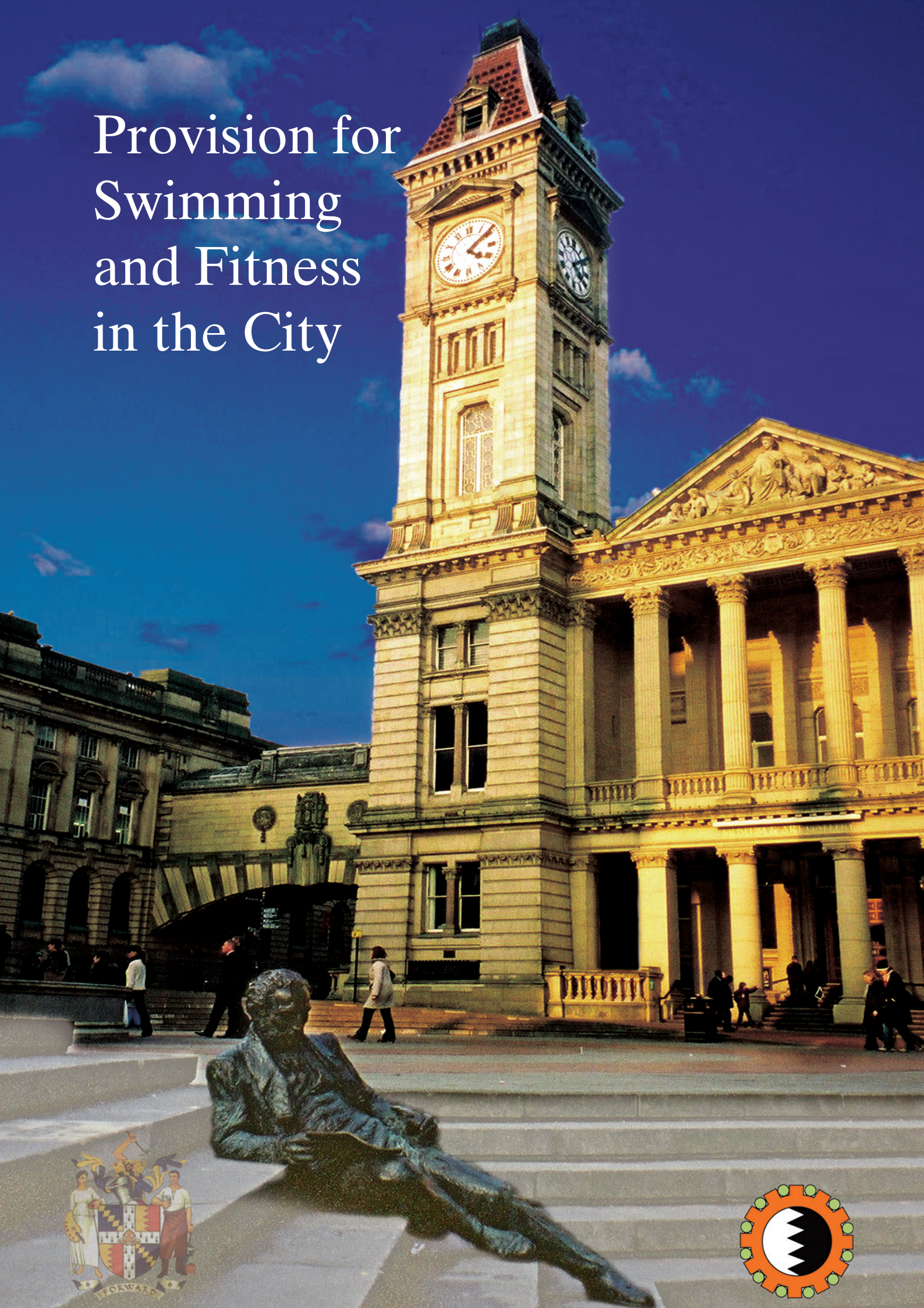


Provision for Swimming and Fitness in the City





Swimming and Fitness Provision

03 February 2004

Report to Council

Provision for Swimming and Fitness in the City



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Preface

Councillor Ken Hardeman

Chairman, Local Services, Community Safety, Leisure, Sports and Culture
Overview and Scrutiny Committee



Councillor Carl Rice

Lead Review Member



The challenges facing the nation and our City over the health of our citizens are becoming better understood and must be a great concern to us all.

Birmingham has a population of just under one million people. In some areas of the City health inequalities are significantly higher than the national average. Some of these statistics are worsened by increasingly sedentary lifestyles and a lack of regular physical activity and exercise.

The ability to swim is a vital life skill that, in extreme circumstances, can make the difference between life and death. Yet swimming does so much more than help people attain fitness, it is an enjoyable way to take exercise, to socialise, participate in clubs, compete or quite simply to have fun. Increasingly it is providing a means to rehabilitate people who have been injured or suffered heart attacks aiding their recovery.

While Sport is not a statutory service in the UK (which means the City Council does not have to provide it by law) it has, over many years, invested resources in pools and fitness centres. Evidence suggests that these services are highly valued by local communities. However, because it is not a statutory service, despite these facilities being valued by local people, they suffer disproportionately during difficult financial periods when statutory services are protected.

With such a sizeable investment there are increasing pressures to maintain, refurbish and replace facilities in order to keep them 'fit for purpose' and meet reasonable customer expectations. They also provide places for our children to learn to swim and to participate in other positive lifestyle opportunities.

This short report reviews some of the pressures facing the City Council as it tries to meet the increasing expectations of our citizens for modern, exciting swimming and fitness facilities.



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It also looks at the important role that both swimming and fitness provision have within our City and identifies issues, opportunities and concerns which will be used to add value to the emerging Sport and Physical Activity Strategy being prepared by the City Council.

We would like to thank those who have assisted this short review, particularly fellow Elected Members, Councillors Peter Howard and Ayoub Khan for their contributions and advice, those who gave their time to provide a variety of evidence and Sport and Leisure Officers Kirstie Ashworth, Richard Davies, Caroline Davis and Steve Jarvis (Lead Review Officer) for their support.

A handwritten signature in black ink, appearing to read "Peter Howard".

A handwritten signature in black ink, appearing to read "Carl Rice".



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1: Summary

Owing to the nature and age of current facilities it is increasingly likely that there will be continued calls for capital support to undertake refurbishments, enhancements and developments over time, if the Authority wishes to continue to offer and operate the current level and number of sites in the future.

The 1998 'Policy for Sport' identified a strategic need for both a 50 metre pool facility in Birmingham as well as replacement pool provision for Northfield Pool.

- 1.1 The opportunity now exists with the emerging Sport and Physical Activity Strategy to focus not only on the type of service most appropriate for the City Council to provide and enable, but also to strategically develop a Facilities Plan for the coming years ahead.
- 1.2 This should fully inform a process to prioritise future investments in facilities and services, there will need to be both a city-wide strategic provision proposal as well as more localised provision needs within Constituencies over time.
- 1.3 The House of Commons Culture, Media and Sport Select Committee published a report on school swimming in January 2002. The Committee drew attention to the difficulties in providing adequate swimming opportunities in schools. Although 4 out of 5 pupils met National Curriculum standards, this level reduced in deprived inner city areas. Particular problems were experienced with the cost of hiring pool facilities and transporting pupils to off site facilities which had led to some schools opting out of providing swimming lessons.
- 1.4 It is clear that, if opportunities for our younger citizens at school are going to be maximised, future policy and strategic planning for PE, sport and physical activity must be done together and holistically through and beyond School age years in order to encourage good habits and sustainable pathways to sport and physical activity.
- 1.5 A growing trend has been for the co-location of services sharing economies of scale and overheads such as staff supervision and security, joint reception facilities, access routes and differing but complementary market sectors and niches. New packaging arrangements along with new styles of partnerships including Public Private Partnerships (PPP's), Private Finance Initiatives (PFI's) and



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other capital investment and lease or rent back arrangements as well as the more recent opportunities for Prudential Borrowing, where appropriate, are now becoming features of forward investment strategies.

- 1.6 A key issue identified on a strategic level was that Birmingham has a significant stock of ageing buildings which are in need of regular maintenance and frequently more serious refurbishment to render them 'fit for purpose' over future years.
- 1.7 The Sport Scotland report on public swimming facility titled 'The Ticking Time Bomb' gave the following advice: 'individual pool owners will have to decide for themselves what annual or periodic maintenance they carry out and when they undertake hard or soft refurbishments. This will require careful appraisal of the condition of every single pool building at regular intervals, coupled with thorough and almost certainly invasive surveys and cost benefit analyses before refurbishment schemes are considered.'
- 1.8 With the emerging Sport and Physical Activity Strategy it will be necessary to balance local needs with strategic priorities which recognises that some areas of the city are not so well provided for with facilities and so will initially need to be prioritised for future investment.
- 1.9 Evidence taken from Director of Public Health, of South Birmingham Primary Care Trust, stated that now exercise was on the agenda, the health sector should work with local authorities and other organisations to develop learning in order to encourage active lifestyles to challenge the easy slip into sedentary lifestyles, not taking exercise, reliance on cars and undisciplined eating habits.
- 1.10 This has deliberately been an overview report in order to add value to, feed into and shape, through its recommendations, the emerging Sport and Physical Activity Strategy which will be reported by the Cabinet Member for Leisure, Sport and Culture within the next few months following its completion.



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2: Introduction

2.1 Background

- 2.1.1 The Sport and Leisure Division currently operates a portfolio of 60 leisure sites of which swimming and fitness provision represent a significant number. The City Council, as the largest single provider of swimming pools and fitness centres in Birmingham, makes a significant contribution in facilities to deliver these services. The City currently operates 19 pools and 35 fitness facilities across the City.
- 2.1.2 Although there is currently extensive provision, there has been a strong desire to bring a 50 metre pool facility to the City to provide both a strategic competition facility for elite swimming as well as a flexible facility capable of supporting public provision, club swimming support, local schools services as well as other appropriate service support. This interest has been expressed within the City for at least 20 years.
- 2.1.3 Another critical consideration is the well recognised but growing concern over the ability to maintain, refurbish and re-invest in current and future facilities. SportsScotland recognised this with the production in September 2001 of a report titled 'The Ticking Time Bomb' which identified serious issues over the ability to maintain, upgrade and refurbish Scotland's public swimming pools over time.
- 2.1.4 Despite the extensive range of provision, there are still many people who do not take regular exercise, are physically inactive and, as a result, put their health at risk.
- 2.1.5 Heart disease is a major killer in all Wards of the City. Death rates are around 11% higher in Birmingham than compared to the national average, which represents a challenge across sectors to address and minimise as far as realistically possible.



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- 2.1.6 Obesity is a growing problem with nearly 1 in 7 adults in Birmingham being categorised as being overweight or obese (this ranges from 9% in Sutton Coldfield to 17% in Ladywood).
- 2.1.7 In certain parts of the City, for example the Heart of Birmingham Primary Care Trust area, death rates from obesity related illness to diabetes are nearly twice as high as the Birmingham average.
- 2.1.8 One estimate from Birmingham's public health network indicates that nearly 120 deaths a year from heart disease could be avoided if more people took the recommended amount of physical activity i.e. being moderately active for 30 minutes at least 5 times a week.
- 2.1.9 The statistics above have been drawn from an earlier Sport, Leisure and Health Overview and Scrutiny Review which is an appropriate cross reference to this current review.
- 2.1.10 The outcome of that earlier review was to advocate Sport and Leisure with the promotion of physical activity, from a Government policy viewpoint, as an important contributor toward improving health, tackling social exclusion and reducing health inequalities.
- 2.1.11 The market place has seen the rise of the private sector fitness clubs over the past decade or so and these have offered a challenge to the established market sector.
- 2.1.12 There are challenges within the Education sector where schools can experience issues in delivering school swimming within the National Curriculum as well as the matter of enabling two hours quality PE per week for students up to the Key Stage 2 level (age 7 – 11).
- 2.1.13 The current movement towards Localisation will need to be further considered to ensure that future provision is sustainable and strategically appropriate.



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2.2 Reason for Review

- 2.2.1 This review has been established to identify key strategic approaches and issues for the provision of public swimming and fitness gyms within the City.
- 2.2.2 This has been designed as a fast and short strategic review which will identify key issues and add value to the emerging Sport and Physical Activity Strategy. It has specifically not committed to being an exhaustive and full review intent on covering areas in great technical detail.
- 2.2.3 It has been proposed that this review will be reported in time to advise, inform and add strategic value to the emerging Sport and Physical Activity Strategy, which is due for completion in early 2004.



