



Wonford Community Health and Wellbeing Centre

OCTOBER 2019



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1. Introduction

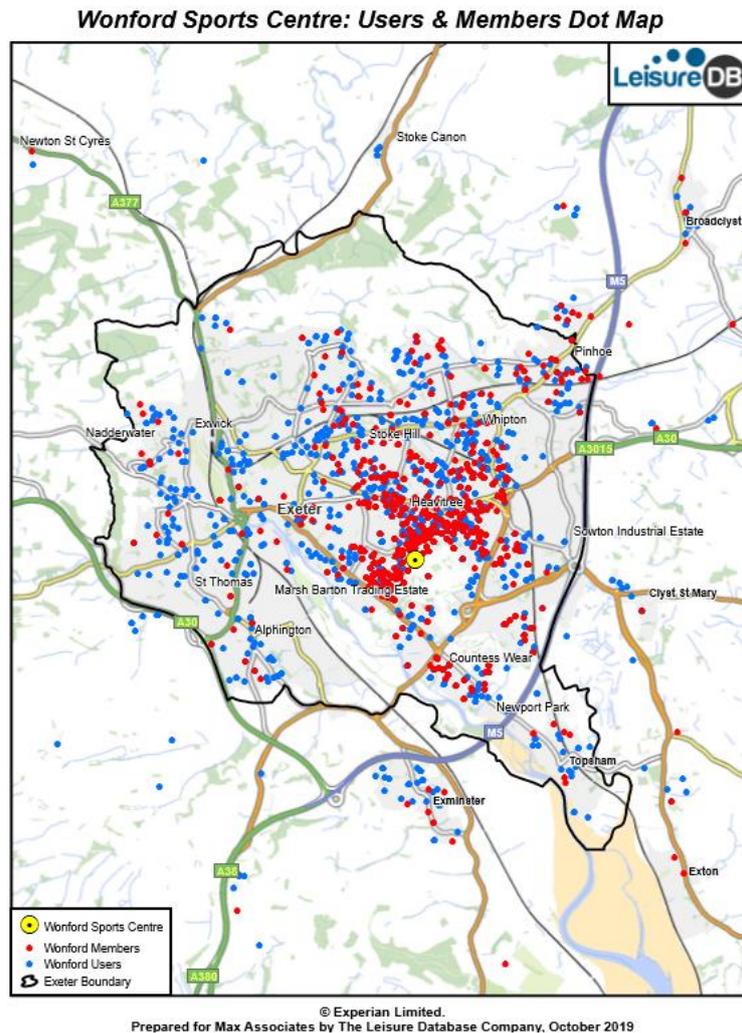
- 1.1 The Council has set out its key strategic priorities for the vision of Exeter to be the most active city through:
 - Exeter Live Better & Move More: Physical Activity Strategy
 - Exeter Live Better & Move More: Built Facilities, Playing Fields, Pitches, Play Areas, Park & Green Spaces Strategy.
- 1.2 Proposals for the Council's future built sport and leisure facilities take into account the facilities the Council own and lease to others and were agreed by the Council in published in July 2019 following a wide-ranging public consultation.
- 1.3 The Council has commissioned a further programme of engagement with local residents and community groups on the concept of developing a Community Health and Wellbeing Centre in Wonford to replace the current community centre and sports centre. CAG Consulting has undertaken the community engagement programme which complements this report.
- 1.4 The Council also independent health sector experts KYMA/ELT to engage with primary care, and wider NHS to understand appetite for co-locating a primary care centre within the Community Health & Wellbeing Centre .
- 1.5 Max Associates, has been engaged to provide specific detail for the sport & leisure element of the proposed Wonford Community Health & Wellbeing Centre which is the focus of this report.
- 1.6 To date Max Associates has focused on and provided detail on the current facility mix, current usage/membership, profiling of users, latent demand, competition analysis, and strategic Sport National Governing Body (NGB) opportunities.

