proposed future direction reflects the shared outcomes and Vision for health and wellbeing in Bracknell Forest.
- 7.2 There are a few areas where there is opportunity to further strengthen this existing evidence base; these are summarised in Table 10. Addressing these will further support alignment with the SOPG and assist in strengthening the case for investment in identified interventions.

Table 10: Summary of identified Gaps against the SOPG

Shared Outcomes	Insight	Interventions	Commitment
<p>Need to develop shared local outcomes for Bracknell Forest Council</p> <p>Some of the existing strategies e.g. the PPS would benefit from review and update so that they clearly support a place-based approach and are aligned to the priorities of BFC and partners.</p> <p>A Built Facilities Strategy is required based on a Needs Assessment for the Borough.</p> <p>Understand how the current facilities support the Council's carbon neutral targets and what is needed to ensure they can make an effective contribution to these moving forward.</p> <p>There is, a need to develop a Shared Vision and Outcomes, so all those involved in delivery and development of physical activity in the district are aligned and working towards the same Objectives.</p>	<p>Need to understand the community</p> <p>It is not clear that there is a clear understanding of the hard-to-reach groups in the district, nor the barriers they face in terms of being physically active. Such groups could include: care home residents; elderly people living on their own who are less active than they could be; Council house/flat tenants; those living in known areas of deprivation; those in social care; those in low paid employment where they may be having to do more than one job despite social benefit support; those in receipt of any employment or long term sickness/life limiting condition support; those with a disability; families dependent on support such as free school means; young people not in education or training etc.</p>	<p>Need to identify how the outcomes can be delivered sustainably</p> <p>There is a need to confirm the way forward for provision at Bracknell Leisure Centre through further detailed feasibility work i.e. new build versus refurbishment, and the options for a wider sports campus/sports village approach.</p> <p>Aspirational green travel routes from leisure centre inside the ring road to town centre.</p> <p>There is also opportunity to further explore the co-location of services and the delivery of other community provision.</p> <p>Consider the future provision of the Athletics Track located at Bracknell Leisure Centre., given its condition.</p>	<p>Secure investment commitment to outcome delivery</p> <p>There is a need to develop a clear commitment to the future direction for physical activity provision, roles and responsibilities before investment is considered.</p> <p>There is however an opportunity to start, as part of the Leisure Strategy development, to confirm:</p> <ul style="list-style-type: none"> • Capital costs • Revenue implications • Condition survey • Timescales for implementation of investment, change and rationalisation

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Shared Outcomes	Insight	Interventions	Commitment
		<p>The facility should be future proofed and invested in where possible to deliver a better quality environment for users of the site.</p> <p>Further explore the Football Academy proposals and how these might complement continued provision of community physical activity facilities on the Bracknell Leisure Centre site.</p> <p>Consider the requirements for water space across the borough and whether a regional 25m x 8 lane competition pool may provide a better facility than the current offer at BLC.</p> <p>Consider the potential for Bracknell Gymnastics Club to have a dedicated facility.</p>	<p>Work with Everyone Active throughout this process and if new facilities are required, consider the impact on future procurement of the leisure contract in 2033.</p> <p>Any new developments should be developed reflecting the BFC carbon neutral agenda.</p>
<p>Need to develop an understanding of the wider local strategic outcomes</p> <p>Updating these documents would address the need for feedback from education and voluntary sector sports clubs.</p>	<p>Gather insight from local community and stakeholders to identify barriers and opportunities for behaviour change</p> <p>Further input and feedback from key stakeholders would also be useful, to respond on a locality basis to the survey feedback.</p> <p>It would be useful to have feedback from the organisations/support network working with the vulnerable/hard to reach groups identified above.</p>	<p>Consider a range of facility and service interventions across the broad range of provision</p> <p>Future provision of Downshire Golf Complex to be considered including the modernisation of the dated club house and updated of the practice areas.</p> <p>Work with Everyone Active to build on the community outreach and active communities programme to engage with those who are inactive.</p>	<p>Agree a sustainable and effective business case</p>