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2.3 Terms of Reference

A	Subject of review	Sports and Leisure (Leisure and Culture) Swimming and Fitness Gym provision
B	Reason for review	To identify key strategic approaches and issues for the provision of public swimming and fitness gyms within the City. (This is intended to be a short Strategic Review)
C	Objectives of review, including outcomes	<p><u>Main Themes</u></p> <ul style="list-style-type: none"> • Identify past Capital Programme Provision to Sport and Leisure over last 10 years. • Identify past policy on provision of facilities. • Identify key factors to define a process to prioritise new forms of investment. • To consider key issues in the provision of a 50m pool within the city. • Recognise and advise on development of current Sport and PE Strategy for Birmingham. • Explore and advise on key issues for Schools. • Identify implications of Devolution on future Strategic provision. • Make specific recommendations to add value to and support the development of the emerging Strategy for Sport and Physical Activity for Birmingham in respect of Swimming and Fitness Gyms. <p><u>Sub Themes</u></p> <ul style="list-style-type: none"> • To undertake a brief comparison between Sport and Leisure fitness provision with the private sector. • To consider the benefits of mixing appropriate services within the same sites in refurbishment's or new build projects. • To look at issues surrounding the maintenance of both buildings and fitness equipment to ensure sustainable services.
D	Lead Member(s)	Councillor Carl Rice (Delegated lead member) Councillor Ayoub Khan (Review Group Member) Councillor Peter Howard (Review Group Member)



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E	Lead Review Officer	Steve Jarvis Principal Officer – Sport
F	Relevant Cabinet Member(s)	Councillor I Ward – Leisure, Sport and Culture
G	Council departments expected to contribute	Leisure and Culture Planning Education EDD
H	External organisations expected to contribute	Sport England Health Sector Private Fitness sector
I	Anticipated date of report to Overview and Scrutiny Committee	14 January 2004
J	Estimated Number of Working Days to Conduct Review	4 – 5 Member days (Full committee, Review Group and Lead Member)
	Per Member	
	Officers	10 Officer days (Lead Review Officer, Officer Review Team if appropriate, Scrutiny Officers)
K	Anticipated call on Scrutiny Budget	Travel expenses for those called to give evidence. One visit to a 50m Pool Minimal hospitality for meetings with outside organisations.

Footnote: During the course of this Review the Review Group wanted to ensure that Health related issues were more clearly reflected within the specific terms of reference and built an additional section into the terms of reference around Health.



3: Method of Investigation

3.1 Method of Investigation

- 3.1.1 This review has used both Primary Research (gathered from face to face and direct written and phone evidence) as well as Secondary Research (through using already researched and gathered information sources). It also built on an earlier report to this Overview and Scrutiny Committee by the Acting Assistant Director, Sport and Leisure at the meeting on 3rd September 2003.

3.2 Collecting Evidence

- 3.2.1 Owing to the short strategic nature of this review the Review Group Members decided to balance face to face oral evidence taking sessions along with written requests for appropriate information from other pre identified sources.
- 3.2.2 Oral evidence was sought from the following sources:

Regional Director, Sport England: West Midlands Region

Which included:

- Policy issues
- Future funding opportunities
- Analysis of current water space and fitness provision within Birmingham and their perspective on strategic issues for the City in respect to Swimming and Fitness.



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Aston University Registrar and Special Project Officer & ASA Volunteer

Which included:

An assessment of the proposal for and viability of the development of a 50 metre pool for the City.

South Birmingham Primary Care Trust Director of Public Health

Which included:

An assessment from the health sector on the promotion of physical activity as a recognised means to introduce and develop healthier lifestyles and to challenge and offset current trends into poorer health through inactivity.

Cabinet Member Leisure, Sport and Culture, Director of Leisure and Culture and Head of Finance Leisure and Culture

Which included:

Current thinking and proposals for ensuring that facilities are afforded appropriate and timely maintenance investment to ensure and render them sustainable and 'fit for purpose' over their economic life.

Written and Officer researched evidence was sought from the following sources:

Leisure and Culture

Which included:

A review of existing policy for the maintenance of facility and fitness equipment and how this is currently engaged and prioritised.

An overview of differing swimming needs and user groupings including the specific needs of serious and competitive swimmers.

An outline indication of a balance of users by groupings in swimming pools as a percentage of total use.

An indication of running costs of other existing 50 metre pool facilities as well as examples of programmes of use.



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Planning and Economic Development

Which included:

Opportunities for the emerging Strategy for Sport and Physical Activity to inform and influence future Planning Guidance.

Future support to facilities and services provision through Section 106 agreements and Development Tariffs.

Economic impact of Sporting Events in supporting the local economy.

An overview of the approval through Planning of private sports and leisure providers in Birmingham over the last 10 years.

Education

Which included:

Current policy and curriculum priorities, especially in relation to swimming and fitness.

Conditions and opportunities for schools to 'opt out' of curriculum requirements for PE.

Key issues and constraints in delivering swimming and fitness opportunities to children at school.

Issues surrounding teacher training and availability to support and enable swimming and fitness opportunities for those at school.

Learning Visit

The Review Group Members expressed an interest in visiting a currently operational 50 metre pool facility to explore design features and programming patterns to maximise use and to ensure an effective return on the investment made as well as lessons learnt through planning into operation. This will be arranged during or soon after the review period.



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4: Key Strategic Findings

4.1 Identify past Capital Programme provision to Sport and Leisure over the last 10 years

- 4.1.1 From 1994/95 to 2002/03 inclusive (i.e. 9 complete financial years), capital investment in swimming pools amounted to £1,181,000 (an average of £131,000 p.a.).
- 4.1.2 Capital investment in this period was used for repairs and refurbishment. There were no new swimming pools built.
- 4.1.3 64% of this investment (i.e. £751,000) was used to refurbish Northfield Pool and this work is not yet complete. Funding is from the City Council through earmarked capital receipts.
- 4.1.4 During this period, the only other capital investment in swimming pools of over £100,000 was funded through external grant aid (1994/95, City Challenge to Newtown Pool).
- 4.1.5 Details of the allocation of Capital Programme funds for Swimming Pools within Sport and Leisure are shown at Appendix 1 (1.1).
- 4.1.6 From 1994/95 to 2002/03 inclusive (i.e. 9 complete financial years), capital investment in fitness centres amounted to approximately £1,424,000 (an average of £158,000 p.a.).
- 4.1.7 Capital investment in this period was used to build 2 new Pulsepoint fitness centres at Shard End Community Centre and Sports Hall and Nechells Community Sports Centre. In addition, new equipment was secured at existing sites through lease agreements with private companies. Repairs and refurbishments were also undertaken with these monies.
- 4.1.8 From 1999/00 to 2002/03 in particular, much of this investment can be attributed to leasing agreements. Successful applications to external sources for grant aid also made a major contribution.
- 4.1.9 Details of the allocation of Capital Programme funds for Fitness within Sport and Leisure are shown at Appendix 2 (2.1).



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- 4.1.10 From the information provided, it is clear that, resource allocations have neither been consistent or uniform in their distribution for either swimming pools or fitness gyms despite the sizeable numbers of facilities currently operated by the Sport and Leisure Division. A leading research document was commissioned by SportsScotland called 'The Ticking Time Bomb' which looked into maintenance, upgrading and refurbishment of Scotland's public pools. The document is discussed in more detail later in this report but it does suggest an indicative figure for the average annual maintenance requirements for a typical Scottish 25 metre 6 lane public pool is in the region of £100,000 per pool. This average obviously allows for a balance between the need to undertake appropriate maintenance for pools in fair condition as well as much more significant work required in pools needing major refurbishment.
- 4.1.11 Given the average figure required per pool, it is fair to say that the general condition of Birmingham City Council's swimming pool stock is unlikely to be very much or indeed any better than the average across Scotland, and in fact may be worse owing to the age profile of pools in the City.
- 4.1.12 Owing to the nature and age of current facilities it is increasingly likely that there will be continued calls for capital support to enable further refurbishments, enhancements and developments over time if the Authority wishes to continue to offer and operate the current level and number of sites in the future.
- 4.1.13 Both annual and regular maintenance resources are necessary to ensure that these buildings remain effective and 'fit for purpose' in order to meet and fulfil reasonable customer expectations.
- 4.1.14 It is also an unfortunate consequence that when budget cutbacks are required, that maintenance and non emergency remedial action resources are targeted as they are areas of discretionary rather than fixed spend. Clearly, while the implications of not engaging in a full maintenance programme may not necessarily be seen immediately, the long term issues are that greater resources may need to be found later to overcome operational needs. Ultimately these may result in more significant future re-investments, larger corrective works and even the need to withdraw front line services from their customers for safety and other operational reasons such as the need to maintain buildings with specific 'listings' in original condition for example.



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4.2 Identify past policy on provision of facilities

- 4.2.1 Both swimming and fitness facilities have been developed over years with Tiverton Pool in 1905 which is now the oldest existing facility. Details of sites and types of provision can be seen at Appendix 2.
- 4.2.2 While there has not been evidence of a specific policy document on facility provision before 1998, there does appear to have been a form of development, which has seen new provision made to close gaps in existing provision within the City area. This must have been, however, based upon available land provision and a footprint for a suitable site.
- 4.2.3 The 'Policy for Sport', which was a city-wide document approved in 1998, made references to future desired facilities for a number of priority sports. In 1998 it identifies a strategic need for both a 50 metre pool facility in Birmingham as well as replacement pool provision for Northfield Pool.
- 4.2.4 The opportunity now exists with the emerging Sport and Physical Activity Strategy to develop a Facilities Plan for the coming years ahead.
- 4.2.5 The Regional Director of Sport England, West Midlands, gave oral evidence that suggested in Birmingham 'broadly speaking, provision of swimming pools roughly meets current demand'. She did go on to say that, through use of 'The Facilities Planning Model', the City of Birmingham could still need an additional one and a half 25 metre pool spaces within the City. She asked that there should be consideration of re-siting of other pools to achieve a good better distribution over time.
- 4.2.6 The Amateur Swimming Association (ASA the Governing Body for swimming) identifies needs for competition facilities in the City.
- 4.2.7 Sport England recommend a long term review of swimming which will apply to all pool providers to analyse use and programming and consider the implications of maintenance, refurbishment and new build needs.



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4.3 Identify key factors to define a process to prioritise new forms of investment

- 4.3.1 Clearly, the emerging Sport and Physical Activity Strategy should fully inform a process to prioritise future investments in facilities and service. There will need to be both a city-wide strategic provision proposal as well as more localised provision needs within Constituencies over time.
- 4.3.2 In the current absence of a strategy there are a number of elements which should be considered in order to ensure optimum return on any future investment, as follows:

Criteria for selecting priorities:

- Strategic impact
- Financial implications
- Management and development of site
- Sports development impact
- Impact on local schools

Sub Elements:

- Footprint characteristics and capacity
- Land ownership (i.e. purchase required or owned / gifted)
- Section 106 planning gain opportunities (note 1)
- Revenue consequences and sustainability
- Future forms of financing through Trust, PPP, PFI's, Prudential Borrowing
- Cross Boundary provision in other Authority areas
- Trends and fashions
- Flexibility of use opportunities
- Sinking funds / capacity to ensure future sustainability



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Advice has been sought from the Chief Planning Officer who has commented on Section 106 as follows:

Government guidance on the use of Section 106 agreement is prescriptive and they cannot be used to achieve extraneous benefits.

The requirements of such agreements have to be;

1. Necessary.
2. Relevant to planning.
3. Directly related to the proposed development.
4. Reasonably related in scale and kind.
5. Reasonable in all other respects.

Consequently the only circumstances where they could be used to assist in the provision of swimming pools would be where a swimming pool or, possibly some other form of indoor sports facility, is affected by redevelopment proposal and compensatory replacement provision is required.

Contributions obtained by Section 106 agreements would likely be limited in size especially when viewed in terms of the capital costs associated with new swimming pools.

They also normally have to be used within a specified time period.

These elements should be developed in association with Governing Body Facilities Strategies and take a holistic view over future sustainable facility provision which not only recognise future annual revenue, cost and investment needs but commit to ensuring that appropriate resources will be made available as they are properly required.