2. Summary of current usage/membership

- 2.1.1 Wonford Sports Centre has around 5,130 active users (this figure includes approx. 1,020 members). The centre is managed by Parkwood Leisure on behalf of Exeter City Council. Analysis of the user data showed that almost 40% of records have either no postcode or an incomplete postcode.
- 2.1.2 Our analysis is therefore based on the 60% of users (equivalent to c. 3,100 people) where a correct postcode has been provided.
- 2.1.3 The current users have been mapped, 82% of the total live within the Exeter City Council area. A dot map has been provided below which shows the Exeter boundary, Wonford Sports Centre, active members and all users. The 18% of users that live outside Exeter are scattered around and include clusters in Broadclyst, Cranbrook and Silverton. There are also clusters coming from Exminster and Exmouth, to the south. (Figure 1 below).

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Figure 1 – Wonford Sports Centre: Users & Members Dot Map



2.1.4 Using Mosaic, a detailed geo-segmentation system, each postcode was assigned a Mosaic code. To ensure we are comparing like with like, we have cut down the users to just those that live within Exeter and compared them to the total population in the same area. This gives us a demographic profile of users and the local population showing how well the centre is penetrating the market. All the tables and figures below are therefore based on the 82% of users that live within Exeter. Full Mosaic Profile is provided **Appendix 1** and an age profile provided in **Appendix 2**.

2.1.5 The report shows that 2,518 users live within Exeter. The total population in this same area is 135,911. This means that 1.85% of the Exeter population currently use Wonford Sports Centre.

2.1.6 766 Wonford users live within the Priory ward which is 25% of the total (so 75% live outside the ward).

3. Under-Represented Mosaic Groups

3.1 The table below shows the Mosaic group breakdown of Wonford Sports Centre users and the total population, sorted by the % of users' column; the groups generating the highest proportion of users are shown at the top. Five Mosaic groups are over-performing, meaning that the proportion of users is higher than the proportion of the population. These five groups have an index score over 100 and are highlighted in **Figure 2** below.

Figure 2 – Wonford Sports Centre: Users & Population

| Mosaic Group | Target | % | Base | % | Pen | Index |
|-----------------------|--------|------|--------|------|-----|-------|
| I Family Basics | 479 | 19.0 | 13,239 | 9.7 | 3.6 | 195 |
| H Aspiring Homemakers | 369 | 14.7 | 20,253 | 14.9 | 1.8 | 98 |
| G Domestic Success | 271 | 10.8 | 9,777 | 7.2 | 2.8 | 150 |
| O Rental Hubs | 266 | 10.6 | 35,056 | 25.8 | 0.8 | 41 |
| E Senior Security | 252 | 10.0 | 17,570 | 12.9 | 1.4 | 77 |
| F Suburban Stability | 172 | 6.8 | 6,175 | 4.5 | 2.8 | 150 |
| M Modest Traditions | 144 | 5.7 | 4,050 | 3.0 | 3.6 | 192 |
| K Municipal Challenge | 138 | 5.5 | 3,067 | 2.3 | 4.5 | 243 |
| L Vintage Value | 138 | 5.5 | 7,819 | 5.8 | 1.8 | 95 |
| J Transient Renters | 103 | 4.1 | 6,298 | 4.6 | 1.6 | 88 |
| B Prestige Positions | 85 | 3.4 | 5,585 | 4.1 | 1.5 | 82 |
| N Urban Cohesion | 75 | 3.0 | 5,068 | 3.7 | 1.5 | 80 |
| A City Prosperity | 26 | 1.0 | 1,931 | 1.4 | 1.3 | 73 |
| C Country Living | 0 | 0.0 | 21 | 0.0 | 0.0 | 0 |
| D Rural Reality | 0 | 0.0 | 2 | 0.0 | 0.0 | 0 |

3.2 The groups that are under-represented are:

- **Rental Hubs** is the most prominent Mosaic group in Exeter; it accounts for almost 26% of the total population (over 35k people), but it only generates 10.6% of the users (266 people). It is therefore one of most under-represented groups within Exeter. Many will have other fitness and sports options which are closer to home.
- Older low-income groups
- 65+ groups.