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Shared Outcomes	Insight	Interventions	Commitment
<p>Identify cross sector approach, including local community needs and priorities</p> <p>There does not appear to be a Physical Activity Strategy/Plan/Statement which brings together in one document all strands of the Vision, locality, indoor and outdoor facilities, services, the Active Environment, Active Travel etc.</p>	<p>Consider the contribution from the wider physical and social environment</p> <p>It would also be beneficial to have up to date feedback from the education, voluntary sports club sector, key clubs and external facility operators.</p> <p>Engagement and review of the 14 x community centres needs to be undertaken</p>	<p>Determine the optimal and sustainable mix of facility and service intervention</p> <p>Develop a strategic approach to the facilities across Bracknell, work with partners to determine what is currently being provided, what developments are being considered within education and private sectors to ensure all residents have access to good quality, affordable facilities.</p> <p>Building on this work, and to help in informing a full Leisure Strategy, it would also be beneficial to establish a Sports Forum in the district to provide one voice for sport.</p> <p>Based on an assessment of need, determine the future and future facility mix of Bracknell Leisure Centre.</p>	<p>Identify resource requirements to support implementation</p> <p>Investment from a 'leisure management partner' could be positioned as part of contract extension/renegotiation</p>

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Shared Outcomes	Insight	Interventions	Commitment
<p>Establish the contribution sport and physical activity can make</p> <p>It is clear BFC is well aware of the value and contribution of physical activity in reducing health inequalities and inactivity.</p>	<p>Establish where you are now and where you want to be in future</p> <p>Establish a Leisure Strategy Steering Group to support the work required to develop stakeholder input and further extend partnership working across Bracknell Forest. It may then also be possible to utilise this group to secure stakeholder input particularly from harder to reach groups or those where further representation would be useful for example, care homes, the public health network, older peoples' organisations, family support groups, rural community groups, tenant organisations, new community groups in developing housing areas etc.</p>	<p>Explore and identify effective management model(s)</p> <p>There is no indication that an alternative model to outsourcing is required; this will be the most cost-effective delivery model of all available options.</p>	<p>Secure stakeholder commitment and move to implementation</p> <p>Once the interventions to deliver the required outcomes have been agreed, there will be a need to ensure all partners and stakeholders support these and will contribute as appropriate to their implementation.</p>
<p>Secure buy-in to the local strategic outcomes</p> <p>Work with partners to ensure there is a strategic approach and buy-in to the best way forward for BFC in relation to physical activity, health, wellbeing and sport</p>	<p>Agree objectives needed to contribute to shared local strategic outcomes</p> <p>Working with existing and new partners there is a need to identify shared priorities for health and wellbeing so that in agreeing a direction of travel for the district, this also addresses other local priorities.</p>	<p>Establish the key performance indicators for each intervention</p> <p>There will be a need to be able to monitor and evaluate the impact and benefits of each agreed intervention. These KPIs must be capable of being monitored by BFC and partners.</p>	

7.3 Overall, there is a lack of one document pulling together all the existing physical activity evidence, Vision, Insight and proposals for the way forward i.e. a Leisure Strategy.

8. Recommendations

- 8.1. A considerable amount of work has taken place over the last four years working towards BFC's overall strategic vision to be a desirable and attractive place to live, work, learn and visit with vibrant towns and rural villages. Sport, leisure and physical activity plays a key role in this concept. There is now a need to develop a more evidence-based approach to the future of provision of physical activity facilities and services in the district, based on need, and aligned to priorities for community health and well-being.
- 8.2. There is a determination from the BFC /Everyone Active partnership to ensure all residents have access to physical activity provision, particularly within the areas of highest deprivation where residents, including those in hard to reach groups, are least physically active.
- 8.3. BFC has developed its existing physical activity infrastructure based its overall strategic vision; there is now an opportunity to develop a needs-based approach, informed by local Insight and evidence. To deliver a future needs-based approach that is both sustainable and strategic, and aligns to BFC health and wellbeing priorities as well as their ambition to put the borough on the map through significant sport and physical activity provision, there is a need to:
- Develop a Built Facilities Strategy (BFS); access arrangements at education facilities is a key element to explore. in this work
 - Update the Playing Pitch and Outdoor Sport Strategy (PPS);
 - Develop a Physical Activity Statement;
 - Undertake consultation and engagement; priorities are the wider community, hard to reach groups and key stakeholders;
 - Run an FPM report;
 - Update the Council Vision for physical activity;
 - Develop Shared Outcomes and priorities;
 - Establish a Leisure Strategy Steering Group to support the work required to develop stakeholder input and further extend partnership working across Bracknell Forest;
 - It would also be beneficial to establish a Sports Forum in the district to provide one voice for sport;
 - Develop a Leisure Strategy which considers formal and informal facilities, partnerships, roles of and arrangements with clubs, education provision, the active environment, neutral targets and active travel routes;
 - Explore opportunities for co-located service delivery; and
 - Undertake further detailed feasibility and options work to determine the nature of future provision on the Bracknell Leisure Centre site.

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