- 4.3.3 The Cabinet Member for Regeneration advises that future investment in facilities should be linked to future cost efficiency and increasing participation levels.
- 4.3.4 There are opportunities in not seeing the improvement of Sport and Leisure facilities in isolation but to build them within wider social and economic regeneration developments which contribute to a more holistic overview within local areas of the City.



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4.4 Key issues in the provision of a 50 metre pool within the City

- 4.4.1 For over 20 years the City Council has had aspirations to see the development of a 50 metre pool facility for Birmingham and this was formally acknowledged in the 'Policy for Sport' document produced in 1998. The current embryonic proposals being developed through Aston University now offer the most likely opportunity for this aspiration to become a reality.

A small steering group has been established to consider the feasibility and viability of: a 50 metre pool facility, 25 metre pool, Double Sports Hall (40m x 40m), Fitness Suite, specialist hockey facility (which would look to cater for England Hockey), and other integral support provision based within the Aston University campus on its own land. This group includes representatives from the City Council Sport and Leisure Division and 'Eastside' Advantage West Midlands and the Amateur Swimming Association.

- 4.4.2 Oral evidence taken from the Registrar of Aston University and Special Project Officer outlined that the Aston University proposal is based upon a joining up of existing strategic plans which include:

- Aston University's broader mission, strategic aims and objectives
- Aston University's Strategy for Sport
- The emerging Birmingham Sport and Physical Activity Strategy
- West Midlands Regional Economic Strategy
- The Government's Strategy for Sport: 'GAMEPLAN' (linking Physical Activity to Health and achieving sustainable improvement in International success)

- 4.4.3 The current approach will explore the viability of a partnership which is currently targeting:

- Aston University (HE and FE establishments and the wider network)
- Birmingham City Council
- Eastside Development
- Advantage West Midlands (AWM)
- European Regional Development Fund (ERDF)



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- Government Office West Midlands (GOWM)
 - Governing Bodies of Sport
 - Community Sports Clubs
 - Schools
 - Primary Care Trusts
 - Industry links
 - Other appropriate organisations as identified
- 4.4.4 Reference has been made to the National Facilities Strategy for Swimming of the Amateur Swimming Association (ASA), the Governing Body for swimming nationally, which show that Birmingham has been identified as a target for the provision of a National / Regional Competition Pool (50m and 25m) as well as a Regional / Sub Regional Performance Centre (50m and 25m).
- 4.4.5 The significance of this is that, as the City has been identified in this National Facilities Strategy, there is a likelihood that future national funding, or through the emerging Regional Sports Board, may become possible, although these are currently very early days in the process.
- 4.4.6 The aims of the National Facilities Strategy are:
- To promote the strategic approach to the development and management of all existing and future swimming facilities
 - To ensure capital and revenue resources, including National Lottery funds, are used effectively to deliver the Sports Development objectives of the Amateur Swimming Association and the Amateur Swimming Federation of Great Britain
 - To meet the recreational swimming needs of the community in general
- 4.4.7 Review Group Members wanted to be assured that local community access would be explored in the use profile of such a facility to ensure an appropriate access to the large local ethnic minority population close to the University site. The Registrar of Aston University said this would be considered within the planning stage and would like to explore local regeneration funding within the area to support this.



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- 4.4.8 Review Group Members asked whether a new facility would be based upon 'pay as you go' or upon a membership scheme and the Registrar of Aston University favoured 'pay as you go'. Clearly, membership schemes enable easier future revenue planning but can act as a deterrent to some who prefer to pay for each occasion use. The City Council would wish to ensure appropriate and representative local access that worked for local people and would stress this as the project develops.
- 4.4.9 The National Facilities Strategy recognises that communities differ in terms of the quality and quantity of swimming pool provision, and the financial position and priorities of providers. There will be no one model for the provision of such a facility.
- 4.4.10 Any provider of new or enhanced facilities seeking Sport England Lottery Fund support will need to demonstrate that there is sufficient community demand to justify the scale of the provision proposed. In assessing local need it will be necessary to recognise the multi functional nature of existing facilities in order to avoid possible duplication. At the same time, proposals should ensure an appropriate balance of use to enable very high levels of occupancy, which satisfies local needs as well as specialist swimming requirements within the identified catchment area.
- 4.4.11 Under the provision targeted for Birmingham within the National Facilities Strategy for swimming, there will need to be evidence that the following have been clearly evaluated and appropriate outcomes established for a new facility to be used for differing purposes for example:
- Competition pool
 - Regional training centre
 - Development centre
 - Teaching centre
 - Centre for recreational swimming and bathing
- 4.4.12 Clearly, should the provision of a new 50 metre pool complex be delivered into the Aston University site, there would be implications on existing facilities both on their continued viability as well as a likely shift in use patterns. There would also be requirement to build a new user base at the new facility.
- 4.4.13 During the course of the oral evidence it became apparent that post construction revenue consequences had not at this stage been addressed and clearly this area would be a critical element in the future sustainability in this type of proposed development.



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- 4.4.14 It is proposed to engage consultants to undertake a needs analysis and develop a business case through Aston University. They will report back in early 2004 and, if viable, it is anticipated that an opening could be as soon as 2006 to 2007.
- 4.4.15 The Regional Director of Sport England West Midlands Region gave evidence that indicated Birmingham may be able to make a case for a 50 metre complex which could mix training and up to National competition, but advised that such a provision would have an impact on other existing City pools dependant upon a final site choice. She also stated that there would be many advantages in the location of a City Centre pool site for wider City use.
- The Aston University project would also need to take account of the existing 50 metre site at Coventry in its positioning for a site in Birmingham.
- 4.4.16 The Regional Director of Sport England West Midlands Region advised that the new Regional Sports Board would be established in early 2004, and that as the local dedicated funding body for sport it would take it's priorities from the Regional Plan for Sport. It may be approached for financial support. She did, however, say that as Lottery Funding was shrinking as a result of fewer ticket sales, there could be no guarantees over future support from Lottery for a 50 metre pool complex.
- 4.4.17 The Regional Director of Sport England West Midlands Region also added that Sport England saw the most likely future financial support coming, where appropriate, from Section 106 Agreements and Regeneration programmes which target community issues relating to education, health and making impacts to challenge obesity, for example.

4.5 Explore and advise on key issues for schools

- 4.5.1 The National Curriculum requires that all children at school be taught to swim and schools have a responsibility to ensure that children can reach specific targets by separate Key Stages. The importance of swimming is demonstrated by the fact that drowning is the third most likely cause of accidental death among under 16's. While the ability to swim does not guarantee survival, it does, inevitably, reduce the number of casualties.



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- 4.5.2 The current National Curriculum requirements for 'Swimming at Key Stage 2' (age 11) include:
- Individual pupils to swim unaided, competently and safely for at least 25 metres
 - To develop confidence in water
 - To promote the principles and skills of water safety and survival
- 4.5.3 OFSTED inspectors are also asked to evaluate in relation to swimming:
- The quality and effectiveness of the teaching or instruction
 - The steps taken by schools to give support to poor or non-swimmers
 - The quality of planning, time allocation and organisational arrangements
- 4.5.4 An OFSTED Report on 'Swimming in Key Stage 2' (age 7-11) published in November 2000 stated that 1 in 5 pupils were unable to swim 25m by the end of Key Stage 2.
- 4.5.5 The report found that over half of the schools researched had reduced the curriculum time available to swimming in the last 3 years, due to timetabling issues and cost pressures. This trend is particularly concerning since the report found a:
- 'Clear correlation between the amount of time allocated to swim within the curriculum and standards achieved by pupils.'
- 4.5.6 A survey carried out in 2000 by the Central Council for Physical Recreation (CCPR) and The Times Educational Supplement found that 'thousands' did not achieve this standard. Other relevant National statistics included:
- 5% of Primary schools do not provide swimming lessons within the Curriculum
 - Only 7% of provide them outside the school day
 - On average, schools provide:
 - Key Stage 1 pupils (5-7 yrs) 11 minutes swimming weekly
 - Key Stage 2 pupils (7-11yrs) 25 minutes swimming weekly



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- One in nine schools teach fewer than half their pupils to swim unaided for at least 25m
- There are only 25% of schools where all pupils reach Key Stage 2 targets
- 26% of schools do not keep records of pupils' swimming achievements
- 19% of schools don't test whether schools reach National Curriculum targets
- 13% of schools have a swimming pool on site
- The overall time to deliver a 30 minute lesson was 1 hour and 19 minutes plus changing time
- Those who go to an off site pool spend an average of 33 minutes travelling
- 42% of schools ask for parental contributions
- 34% ask for contributions towards transport
- 26% for contributions towards tuition
- 51% of schools say their LEA does not subsidise costs of off-site pools
- Half of schools have a teacher with a qualification in swimming tuition
- 76% of schools use local authority trained swimming teachers
- 81% of schools believe that there should be remedial action for pupils unable to meet minimum requirements

4.5.7 While schools undoubtedly take their responsibilities seriously many say the pressures to achieve set standards in academic subjects means that there is insufficient time to take children swimming. This also included the added pressure of travelling time and also of costs for transport and pool hire of providing the opportunity within the curriculum.

4.5.8 The CCPR seeks to promote:

- The benefits of National Curriculum swimming and believes all children should be taught to swim at school. For many children, school swimming will be the only opportunity to learn this skill.
- More curriculum time should be made available to schools to enable them to meet their responsibilities.
- The financing of this subject should be addressed by the Government. The provision of a curriculum subject should not be reliant on parental contributions.



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4.5.9 The OFSTED Report recommended that in order to improve the standards and quality of swimming, schools should:

- Formulate a clear policy, devise effective planning and teaching strategies and give priority to teaching the non-swimmers to ensure that all pupils are able to swim 25m competently by the end of Key Stage 2
- Introduce swimming into the curriculum as early as possible in Key Stage 2 in order to make the most effective and efficient use of the limited time available and to provide pupils with the greatest opportunity to learn to swim
- Ensure that the National Curriculum relating to the knowledge and understanding of water safety and survival is fully implemented
- Ensure that pupils' swimming attainment records are passed on to Secondary schools, and
- Target funding at children who cannot swim

4.5.10 The 'Swimming Advisory Group' (SAG) was formed in January 2001 to address the main issues of concern in the OFSTED report.

The groups recommendations include:

- Improve access to swimming pools
- Ensure high quality teaching/coaching and adequate time to learn to swim
- Ensure a comprehensive Continuous Professional Development (CPD) package for all those involved in the teaching of swimming

4.5.11 The SAG also made specific recommendations to:

- Develop a Charter for Swimming endorsed by relevant Government Departments and Partners
- Place strong emphasis on Local Strategies for swimming
- Provide guidance for schools to help them to determine the number of sessions required, the length of these sessions and most appropriate age to teach children how to be safe and competent in the water
- Provide guidance for schools to help them determine minimum qualifications for teaching swimming, and minimum time recommendations for delivery



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- Emphasise that Key Stage 2 requirements of swimming 25m competently, should always be regarded and referred to as a starting point or minimum standard and not as proof of swimming competence and to provide clarity on the significance of this attainment target
- DFES should provide guidance for Local Authorities to enable them and Local Education Authorities (LEA's) to adopt local strategies for schools to support a National Charter
- Provide detailed 'Top-Up' modules for pupils who cannot swim at the end of Key Stage 2
- Develop pathways to ensure links between school and recreational swimming including inducements to children to use swimming pools (such as free swim pass)
- Ensure pupils' attainment records in swimming at Key Stage 2 should be passed onto reporting arrangements for Key Stage 3
- Ensure local strategies for swimming including the siting of new swimming facilities to consider proximity/ease of travel to school provision

Points raised in these lists led to discussion over opportunities to extend swimming opportunities to young swimmers through exploring free swimming passes for those achieving Key Stage 2 targets to help them to continue and develop their swimming. It was felt that this may help prevent them from falling out of this valuable exercise. Lessons from the current free-swimming exercise should be used to look at the means to develop this.