4. Latent Demand for Health and Fitness

- 4.1 Full details can be found in **Appendix 3**.
- 4.2 Based on the catchment demographics and competition it is estimated that the total demand for health & fitness membership of 657 and estimate latent demand for fitness members is 157.

5. Competition Analysis

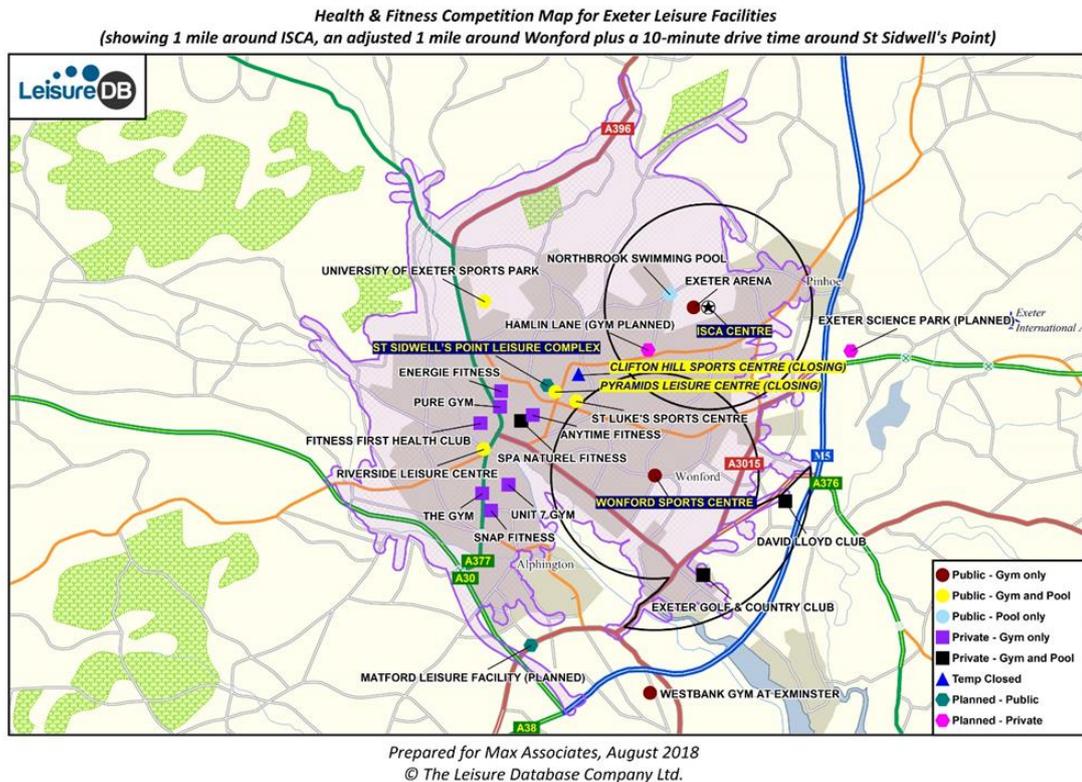
- 5.1 Competition analysis of commercial facilities has been undertaken and is provided in **Appendix 4**.
- 5.2 There is a reduced need for commercial activity e.g. soft play / tenpin bowling etc due to local competition. However, there are no TAG Active facilities within a 2-hour drive of Exeter.
- 5.3 According to the Council's strategy (see 1.1) swimming demand will be provided through a new community pool on the Exeter Arena site to replace the aging facility at Northbrook alongside the new city centre St Sidwell's Swimming Pool and Leisure Centre due to open in 2021 and a refurbished swimming pool within the Riverside Centre. These facilities will meet the need of local demand including the current provision deficit.