4.5.12

This Report also highlighted areas that require further investigation which include:

- The possibility of combining swimming transport with school bus pilot areas
- Overcoming real and potential problems in delivering swimming to ethnic minority swimmers who experience religious or cultural constraints and look at ways of addressing the concerns of parents and pupils from those groups
- Accessing appropriate support for SEN and disabled children especially in areas of poor provision and to develop strategies for increasing their participation



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4.5.13 The House of Commons Culture, Media and Sport Select Committee published a report on school swimming in January 2002. Significantly the Committee drew attention to the difficulties in providing adequate swimming opportunities in schools. Although 4 out of 5 pupils met National Curriculum standards, this level reduced in deprived inner-city areas. Particular problems were experienced with the cost of hiring pool facilities and transporting pupils to off site facilities which had led to some schools opting out of providing swimming lessons.

4.5.14 The City Council's Local Education Standards Strategy (LESS) has identified two main priorities:

- Raise Educational Standards
- Birmingham as a Learning City

These two priorities are supported by the emerging Physical Education and School Sport Policy for Birmingham which recognises a further two objectives:

- To raise attainment in physical education and school sport
- To maximise the wider impact of effective physical education and school sport

4.5.15 Issues raised by the Birmingham Advisory Support Service (BASS) Officer for Education at a meeting on 6th November 2003 were as follows:

- There is a need for professional development for teachers for swimming and PE
- There is a lack of consistent water time provided for schools for most year groups and although most schools do attend swimming, the likelihood is for fewer occasions to teach pupils than in previous years
- Costs and time allocation being a deterrent to participation (it takes roughly 1 hour and a half to ensure 30 minutes of teaching time in the water)
- The presence of male lifeguards is likely to exclude schools with female Muslim pupils from attending lessons at swimming pools
- Further research is recommended to consider employing or enabling people to undertake teacher training and the promotion and support links between schools and clubs and run programmes related, to swimming using, appropriate funding such as Gifted and Talented provision



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- There appears to be a fall off in swimming participation after Key Stage 1 (ages 5-7)
- Literacy and Numeracy requirements can build pressures in schools being able to access pools during the remainder of the regular school day and timetable
- There is a reliance on swimming pool staff to provide school session cover
- Further learning needs to be identified from the Free Swimming Initiative developed over the past year and targeted at ensuring improvements in children learning to swim
- There is a desire to pilot an approach to extend the school day and deliver PE and /or swimming outside the current formal school day
- School partnerships and sports support staff will need to evaluate new opportunities for mentoring and Continuous Professional Development (CPD)
- Direct training and skilling up of increasing teaching staff is highly desirable to build local capacity at schools

4.5.16 It is clear that, if opportunities for our younger citizens at school are going to be maximised, future policy and strategic planning for PE, sport and physical activity must be done together and holistically through and beyond school age years in order to encourage good habits and sustainable pathways to sport and physical activity.

4.5.17 Learning from the success of pilot schemes such as 'Breakfast Clubs' designed to improve individual performance and drive up school standards should be evaluated to look for future mainstream support. Other opportunities such as extensions of the Walking Bus initiatives should be extended where ever possible to encourage safe but regular physical activity on school days.

4.5.18 The Regional Director of Sport England, West Midlands Region, in giving evidence, identified the important role that current sources of schools targeted funding could and were making for example through a range of New Opportunities Fund (NOF) allocations. Future investment was still likely to go into schools and she felt that there would be further resources brought in to tackle obesity related conditions for example both at schools and into Further Education (FE).



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4.6 A brief comparison between Sport and Leisure fitness provision and the Private Sector

- 4.6.1 This review has enabled a level of comparison between some health, leisure and fitness centres in Birmingham, See Appendix 3.
- 4.6.2 The comparison provided demonstrates that the current fitness gym market is both a competitive and diverse one offering a range of packages and arrangements for a variety of customer needs.
- 4.6.3 Prices compared to other local authorities: – Birmingham compared to other local authorities has a similar pricing structure. In Birmingham, junior and adult swimming is competitively priced, particularly compared to the neighbouring authority of Solihull. Similarly the highest price for access to the best quality fitness gyms in Birmingham is cheaper than or equal to the prices for access to all the public sector gyms in the other local authorities audited.
- 4.6.4 Joining Fees: - Most private fitness centres charge joining fees in addition to either a monthly or annual membership fee. However, this joining fee is often negotiable and sometimes waived during special promotions. This makes it difficult to compare costs with Local Authority facilities as LA facilities do not charge joining/membership fees as the priority is on pay and play.
- 4.6.5 Direct Debit:- Birmingham City Council has a monthly direct debit scheme for swimming (£24.00) and its fitness gyms (for combined use of gym, swimming and aerobics the monthly charge is £30.00). This charge compares favourably with most of the private sector health and fitness centres, particularly as the City Council does not charge a joining fee as well.
- 4.6.6 The Regional Director of Sport England, West Midlands Region gave evidence that advised the local authority of advantages that she felt private fitness operators had in competing against local authority provision as follows:
- Better marketing capacity and capability
 - Greater capacity to create new build projects
 - Better on-going investment capacity



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These points suggest that current and future 'in-house' fitness developments must therefore be aware of the specific market niche that they should be targeting as well as to consider continued linkages and future collaborative project work as appropriate, where conditions favour this. She expressed her own view that it was perhaps unwise to directly compete but more to recognise where the private sector fitness provision was not already located.

- 4.6.7 With respect to free weights provision Regional Director of Sport England, West Midlands Region recognised issues around some private gym provision which attracted less desirable attention, but advised that free weight provision was especially valuable to specialist athletes who were in specific training programmes and people who enjoy free weights where they could be carefully supported and supervised.

4.7 The benefits of mixing appropriate services within the same sites in refurbishments or new build projects

- 4.7.1 The growth in the number of sport and leisure centres, private sports clubs as well as stand alone sites have resulted in a significant stock of ageing buildings many of which are now facing questions over their future sustainability.
- 4.7.2 With pressures for space and rising land values coupled with fewer available sites to develop, it is now more difficult than ever before to plan and develop appropriate sport and leisure infrastructure in the current economic climate.
- 4.7.3 A growing trend has been for the co-location of services sharing economies of scale and overheads. These include shared staff supervision and security, joint reception facilities, access routes and parking arrangements for example. It is also now more likely that differing but complementary market sectors and niches are merging operational sites. There are now a wider range of packaging arrangements along with new styles of partnerships which include:
- Public Private Partnerships (PPP's)
 - Private Finance Initiatives (PFI's)



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- Other capital investment and lease or rent back arrangements
- More recent opportunities for Prudential Borrowing

which are now becoming features of forward investment strategies.

- 4.7.4 It is clear that local authorities no longer have the capacity or financial ability to rationalise and replace facilities alone but need to join agendas and resources with other sources to provide for their relevant communities of interest.
- 4.7.5 A more robust approach to ensure that future asset management needs are addressed over the longer term is now recommended. This should consider the likely life of current and future buildings while being realistic about the abilities to continue current use, change use, knock down or modify to respond to future trends and changing needs over time.
- 4.7.6 With more congested urban areas, there is a need for more creativity and provision of more sustainable public building infrastructure which will not only be specifically 'fit for purpose' but also flexible enough to adapt in the future to accommodate changes in fashion of tastes. Future facility developers need to maximise returns on investment in order to achieve best value for service users and providers alike.
- 4.7.7 Good practice should be appropriately evaluated wherever practicable to enable learning and sharing of new and different approaches prior to future investment proposals.
- 4.7.8 The Head of Property and Projects for Leisure and Culture was asked to identify current issues regarding future approaches to property planning and development and made the following observations:
- Emphasis must be placed on better understanding the life span and condition of the current building stock portfolio.
 - Condition surveys must be carried out for all assets and, in respect of new schemes, (including refurbishments) whole-life costing must be evaluated and revenue implications understood and agreed.
 - Where possible, if funding permits, 'dowries' should be set in place for future repairs and maintenance (which is recommended by Sport England), to ensure that facilities are well maintained and can be refurbished or replaced.



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- Implications for future or continued investment in listed or older building stock should be thoroughly evaluated and, where necessary, transparently challenged to determine the likelihood of best value in future years.
- There is a need to ensure that where new facilities are provided they are designed for use in as flexible a way as possible, thereby future proofing for change.
- Co-locating facilities and services should not only be within the City Council but planned to meet joined agendas with for example the Health or Police services in order to provide economies in running costs. This not only has the advantage of meeting and promoting linked agendas i.e. Healthy Living but also combines wider funding and initiatives such as LIFT, PFI or PPP arrangements.
- Closer working should be considered with the private sector, where appropriate and desirable, to replace or provide new facilities. This should always ensure full community access at affordable prices but using their business skills and finance to fund and/or operate schemes as well as exploiting different market niches from other industry operators.
- An innovative approach should be taken through using the value of assets within the existing portfolio to fund or replace outdated and poor facilities. This should also be used to provide new facilities where local demographics have changed and different service delivery is required.



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4.8 Issues surrounding both the maintenance of both buildings and fitness equipment to ensure sustainable services

- 4.8.1 Direct evidence was taken from the Cabinet Member for Leisure, Sport and Culture, the Director of Leisure and Culture and the Head of Finance Leisure and Culture.
- 4.8.2 The key issues identified on a strategic level were that Birmingham has a significant stock of ageing buildings which are in need of regular maintenance and frequently more serious refurbishment to render them 'fit for purpose' over future years.
- 4.8.3 The Cabinet Member expressed concern over the current type of Government support, which makes provision for both new build projects and enhancements but not at present for capital refurbishments.
- 4.8.4 The current distribution of facilities for swimming and fitness is not spread evenly over the whole City area and there are inevitably some gaps in types of City Council provision, for example in the north east area of the City, and more facilities in other areas, for example in the south west of the City.
- 4.8.5 A pressing priority is to prevent facilities from deteriorating to levels that will impact upon their operational effectiveness and the Cabinet Member stated that options to stabilise and address future stock investment will be made with the Government. The Director of Leisure and Culture stated that discussions had already started with the Department of Culture, Media and Sport (DCMS) along these lines.
- 4.8.6 Discussions also extended to consideration of any role for the private sector in the future provision of swimming and fitness related facilities. The Director stated that discussions had also involved private sector representation to look at future opportunities to develop a longer term approach over at least a 20 year period. This would be particularly based upon a better understanding of current and future anticipated gaps in provision.
- 4.8.7 The Review Group asked whether the provision and development of a 'sinking fund' was a viable way forward. The Director stated that Leisure and Culture currently had approximately half of the entire City Council buildings asset and that this clearly needed to be a matter for the City Council to address as a whole rather than merely the Department of Leisure and Culture, as it is currently configured.



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- 4.8.8 Issues as to the creative and direct use and development of Section 106 planning gain funds were discussed and the Director stated that this represented a very likely option to address land issues and future reinvestments or developments. The Director of Sport England West Midlands also indicated that Section 106 arrangements were the most likely sources of generating resources for new projects in the future, as arrangements stand now.
- 4.8.9 The Cabinet Member stated that the emerging Sport and Physical Activity Strategy was anticipated to be taken to Cabinet in the spring of 2004 and would indicate the means by which future strategic provision would be addressed through identifying strategic and local needs and demands.
- 4.8.10 The Review Group asked what information had come back so far on the consultation exercise which has been undertaken for the Sport and Physical Activity Strategy and is being taken to Ward Committees. It was reported that this exercise was being generally well received and that Ward representatives felt that a strategic approach was necessary. The Cabinet Member also added that further consultation would be made with sports clubs, associations and key stakeholders.
- 4.8.11 The Review Group asked whether issues such as transportation would be taken into account to ease access to strategic facilities and the Cabinet Member agreed that transport issues and collaboration would be sought along with other key agencies such as Health and Education.
- 4.8.12 A discussion took place within the group over the option to explore Trust Status for the future management of the sport and leisure facilities in Birmingham. The Cabinet Member stated that this option had first been considered two years ago but was not the only option to the current arrangements. There could be a Trust option in each Constituency or a larger single Trust. The latter would clearly be the largest type of Trust in the country which would raise national attention. Ultimately the set up and legal costs of 11 separate Trusts would make this option far less attractive financially.
- 4.8.13 The Review Group asked what types of financial benefits may accrue from pursuing a Trust option and were told by the Cabinet Member that approximately £1.5 million could be recovered from one large Trust of which £1.1 million would be from reduced rates and £0.4 million from savings on VAT on income taken.



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- 4.8.14 Both the Cabinet Member and the Director indicated a preferred major or full reinvestment within the service but recognised that this would need to be a City Council decision. The Lead Review Member stated however that the principle of 'ring fencing' resources has already been raised. The Cabinet Member expressed his belief that the staff involved would be the key to any future success, if this route was ultimately selected.
- 4.8.15 With regard to Localisation and Devolution, the Cabinet Member felt that emphasis for shaping future delivery of services must be led through the Constituencies and through local means.
- 4.8.16 Discussion took place over selecting out specific facilities which may lend themselves better to a Trust route and leave the remainder to be locally influenced and managed. The Cabinet Member stated that this could be a future option.
- 4.8.17 The Director stated that Trusts were not the only option however, and that private sector involvement, creation of identified sinking funds, more creative use of building stock and land space must all be considered.
- 4.8.18 The Head of Finance for Leisure and Culture added that the future approach may not be limited to just sport and leisure facilities but may reach wider with new means to utilise Prudential Borrowing for example and co-locate service assets together in the future.
- 4.8.19 The Cabinet Member expressed the view that swimming as an activity was a 'life skill' which was an important form of exercise that could and should be accessed by as wide a range of users as possible.
- 4.8.20 Current programming for regular maintenance is arranged through Divisional prioritisation based upon the following criteria:
- Direct impact to customers of not carrying out work
 - Health and Safety considerations
 - Budget capacity
 - Operational considerations i.e. need for closures and phasing works
 - Opportunity Costs of selection / non selection of specific works



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4.8.21 Arrangements for fitness equipment are currently as follows in Sport and Leisure Management:

- Arrangements in place for 1 year parts and labour warranty with the supplier
- After this Planned Preventative Maintenance is picked up by the 'in house' Technical Services Team
- The same team also pick up emergency works and respond to breakdowns

The review group noted several concerns with current upkeep, maintenance and repairs of fitness and support equipment and wanted to see a review of this area which is so important to retaining customers and continuing high levels of customer service.

4.8.22 The SportsScotland document titled 'The Ticking Time Bomb', written by Kit Campbell Associates in September 2001, raised the following issues:

The key point from the study is, quite simply, that if Scotland wishes to retain its present level of public pool provision over the next twenty years there will be a need for massive re-investment in existing pools.

Broadly speaking, the more that pool owners spend on general maintenance and periodic upgrading, the less they should need to pay on occasional refurbishment.

Many Local Authorities have traditionally covered regular maintenance and possibly some parts of periodic upgrading and refurbishment from their capital budget. In this way they are able to significantly reduce their annual maintenance budget.

Overall, the purpose of maintenance, upgrading and refurbishment is to keep a pool cost effective to operate and in a safe and useable condition which meets reasonable customer expectations. If this cannot be achieved for a particular pool it inevitably faces a doubtful future. The definition of "cost effective" will inevitably vary over time from one pool and one local authority to another and will clearly be a key issue for consideration as part of each Council's best value review.



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Individual pool owners will have to decide for themselves what annual or periodic maintenance they carry out and when they undertake hard or soft refurbishments. This will require careful appraisal of the condition of every single pool building at regular intervals, coupled with thorough and almost certainly invasive surveys and cost benefit analyses before refurbishment schemes are considered.

The same issues and concerns relate to Birmingham with its large ageing portfolio of pools and fitness facilities.

4.9 Implications of Devolution on future Strategic Provision

- 4.9.1 Devolution will raise the profile of issues associated with providing local services to local people. The views of Constituency Committees and local residents are therefore likely to have a major influence on swimming pool provision, especially in relation to programming and access for specific interest groups.
- 4.9.2 With the emerging Sport and Physical Activity Strategy it will be necessary to balance local needs with strategic priorities which recognise that some areas of the City are not so well provided for with facilities and as so will initially need to be prioritised for future investment opportunities.
- 4.9.3 Current 'Standards' of good practice, within the industry sector and the City Council, will be provided for as guidance and methodology for the continuation of the service to users as appropriate. This will be important so that current expectations and quality of standards can not only be maintained but over time continually improved through the Best Value process.
- 4.9.4 There will need to be a close examination of Constituency needs, in order to shape future service delivery to better suit local people in responding to their sport and physical activity needs.
- 4.9.5 Gaps in provision, coupled with the need to provide the means for talented athletes to progress, as well as recognising that some buildings will be coming to the end of their natural lifespans will contribute towards a facility strategy. This will address the criteria for re-shaping facility provision for future years.



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- 4.9.6 A local approach for Constituencies should underpin the city wide strategic approach to ensure that future facility provision can provide the optimum return on investments made.
- 4.9.7 One Review Group Member raised a number of questions around future dialogue between sectors with the Regional Director of Sport England, West Midlands Region when she gave evidence to the Review Group. A key finding was that there would be closer planned co-ordination between Sport and Health through a National Co-ordinating scheme and a new regional contact for Birmingham. The brief will be to help the nation to become more physically active. There will be more focus on Government joining up agendas at local level. As a result, the move toward Localisation should embrace this both strategically for the City but also more specifically in Constituency settings.
- 4.9.8 Further questions were asked about approaches towards greater flexibility, and the Regional Director of Sport, England West Midlands Region confirmed that older traditional opening times were now not always appropriate for today's leisure users. One Review Group Member felt that more localised approaches to opening times for facilities was a way forward under Localisation.
- 4.9.9 The Regional Director of Sport England, West Midlands Region was also asked whether there were measures in place to tackle and address participation issues for ethnic minorities. She was told of the support through Sport England of funding towards the Sport Action Zone, which covered the 8 Inner City Wards of Aston, Nechells, Small Heath, Sparkbrook, Sparkhill, Washwood Heath, Handsworth and Soho. It is therefore imperative that Constituencies and Ward bodies fully encompass the work of the SAZ manager and seek tangible outcomes which demonstrate that local needs are being addressed.
- 4.9.10 Members also wanted to know how more generic support funding could be accessed owing to the need to do strategic work across the City and not be restricted through the locality issues on using Section 106 Agreement funding. The Regional Director of Sport England, West Midlands Region suggested that more generic influence on Community Plans may offer this opportunity.
- 4.9.11 Members also asked the Regional Director of Sport England, West Midlands Region whether she would devolve budgets or retain them at a City level if she had that option. She answered by saying that local sports facilities were influenced at a local level by many other agendas and could go local as long as there was a City strategic policy function to advice and support this.



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4.10 Implications for Health from a Primary Care Trust Perspective

- 4.10.1 In giving oral evidence the Director of Public Health of South Birmingham Primary Care Trust, stated that in answer to a question by a Review Group Member about the need for fitness within the population that Public Health was moving towards fitness improvement.
- 4.10.2 The Director of Public Health of South Birmingham Primary Care Trust, also felt that as exercise was now on the agenda, the health sector should work with people and local authorities to develop learning in order to encourage active lifestyles to challenge the easy slip into sedentary lifestyles, not taking exercise, reliance on cars and undisciplined eating habits.
- 4.10.3 The Director of Public Health of South Birmingham Primary Care Trust, was keen to emphasise that he believed that the most appropriate approach to advice was for it to be non-judgemental and to offer clarity about the risks associated with being unfit, overweight, smoking and alcohol. His belief was that positive messages need to be made public especially through the marketing power of large organisations. He felt that the health sector should encourage local authorities to adopt good practice.
- 4.10.4 When asked by a Review Group Member about a shift in the health sector towards preventative health the Director of Public Health of South Birmingham Primary Care Trust, felt that Health Authorities were not necessarily the places for prevention work but rather the Primary Care Trusts in partnership with local authorities and others were a way forward.
- 4.10.5 When asked about organisations working to promote health within their own workforces, the Director of Public Health of South Birmingham Primary Care Trust, agreed that this was highly desirable and possible and may start to generate and adopt a more evidence-based approach to health promotion.
- 4.10.6 Questions were also raised as to why the PCT funded money advice services i.e. Citizens Advice Bureau, and not Health and Fitness facilities. The Director of Public Health of South Birmingham Primary Care Trust, responded by saying that the two key determinates of health were levels of disposable income and literacy levels and that these were important factors in determining peoples health and that these affected the behaviours of people more than the provision of facilities in themselves.



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- 4.10.7 When Review Group Members asked about funding for swimming and fitness, the Director of Public Health of South Birmingham Primary Care Trust, stated that although useful and desirable, he felt he would wish to encourage more locally based opportunities and facilities for people to use regularly as well as more Physical Activity Co-ordinators and Health Instructors.
- 4.10.8 When asked for further comment about exercise and local facilities, the Director of Public Health of South Birmingham Primary Care Trust, said that while 'Exercise on Prescription' schemes were excellent, they were impacting on a relatively few people overall. He felt that opportunities ought to be provided for groups of people together as a 'herd mentality' was a more conducive environment for exercise. This should be coupled towards raising confidence in users and ensuring easier local access to services. This fits very much with the proposals drafted in recommendations of an earlier Sport, Leisure and Health Scrutiny Report (1st July 2003) which advocated the establishment of the 'Starting Point' initiative which is currently being worked upon within Sport and Leisure.
- 4.10.9 Questions were raised concerning how the South Birmingham Primary Care Trust proposed to reach more people and members of the Review Group were told that the retired community was a key target as well as children's activities through schools.
- 4.10.10 Further questions were raised as to how the Director of Public Health of South Birmingham Primary Care Trust, saw his influence from a PCT on Departments and partners. Members were told that this was to get Public Health within policy development as well as to provide a marketing push with a high level of credibility.
- 4.10.11 When asked whether he would be likely to support facility development or Sports Development, the Director of Public Health of South Birmingham Primary Care Trust, told the Review Group that he favoured more sports development as people were more likely to motivate others to get active.
- 4.10.12 When asked for some final advice for the City Council and Director of Public Health South Birmingham Primary Care Trust, he said, "Sustainable, everyday activities for everyone. You guys are it now."
- 4.10.13 It was felt that this demonstrated that the Director of Public Health of South Birmingham Primary Care Trust, believed that the City Council now had a leading role in health development through provision of a range of opportunities for people to become and stay physically active.



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5: Conclusions

- 5.1.1 Birmingham City Council makes a significant contribution to its citizens and visitors to the City through the provision of swimming and fitness facilities and services. The current Sport and Leisure service operates 19 swimming pools and 35 fitness facilities across the city and is the largest provider of these services in Birmingham.
- 5.1.2 Nationally and locally there are serious challenges to local authorities in maintaining, upgrading and refurbishing public swimming pools, in particular, especially given that swimming services are in nearly all cases a net cost to their providers who aim to keep price structures affordable to their service users. Opportunities to explore future options for providing these services must be taken as well as looking at including facilities in more holistic regeneration initiatives where local circumstances can enable this.
- 5.1.3 Maintenance and upkeep of ageing buildings is a concern to current facility operators especially where maintenance resources can be under spent to allow for budget cut backs when they are required.
- 5.1.4 The report commissioned by SportsScotland titled 'The Ticking Time Bomb' (published through Kit Campbell Associates in September 2001) has identified that massive re-investment will be required into public swimming pools in order to maintain current levels of provision. It also recognises the planned need for regular maintenance in order to keep pools cost effective in order to reasonably meet customer expectations. The report also identifies that pool owners need to have in place careful appraisals of the condition of each pool coupled with invasive surveys and cost benefit analyses before refurbishment schemes are considered. This, in other words, should enable a proactive pre assessment for likely value for money over a reasonable term.
- 5.1.5 In Birmingham, the Sport and Leisure service is currently embarking on this process. It will need the provision to continue to invest in good quality data and condition surveys to be appropriately informed in order to ensure that future decisions on investment are appropriate in the light of existing conditions and future service needs.