6. Health and Fitness Competition

- 6.1 There are two fitness options in the catchment; David Lloyd and the Exeter Golf & Country Club. These are the premium options in Exeter. David Lloyd is located next to the Exeter Chiefs Rugby Stadium on Sandy Park Way. The club opened in 2010 and monthly membership costs over £100, the highest membership fee in the city. Facilities include a large gym, two pools (indoor & outdoor), studios, tennis courts (indoor & outdoor) and a spa.
- 6.2 Exeter Golf & Country Club in Countess Wear offers similar facilities (on a smaller scale) to David Lloyd including a gym, pools and tennis courts but it also has squash courts, an 18-hole golf course and a 10-bay driving range. Membership is £74 per month (reduced to £58 for off-peak gym use). Across the two clubs, there are over 6,000 members.
- 6.3 Just outside the catchment area, towards the city centre, is St Luke's Sports Centre, a University of Exeter facility. It has a 30-station gym, swimming pool sports hall & studio which are available to the public. The summary map is shown in **Figure 3** below.

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Figure 3 – Health & Fitness Competition Map



7. Sport England and National Governing Bodies

7.1 There is a significant strategic opportunity to work with Sport England through the Council's Local Delivery Pilot Programme and undertake the Strategic Outcomes Planning Model process to access expertise and potential future facility funding.

7.2 There is identified strategic intent from large National Governing Bodies of Sport:

- British Cycling - local family trail / pump track cycling provision within the Exeter Arena site and an invitation to develop a partnership bid for the 'Places to Ride' facilities investment programme
- Football Foundation / Devon County Football Association – Wonford is a priority within the Exeter Local Football Facility Plan. There is an opportunity to align local resources with national Football Foundation investment for improved grass pitches, changing rooms and small sided facility at Wonford. Potential to undertake formal feasibility to identify a business case for a 3G Football Turf Pitch.

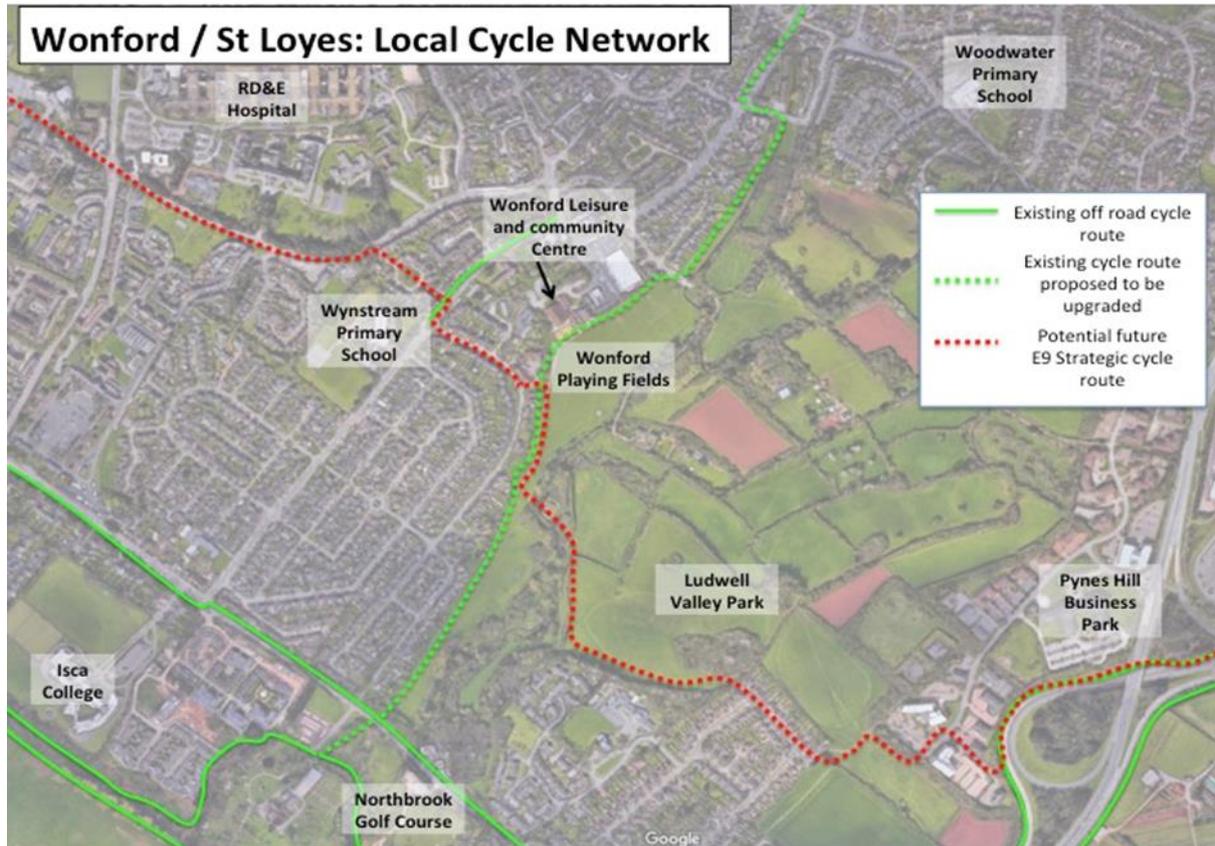
8. Recreational Cycling Provision in Wonford¹