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- 5.1.6 In oral evidence the Director of Leisure and Culture stated that his asset portfolio represented a disproportionate element of total Council assets and as such, future facility investment requirements from Capital Programme should be looked at corporately in parallel with other Council asset requirements over time.
- 5.1.7 There is a critical need to proactively address the alarming health statistics and implications in Birmingham.
- 5.1.8 Heart disease is a major killer in all Wards of the City. Death rates are around 11% higher in Birmingham than compared to the National Average. Obesity is a growing problem with nearly 1 in 7 adults in Birmingham being categorised as being overweight or obese (this varies too within the City from 9% in Sutton Coldfield to 17% in Ladywood) in certain Primary Care Trust areas of the City, for example the Heart of Birmingham Primary Care Trust, death rates from obesity related to diabetes are nearly twice as high as the Birmingham average. One estimate from Birmingham's public health network indicates that nearly 120 deaths per year from heart disease could be avoided if more people took the recommended amount of physical activity i.e. Being moderately active for 30 minutes at least 5 times a week. Promotion of more sport and physical activity opportunities, especially through swimming and fitness will help in addressing these concerns.
- 5.1.9 Swimming and wider ranging fitness opportunities are recognised both within the service, and outside in health promotional services, as valuable means of encouraging safer, healthier and more balanced lifestyles for a wide range of service users through school ages and beyond.
- 5.1.10 Oral evidence taken from the Director of Public Health of South Birmingham Primary Care Trust, supported the need for very localised facilities and related services for local people to be able to access and remain involved in regular physical activity.
- 5.1.11 Education and the provision of PE at school is a key component, which trains in 'life skills' through school swimming as well as promoting active lifestyles within school and beyond. There are growing challenges to schools nationally and in Birmingham to be able to fully fulfil curriculum requirements in the face of programming around literacy and numeracy, transportation costs and availability to travel off site, staffing qualifications, water safety competence as well as costs of pool hire amongst other considerations.



Swimming and Fitness Provision

- 5.1.12 Schools should, through guidance from Government, sports industry and education be able to demonstrate appropriate practice in providing school swimming to required levels at Key Stage 2 and also ensure records of achievement are maintained, passed on and that non achievers are afforded opportunities to meet minimum requirements second time around.
- 5.1.13 Education in Birmingham should be able to demonstrate adherence to an appropriate local strategy for schools to support the National Charter for School Swimming.
- 5.1.14 Past Capital Programme provision for Sport and Leisure has been limited and is unlikely, under current circumstances, to be an area of growth to challenge the concerns presented within 'The Ticking Time Bomb' report considered earlier. There is a very real need for a broader corporate approach to management of corporate assets, recognition of public and locally valued service provision and ensuring that assets are sustainable over time to a reasonable standard of public expectation.
- 5.1.15 The City Council has had aspirations for the provision of a 50 metre pool complex for over 20 years. An opportunity now exists to contribute with Aston University to undertake a feasibility study and, if realistic, and supported by a viable business plan to create and contribute in an appropriate way to realise such an asset for Birmingham. Clearly, the City will need to articulate it's own aspirations and to fully understand any key requirements of it through other key partners. Local people must, however, feature within the range of anticipated beneficiaries from such a commitment.
- 5.1.16 The private fitness market and related provision is now well developed within Birmingham and across the country. Current service operators should continue to be vigilant as to the issues of competition, market placement and niche marketing and ensure that future investments will ensure an appropriate service provision and return on investment through effective business planning.
- 5.1.17 Wherever the 'In house' service remains, opportunities for continuous service improvement and re-investment must be taken in order to ensure continued customer retention, potential growth and ultimate satisfaction as 'good value for money'.



Swimming and Fitness Provision

- 5.1.18 Competition for land space for extensions and new build projects is becoming more and more of a concern to strategic planners. Future service developments must look to maximise service opportunities as well as minimising both set up capital and future revenue costs. A careful approach through corporate asset management is critical to ensure that future services are 'fit for purpose', sustainable, achieve their intended service impact and can, where appropriate, share site characteristics, overheads and service delivery opportunities resulting from possible co-location.
- 5.1.19 In conducting this review care was taken to take into account all previous reports on the subject matter under consideration. These included the following:
- Implementation of New Powers for Local Authority Health Overview and Scrutiny : Report to the City Council 3 December 2002
 - Early Years Provision : Report to the City Council 1 April 2003
 - Flourishing Neighbourhoods and Flourishing Schools (A Scrutiny Review Concerning the Engagement of Young People in Learning : Report to the City Council 3 June 2003
 - Sport, Leisure and Health : Report to the City Council 1 July 2003



Swimming and Fitness Provision

6: Recommendations

	Recommendation	Responsibility	Completion Date
R1	<p>In line with the national recommendations of the Swimming Advisory Group (SAG) the Cabinet Member for Education and Lifelong Learning, in consultation with the Cabinet Member for Leisure and Culture, should prepare a short Strategy for Swimming which will provide for:-</p> <ul style="list-style-type: none"> • The opportunity for every child to learn to swim. • Monitoring of achievement at Key Stage 2 whilst recognising this as a minimum development standard and providing further opportunities to continue swimming participation. • Additional support for children not achieving Key Stage 2. • A Free Pass to all children achieving Key Stage 2 to allow further opportunities and development. • The implementation of the National Charter for School Swimming. • The further development of the Free Swimming Initiative. 	Cabinet Member for Leisure, Sport and Culture and Cabinet Member for Education and Lifelong Learning	1 August 2004
R2	<p>Explore opportunities to build regeneration initiatives and to re-invest capital receipts into Sport and Leisure facilities:</p> <ul style="list-style-type: none"> • Through Section 106 and planning gain opportunities where appropriate. • Council land disposals, capital receipts and windfalls and through future co-location of complementary services which will be informed by a prioritised and costed investment needs assessment over the short, medium and longer term. 	Cabinet Member for Leisure, Sport and Culture and Cabinet Member for Regeneration	1 August 2004
R3	<p>Critically examine and re-evaluate approaches to both buildings and equipment maintenance to ensure prioritisation and action in line with Condition Survey findings and customer service needs.</p>	Cabinet Member for Leisure, Sport and Culture	1 August 2004
R4	<p>Strongly lobby Government to open up funding for refurbishment of existing facilities which can promote healthier lifestyles in line with The Government Strategy 'Gameplan'.</p>	Cabinet Member for Leisure, Sport and Culture and Cabinet Member for Education and Lifelong Learning	1 August 2004



Swimming and Fitness Provision

	Recommendation	Responsibility	Completion Date
R5	<p>Initiate an options appraisal through the Sport and Physical activity Strategy for the continued delivery and enablement of Sport and Leisure services which considers a range of alternatives including:</p> <ul style="list-style-type: none"> • Continued Direct Service Provision • Private Finance Initiatives (PFI) • Public Private Partnership (PPP) • Prudential Borrowing • Trust and Industrial Provident Society options 	Cabinet Member for Leisure, Sport and Culture	1 August 2004
R6	<p>Support the feasibility study being led by Aston University on a 50 metre pool facility with fitness provision at the University (or other appropriate site) through the development of a realistic Business Plan which recognises all potential users.</p>	Cabinet Member for Leisure, Sport and Culture and Cabinet Member for Regeneration	1 August 2004
R7	<p>Ensure that future policy for sports and physical activity and delivery of PE and school sports is developed jointly to maximise opportunities in sport and physical activity before, through and for life after school, which have clear and sustainable pathways.</p>	Cabinet Member for Leisure, Sport and Culture and Cabinet Member for Education and Lifelong Learning	1 August 2004
R8	<p>Recognise that localisation will help ensure local accountability of Sport and Leisure services to Elected Members and local users whilst retaining a strategic planning framework, which will provide for the City as a whole.</p>	Cabinet Member for Leisure, Sport and Culture	1 August 2004
R9	<p>Ensure that the city wide strategy for sport and physical activity is developed and delivered in such a way as to encompass all appropriate partners and sectors including:</p> <ul style="list-style-type: none"> • Schools • Sport, Leisure and Cultural services • Community Safety • Social Care and Health • Regeneration • Housing services 	Cabinet Member for Leisure, Sport and Culture and Cabinet Member for Education and Lifelong Learning	1 August 2004



Swimming and Fitness Provision

	Recommendation	Responsibility	Completion Date
R10	Ensure that facilities management should include income, sports development and participation targets and that management teams should be given incentives to enable local reinvestment where performance exceeds targets.	Cabinet Member for Leisure, Sport and Culture	1 August 2004
R11	<p>That the following Scrutiny Reports be considered along with this review to add value and consistency to the emerging Sport and Physical Activity Strategy which is due to be reported in early 2004:</p> <ul style="list-style-type: none"> • Implementation of New Powers for Local Authority Health Overview and Scrutiny: Report to the City Council 3 December 2002 • Early Years Provision : Report to the City Council 1 April 2003 • Flourishing Neighbourhoods and Flourishing Schools (A Scrutiny Review Concerning the Engagement of Young People in Learning : Report to the City Council 3 June 2003 • Sport, Leisure and Health : Report to the City Council 1 July 2003 	Cabinet Member for Leisure, Sport and Culture	1 August 2004
R12	Progress towards the achievement of these recommendations should be reported to the Local services, Community Safety, Leisure Sport and Culture Overview and Scrutiny Committee on a 6 monthly basis until completed. The first report should be within 6 months of the approval of these recommendations.	Cabinet Member for Leisure, Sport and Culture	1 August 2004

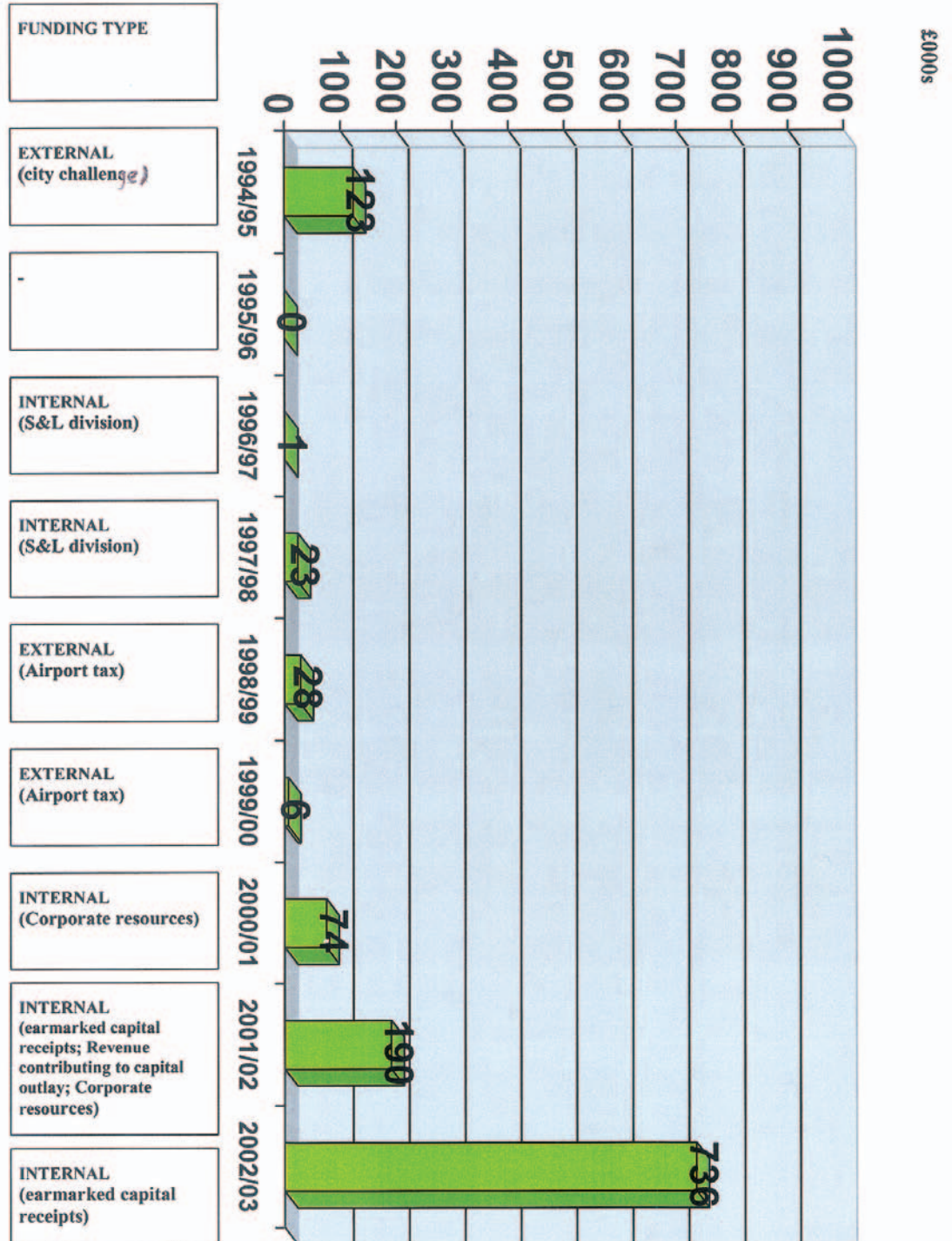


Appendix 1: Capital Programme funding for swimming pools 1994 - 2003



Swimming and Fitness Provision

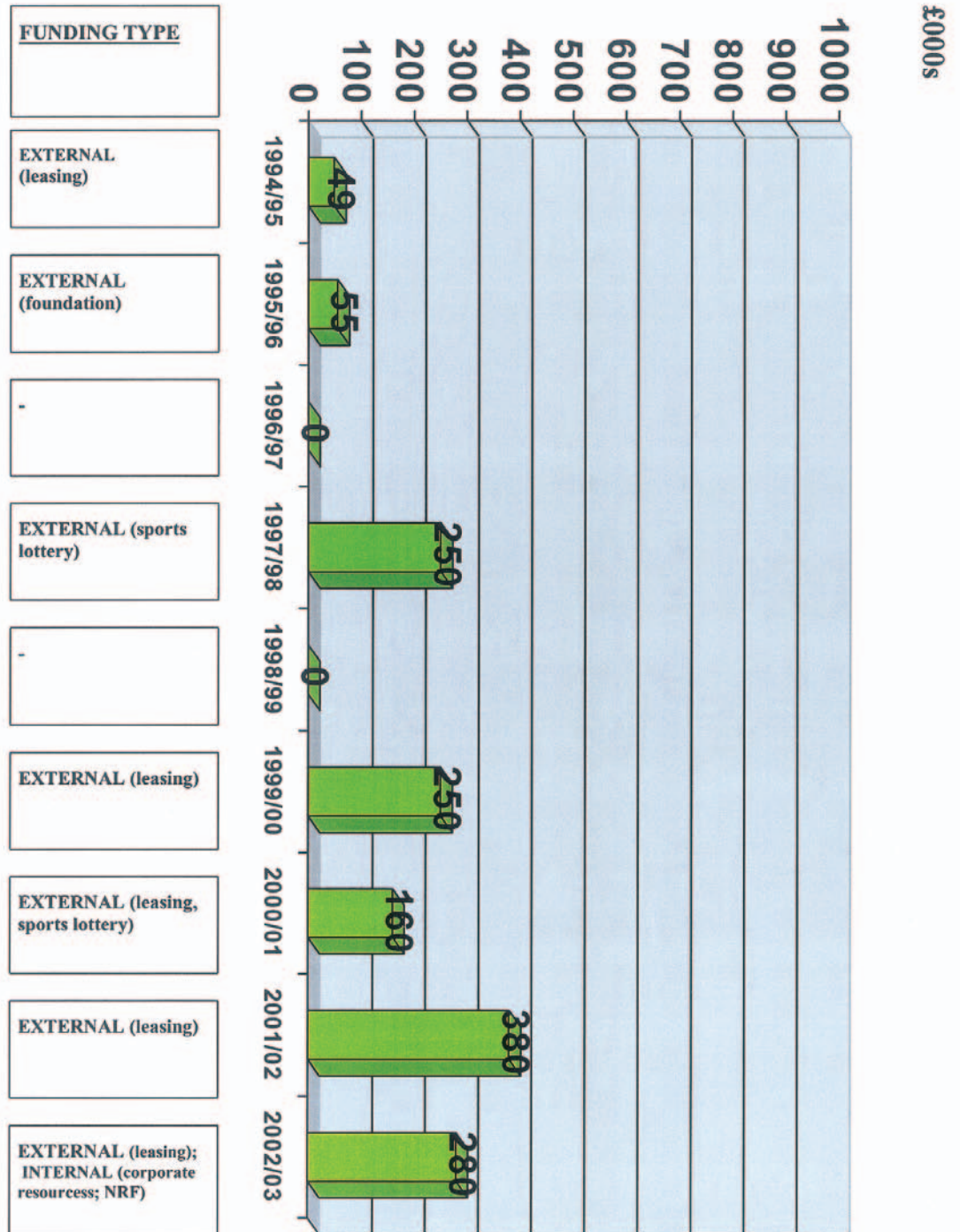
Appendix 1: A1.1 Capital Programme Funding for Swimming Pools 1994 - 2003





Swimming and Fitness Provision

Appendix 1: A1.2 Capital Programme Funding for Fitness Centres 1994 - 2003





Swimming and Fitness Provision

Appendix 2: Swimming Provision in Birmingham

1. What facilities have we got? - (Reference numbers relate to map in Section 5)

11 SWIMMING POOLS BUILT CONSTITUENCY

Tiverton Pool, Selly Oak (52)	1905	Selly Oak
Moseley Road Pool (35)	1907	Sparkbrook/Small Heath
Harborne Pool (22)	1923	Edgbaston
Erdington Pool (15)	1925	Erdington
Sparkhill Pool (47)	1931	Sparkbrook/Small Heath
Northfield Pool (39)	1937	Northfield
Stechford Cascades (48)	1962	Yardley
Newtown Pool (38)	1969	Ladywood
Linden Road Pool, Bournville (34)	1971	Selly Oak
Beeches Pool Great Barr (6)	1972	Perry Barr
The Castle Pool, Castle Vale (50)	1981	Erdington

6 LEISURE CENTRES WITH SWIMMING POOLS BUILT CONSTITUENCY

Wyndley Leisure sCentre, Sutton Coldfield (53)	1971	Sutton Coldfield
Small Heath Leisure Centre (46)	1977	Ladywood
Handsworth Leisure Centre (21)	1979	Perry Barr
Fox Hollies Leisure Centre, Acocks Green (17)	1985	Sparkbrook/Small Heath
Cocks Moors Woods Leisure Centre, Kings Heath (12)	1987	Hall Green
Kingstanding Leisure Centre (51)	1988	Erdington



Swimming and Fitness Provision

2. How much do they cost?

2002/2003	Expenditure	Income	Net Expenditure
	£	£	£
Swimming Pools			
Tiverton Pool	471,973	367,971	104,001
Moseley Road Pool	426,833	137,572	289,261
Harborne Pool	446,024	340,222	105,801
Erdington Pool	481,441	268,057	213,384
Sparkhill Pool	667,845	264,395	403,450
Northfield Pool	440,098	185,361	254,736
Stechford Cascades	1,781,306	809,206	972,099
Newtown Pool	509,614	144,880	364,734
Linden Road Pool	185,310	174,627	10,683
Beeches Pool	671,986	349,800	322,185
The Castle Pool	538,137	161,798	376,338
Leisure Centres			
Wyndley Leisure Centre	2,806,320	1,457,746	1,348,574
Small Heath Leisure Centre	851,890	425,032	426,947
Handsworth Leisure Centre	753,096	280,809	472,287
Fox Hollies Leisure Centre	1,816,407	923,076	893,331
Cocks Moors Woods Leisure Centre	2,075,489	1,081,395	994,094
Kingstanding Leisure Centre	933,141	416,339	516,802
TOTAL	15,178,910	7,788,286	8,068,707

Note: Expenditure does include Capital Financing and Rates charges but does not include Central Overhead charges.

3. What plans for the short/long term for refurbishment/replacement of facilities, including the provision of a 50m pool?

In the short term there are a small number of refurbishment schemes currently underway.

Capital investment schemes include a major refurbishment programme at Northfield Swimming Pool due to be completed later this year and the replacement of poolside windows at Beeches Pool. In addition a full condition survey is being carried out at Moseley Pool to ascertain the full extent of the problems at this site. Long term plans for the refurbishment /replacement of facilities cannot be confirmed until the review of swimming pool provision has been completed as part of the Sport and Physical Activity Strategy.

Currently the City Council has no plans for the provision of a 50m pool, but Aston University is developing proposals to provide one.



Swimming and Fitness Provision

4. How do we currently maintain pools?

The Sport and Leisure Division has its own in-house maintenance team of engineers and technicians who carry out a range of preventative maintenance programmes and facility improvement/refurbishment schemes. External contractors complete specialist maintenance requirements e.g. security systems, roofing, drainage etc. There are also 3 small teams of area technical staff who attend to minor repairs as they occur to maintain continuity of service.

5. Which geographical localities have no access to swimming provision?

Please see accompanying map at the end of this document

6. How will devolution affect the above?

Devolution will raise the profile of issues associated with providing local services for local people. The views of Constituency Committees and local residents are therefore likely to have a major influence on swimming pool provision

7. What are the likely issues to come out of the strategy?

Extract from the draft Sports Strategy:

“The analysis set out within the Sports Strategy document provides an initial indication of facility shortfalls. It also highlights that there are significant pockets of population in the City for whom access to a swimming pool is limited. Such facility shortfalls will require addressing to facilitate delivery of the Birmingham sports entitlement. Similarly, the availability of appropriate sports hall space needs to be assessed in this context.

The need for a coherent facilities strategy is, therefore, paramount. Closer examination of constituency needs, facility location, actual access and facility quality is required to provide an informed understanding of facility requirements, including the need for investment in existing facilities and for new provision.

There is a clear need for a comprehensive facilities strategy. A playing pitch strategy has been developed, but this needs to be extended to encompass other provision within the City. An integrated approach to facility development is required. All provision, regardless of the nature of the provider, should be considered in the context of the role it can play in supporting the aims of the Sports Strategy.

In the context of developing a facilities strategy, consideration needs to be given to its core aims and the need to develop a network of locally accessible provision. Local standards of provision should be developed to enable a coherent and strategic approach to be taken to facility development and rationalisation.



Swimming and Fitness Provision

Whilst Birmingham minimum standards should be adopted, these should not be predicated upon constituency boundaries. However, there should be scope for local areas to identify specific, possibly more locally appropriate standards which will

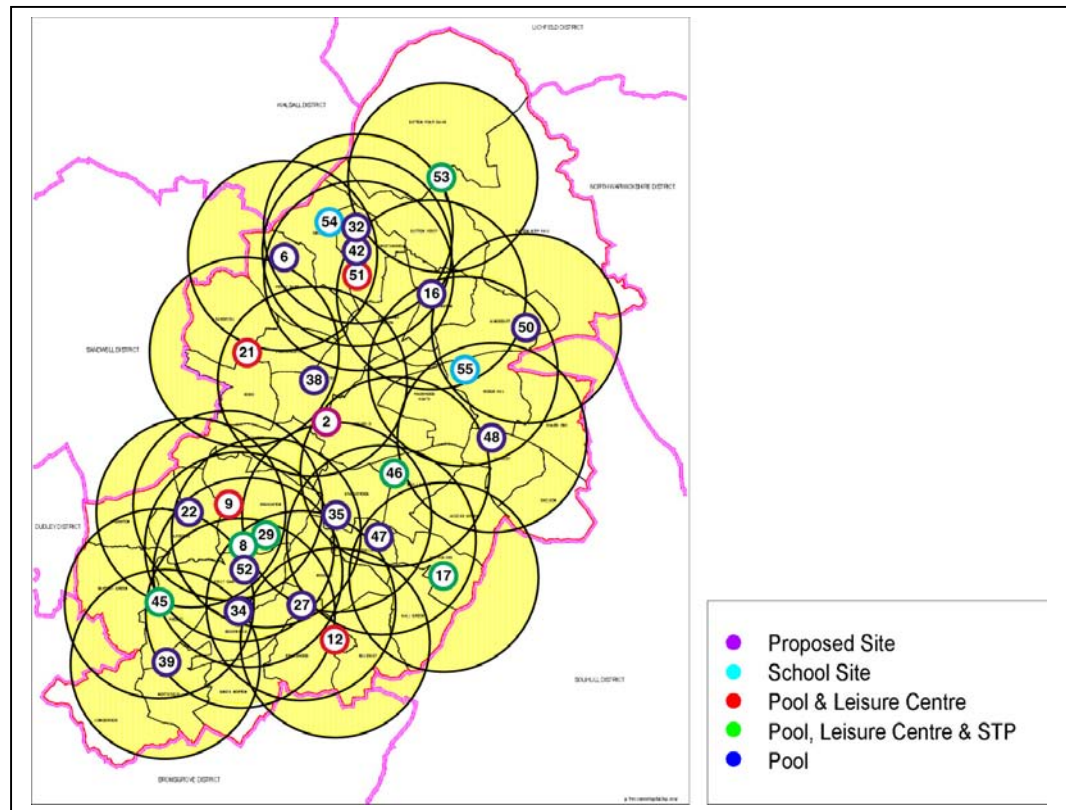
enable delivery of strategy aims, e.g., in disadvantaged communities, where levels of car ownership are low and access may be a greater consideration, the local standard may be higher than in the rest of the City.