- 8.1 Including improved recreational cycling facilities within the redevelopment of this site offers the council a great opportunity to inspire and enable more residents of Wonford to walk and cycle from their neighbourhood to the playing fields and Ludwell Valley Park.
- 8.2 The current cycling infrastructure and connections in Wonford have a strong foundation via the north-south cycling route running through Wonford Playing Fields. This off-road cycling route is adjacent to the existing Wonford Sports Centre and Community Centre and connects across Topsham Road to the Riverside Valley Park and wider Exe Estuary Trail. This off-road route is geared primarily towards commuter and school journeys. The route is an accessible shared use path mainly used by pedestrians and dog walkers. It forms part of the Green Circle citywide 13mile walking route.
- 8.3 However, there are some barriers and missed opportunities which inhibit its use. It is unlit, with limited places to stop and dwell, minimising the potential for year round recreational usage and new cycle users. Access points to the cycle route from Wonford are unsurfaced and the access via the Wonford Sports Centre and playing fields is narrow, poorly lit and is perceived to be unsafe by local residents.
- 8.4 Further access points to the cycle route through the playing fields at Woodwater Lane (north) and Topsham Road (south) are poorly signposted, unattractive and there are physical barriers to prevent unauthorised access which also makes the routes unattractive for potential recreational users.
- 8.5 There is an unpopular, unused cycle skills area and an overgrown historic pump track within Wonford Playing Fields. There is no cycle access from Wonford Playing Fields and the wider community through Ludwell Valley for recreational use or onward travel to Pynes Hill and the Eastern side of the city.
- 8.6 There is also an absence of fit for purpose cycle storage within the site of the Sports Centre and Community Centre with the majority of users currently arriving by car.
- 8.7 It is therefore recommended that the Council uses this opportunity to consider working with stakeholders including Devon County Council, British Cycling, Sport England and Devon Wildlife Trust to identify investment and support for these opportunities:
 - Improvements to the existing environment through lighting, signage, benches and gateway features in response to poor perceptions of personal safety and accessibility
 - The potential of a family friendly circular route around the boundary of the Wonford Playing Fields. This could extend into and through Ludwell Valley Park helping to increasing usage, broaden the diversity of users and the types of activities they take part in.
 - Young people and families leading the design of new recreational cycling activities by relocating and regenerating the existing cycle skills area and pump track to connect the community of Wonford with Ludwell Valley Park

¹ This section has been provided by James Bogue, Active & Healthy People Programme Lead, Exeter City Council

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- Develop and enhance secure cycle storage provision for local residents & employees visiting and working in the area. Explore the opportunity of developing a bike share scheme located in the hub for residents, patients and employees to hire bikes on their doorstep.
- Work with local cycling providers and charities to develop an all ability cycling hub in Wonford (e.g. the Bikebank / Ride On Cycling model)
- Improved links between Wonford Playing Fields and Riverside Valley Park (via Northbrook Approach) for onward active travel to the west of the city.