In assessing facility provision, consideration should be given to ensuring that there is a network of locally accessible provision”.



Swimming and Fitness Provision

Figure – Swimming pools available for community use (2 mile catchment)



2	Aston University	38	Newtown Pool & Fitness Centre
6	Beeches Pool and Fitness Centre	39	Northfield Pool & Fitness Centre
8	Birmingham University, Munrow Sports Centre	42	Perry Common School
9	Blue Coat School	45	Shenley Court School
12	Cocks Moors Woods Leisure Centre	46	Small Heath Leisure Centre
15	Erdington Pool & Turkish Suite	47	Sparkhill Pool & Fitness Centre
17	Fox Hollies Leisure Centre	48	Stechford Cascades
21	Handsworth Leisure Centre	50	The Castle Pool & Adventure Play Centre
22	Harborne Pool & Fitness Centre	51	The College High School and Community Leisure Centre
27	King Edward's Camp Hill School	52	Tiverton Road Pool & Fitness Centre
29	King Edward's VI School	53	Wyndley Leisure Centre
32	Kingstanding Leisure Centre	54	Cardinal Wiseman RC School
34	Linden Road Instruction Pool	55	Hodge Hill School
35	Moseley Road Swimming Pool		

The figure shows that, on a 2-mile facility catchment basis, there are areas of Birmingham without access to a swimming pool. This takes into account all Leisure Point and Community Leisure facilities, together with school pools available for community use. As the majority of these areas border neighbouring authorities, further review is necessary to identify the extent to which local residents are able/unable to access a swimming facility – based upon 'cross-border' provision



Swimming and Fitness Provision

Appendix 3: Comparisons between some Health, Leisure and Fitness centres in Birmingham

JANUARY 2003

Club	Facilities Available	Joining/membership fee	Opening times
Birmingham University Sports Centre Edgbaston	Full sized swimming pool, health suite, 4 sunbed rooms, sauna, steam rooms, spa, pool, athletics track, cybex suite	Annual membership fee £132.00 Induction fee £12.00	Monday – Friday 7am – 10pm Saturday 8am – 8pm Sunday 8am – 10pm
Harry Mitchell Sports Centre, Smethwick	Fully equipped gym. All weights available. Ladies only gym	£2.70 pay and play No annual membership fee	Weekdays 9 – 10.30 Saturday & Sunday 9am – 5.30pm
Lakeside Fitness Centre, Kings Norton	Mixed gym Cardio gym and weights gym Scuba diving Aerobics studio Sunbeds Offers a full range of activities	£4.00 pay and use or a direct debit facility available £200 per year unlimitted use	Monday – Friday 9am – 9.30pm Sat 9am – 10.00pm Sunday 9.00am – 7.30pm
Livingwell Centre Brindley Place	Gymnasium, free weights, cardio theatre, toning bed, theatre, pro shop, fast tan sunbeds and showers, waiter serviced bar	£120 Joining fee £57.00 per month. Joint membership £104.00 per month	Monday – Sunday 7am – 9pm Off peak hours Monday – Friday 9am – 5pm
Otium Health and Leisure New Hall Sutton Coldfield	Full sized swimming pool, hot spa bath, fully equipped gym, cardiovascular and resistance weights, aerobics studio with sprung floors, sauna and steam room, beauty therapy rooms, golf course, tennis court, solarium	Full single joining fee £150.00 Monthly £55.00 Full joint joining fee: £300.00 Monthly £110.00 Guest fees: Adult £10.00 Children £3.00	Open 24 hours 7 days a week Children only allowed to use the club Sat/Sun 11am – 3pm
LA Fitness, Bristol Road South, Northfield	Heated indoor pool, steam room, sauna, spa, sunbed, cardio/free weights gym and fitness classes	Joining fees range from £95.00 - £180.00 depending on level of membership	Monday – Friday 6.00 – 10.00 Sat/Sun 8.00 – 8.00
Greens Health Club Great Park	25 m indoor pool, steam room, sauna, spa, jacuzzi, sunbed, fully equipped gym and aerobic studio	Joining fee £150.00 membership anything up to £50.00 a month dependent on level of membership required	Monday – Friday 6.30 – 10.00 Sat/Sun 8.00 – 9.00



Swimming and Fitness Provision

OCTOBER 2003

LOCAL AUTHORITY PRICING

Council	Site	Adult Swim	Child Swim	Lessons	Gym	Monthly	Notes
Solihull	Tudor Grange	£2.70	£1.80	£35.75 13 weeks	£4.50		
Solihull	North Solihull	£2.20	£1.75	£33.15	£3.80		
Staffs	Riverside	£2.20		£34.50 10 weeks	£3.80	£21.00 swimming £22.00 gym	Plus annual membership £13.50 Plus induction £17.00 No combined monthly pack for swimming and gym
Staffs	Peaks	£2.45	£1.30	£32.20 13 weeks	£4.20	£29.50	Plus joining fee £30.00
Redditch	Kingsley	£2.45	£1.30	£29.25 10 weeks	No gym		Pool only 20m
Birmingham	Various	£2.40* /£2.20	£1.40* /£1.20	£38.00 12 weeks (adult) £31.00 12 weeks (junior)	£4.00**/ £3.70	£28.00 swimming only; £40.00 swimming, gym use & aerobics Direct Debit £25.00 swimming only; £30.00 swimming, gym use & aerobics	

s These prices only apply to Cocks Moors Woods Leisure Centre, Fox Hollies, Wyndley, Kingstanding and Stechford Cascades*

*** This price only applies to Wyndley, Cocks Moors Woods Leisure Centre, Stechford Cascades, Harborne, Indoor Tennis Centre and Fox Hollies Leisure Centre*



Swimming and Fitness Provision

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COMPARISONS BETWEEN HEALTH, LEISURE AND FITNESS CENTRES

Centre	Pool	Gym	Classes	Sauna Steam	Crèche	J. Fee	Mthly fee	Notes
Holmes Place, Star City	20m	Yes	Yes	Yes	Yes	£100	£50	4 studios, "normal" joining fee. Special offer BCC employees no JF till end Sept
LA Fitness, Kings Heath	17m	Yes	Yes	Yes		£50	£41	Joining fee "negotiable"
David Lloyd, Solihull	Yes	"huge"	Yes			£25	£58	Joining fee "until end of the month" Use of tennis/squash courts – additional £18.50
Fitness First, Mere Green	No	Three	Yes	Yes		£50 – £80	£31/£3 6	"normal" joining fee £150, but always offers. Membership contracts 12 week or 12 month
Moat House	Yes	Yes	Yes	Yes		£20	£44.50	Leisure pool, not suitable for workout Corporate membership £36 (inc. BCC) Also beauty spa
Moor Hall, Sutton Coldfield	12m	Yes	Yes	Yes		£95	£47	Also payable 6-monthly £275, annually £505
New Hall Hotel, Sutton Coldfield	15m	Yes	Yes	Yes		£10	£55	Also 9-hole gold, croquet, putting green. Annual membership £550 6-week trial membership £55 Normal joining fee £150 "suspended for foreseeable future"



Swimming and Fitness Provision

Appendix 4: Private Sector Health and Fitness facilities in and around Birmingham

Major Facilities

David Lloyd Club

Highlands Road
Shirley
Solihull
West Midlands
B90 4BU

Facilities: Gym, Aerobics, Pool, Bar, Food.

David Lloyd Club

Shady Lane
Birmingham
West Midlands
B44 9ER

Facilities: Gym, Aerobics, Pool, Sauna, Squash, Bar, Food.

Solihull Racquets & Healthtrack Club

247 Cranmore Boulevard
Shirley
Solihull
West Midlands
B90 4ZL

Facilities: Gym, Aerobics, Pool, Squash, Sunbeds, Sauna, Bar, Food

Viva Health & Leisure Clubs Ltd

3 Brunswick Arcade
Brindleyplace
Birmingham
West Midlands
B1 2JF

Facilities: Gym, Aerobics, Pool, Sauna, Bar, Food

The Looking Glass

Unit 5, Kent House
Gooch Street North
Birmingham
West Midlands
B5 6QS

Facilities: Gym, Sunbed, Sauna, Bar, Food

Other facilities

Langley Health and Fitness Suite

Vicarage Road
Oldbury
West Midlands
B68 8HS

Facilities: Gym

Leamore Leisure Ltd

2-3 Walsall Road
Willenhall
West Midlands
WV13 2EH

Living Well Health & Leisure Centre

42-44 The Priory
Queensway
Birmingham
West Midlands
B4 7LA

Facilities: Gym



Swimming and Fitness Provision

LivingWell Health Clubs

Metropole Hotel
National Exhibition Centre
Birmingham
West Midlands
B40 1PP

Facilities: Gym

Mason Road Weight Training Centre^e

Mason Road Swimming Baths
Mason Road
Birmingham
West Midlands
B24 9EJ

Facilities: Gym

Apollo Gym

Unit 14
54 College Road
Perry Barr
Birmingham
West Midlands
B44 8BS

Facilities: Gym

Bruces Gym Health & Fitness Centre

44 East Meadow
Birmingham
West Midlands
B33 0AP

Facilities: Gym

Chic Physique Health & Fitness

9 Henley Street
Birmingham
West Midlands
B11 1JB

Facilities: Gym

Club Tropicana

366 Gravelly Lane
Birmingham
West Midlands
B23 5SB

Courtneys Fitness for Life

21 Stephenson Street
Birmingham
West Midlands
B2 4BJ

Facilities: Gym

Curves & Co

105 Piccadilly Arcade
Birmingham
West Midlands
B2 4HD

Facilities: Gym

Curves & Co

41 Smallbrook Queensway
Birmingham
West Midlands
B5 4HQ

Facilities: Gym

King Physique & Fitness

6 Brookvale Trading Estate
Moor Lane
Birmingham
West Midlands
B6 7AQ

Facilities: Gym

Meridian Fitness Club

Aldridge Road
Great Barr
Birmingham
West Midlands
B44 8NE

Facilities: Gym

Olympia Court Heath Club

307-311 Coventry Road
Small Heath
Birmingham
West Midlands
B10 0RA

Facilities: Gym



Swimming and Fitness Provision

Physique Fitness Studio

103a High Street
Harborne
Birmingham
West Midlands
B17 9NR

Facilities: Gym

Planet Fitness

73-75 Pershore Street
Birmingham
West Midlands
B5 4RW

Facilities: Gym

Ralph's Gym & Fitness

Lordswood Road
Birmingham
West Midlands
B17 9RP

Facilities: Gym

Spirit Health & Fitness Club

The Post House
Chapel Lane
Great Barr
Birmingham
West Midlands
B43 7BG

Facilities: Gym

Stevie B's Gym

Unit B1 Rear of 30-32 Station Road
Acocks Green
Birmingham
West Midlands
B27 6DN

Facilities: Gym

Techno Gymnasium

Bradford House
Popes Lane
Oldbury
West Midlands
B69 4PA

Facilities: Gym

Temple Gym

16 Temple Passage
Temple Street
Birmingham
West Midlands
B2 5BY

Facilities: Gym

Tyseley Health & Fitness Centre

Unit 71-71a Imex Business Park
Kings Road
Tyseley
Birmingham
West Midlands
B11 2AL

Facilities: Gym

Universe Health & Fitness Centre Ltd

329 Tyburn Road
Birmingham
West Midlands
B24 8HJ

Facilities: Gym

World Fitness Health Club in the City

Canterbury House
85 Newhall Street
Birmingham
West Midlands
B3 1LH

Facilities: Gym

Elite Gym

Unit 3a Brunswick Park Road
Wednesbury
West Midlands
WS10 9HL

Facilities: Gym

Fitness Factory

Bilton Industrial Estate
Stockmans Close
Birmingham
West Midlands
B38 9TS

Facilities: Gym



Swimming and Fitness Provision

From 1994/95 to 2002/03, approximately 40 fitness gym related planning applications were approved. Some of these related to changes or improvements to existing facilities (Munro Sports Centre) as well as to small scale facilities.

However, no planning applications were made for any of the major private sector facilities indicating that most of these centres have been part of the city's health and fitness provision for at least 10 years.

Provision for Swimming and Fitness in the City