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9. Proposed facility mix

9.1 On the basis of the information and evidence shown above and detailed in the Appendices, it is proposed that the following facility mix is taken forward for full business case feasibility and further engagement with the local community and stakeholders:

| Facility | Comments |
|-----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Re-provision of a sports hall, group exercise space and fitness | 4 courts, this should be constructed as flexible spaces to allow different activities and classes to be delivered, including health related programmes. |
| Group exercise space and fitness | Gym – 40 stations 1 x studio 1 x spin studio |
| Flexible Community Space | Community rooms – to be available for hire to local groups and businesses, can also be used for health consultations and one to one sessions. Flexible activity room with community kitchen facilities – suitable for hire by community groups for sports and non-sporting activities, can be used to deliver health initiatives and programmes. Wider use other than sport and leisure should also be encouraged. There are opportunities for the local community to use of community spaces for making music, facilitating arts events and cultural activities for a range of ages. |
| Soft Play | Soft play provision for early years children which would be support by the catering offer. |
| Cycling provision | As detailed in 8.7 above, there is the opportunity to develop new recreational cycling activities and an all ability cycling hub – to be developed further with the local community. |
| Playing pitches | Retain existing and refresh (if required) Artificial Grass Pitch (AGP) Reconfigure and enhance pitches and pavilion facilities for multi club use. |

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| Facility | Comments |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Other activities | <p>There is an opportunity to discuss further with the local community other activities to engage young people – for example:</p> <ul style="list-style-type: none"> • Virtual climbing and trampolining • Interactive cardio exercises classes using the best of technology to provide alternative ways of using fitness equipment. • Outdoor adventure tower. |

9.2 Our understanding is that other site/centre provision should/will include:

- A new primary care centre in partnership with Wonford Green GP Practice.
- A new design which connects the centre to the adjacent green space including playing pitches, play areas, walking & cycling networks and Ludwell Valley Park
- Enhancement of the playing pitch provision through existing specific Section 106 funding for Wonford Playing Fields.

9.3 It is essential that the Council continues to provide engagement opportunities for residents, communities and stakeholders to input into future built facility development plans, to ensure that the local community is appropriately represented and the facility meets the needs of all sections of the community to encourage them to participate; in particular those who do not currently use the existing facility.

9.4 The uses for the community spaces, in particular, identified within the facility mix should be worked up through further engagement with the local community and stakeholders.

9.5 The delivery model for this facility must not replicate the traditional sport and leisure centre environment.

9.6 The city centre is well catered for, providing a range of facilities (particularly with the construction of SSP and the potential facility developments at Exeter Arena as proposed in the facility strategy.

9.7 Wonford Community Health and Well-being Centre must therefore be focussed upon:

- Providing relevant, accessible and appropriate provision for the local community
- Meeting the need for integration with health partners
- Developing the opportunity for wider local community arts, music and cultural provision
- Not “competing” with city centre public and private (commercial) sport and leisure facilities.

10. Sport England Strategic Outcomes Planning Model

10.1 As stated above there is an opportunity to work with Sport England and undertake the Strategic Outcomes Planning Model. There is the opportunity for a bid to Sport England for Strategic Facilities Funding, a grant of which is available up to a maximum of £2m.

10.2 We have set out, in **Appendix 5**, the approach and methodology based on meeting the new Sport England guidance for funding similar schemes. Key features which applications will be expected to demonstrate are:

- A clear strategic vision and planned approach focused on local outcomes (cross-sector collaboration, health, leisure, social services, libraries, crime prevention etc);
- Utilisation of local insight to identify the target audiences, the behaviour change required and how to achieve this;
- Clarity on how sport and physical activity can impact on achieving the outcomes;
- A facility mix which has been developed through a thorough understanding of the target audience and behaviour change;
- A cost effective build and financially sustainable operating model;
- Integrated service facility offer (co-location where appropriate);
- A facility that provides the potential to deliver the identified outcomes;
- An operating contract that can deliver the desired outcomes; and,
- An effective data analysis system to evaluate performance and assess achievement of outcomes

The overall model is shown in **Figure 4** below

Figure 4 – Sport England Strategic Outcomes Planning Model



Disclaimer

Although the information in this report has been prepared in good faith, with the best intentions, on the basis of professional research and information made available to us at the time of the study, it is not possible to guarantee the financial estimates or forecasts contained within this report.

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