

SUPPORTING INFORMATION DEMOGRAPHIC and FACILITY INFORMATION

1.0 TAMESIDE DEMOGRAPHIC PROFILE

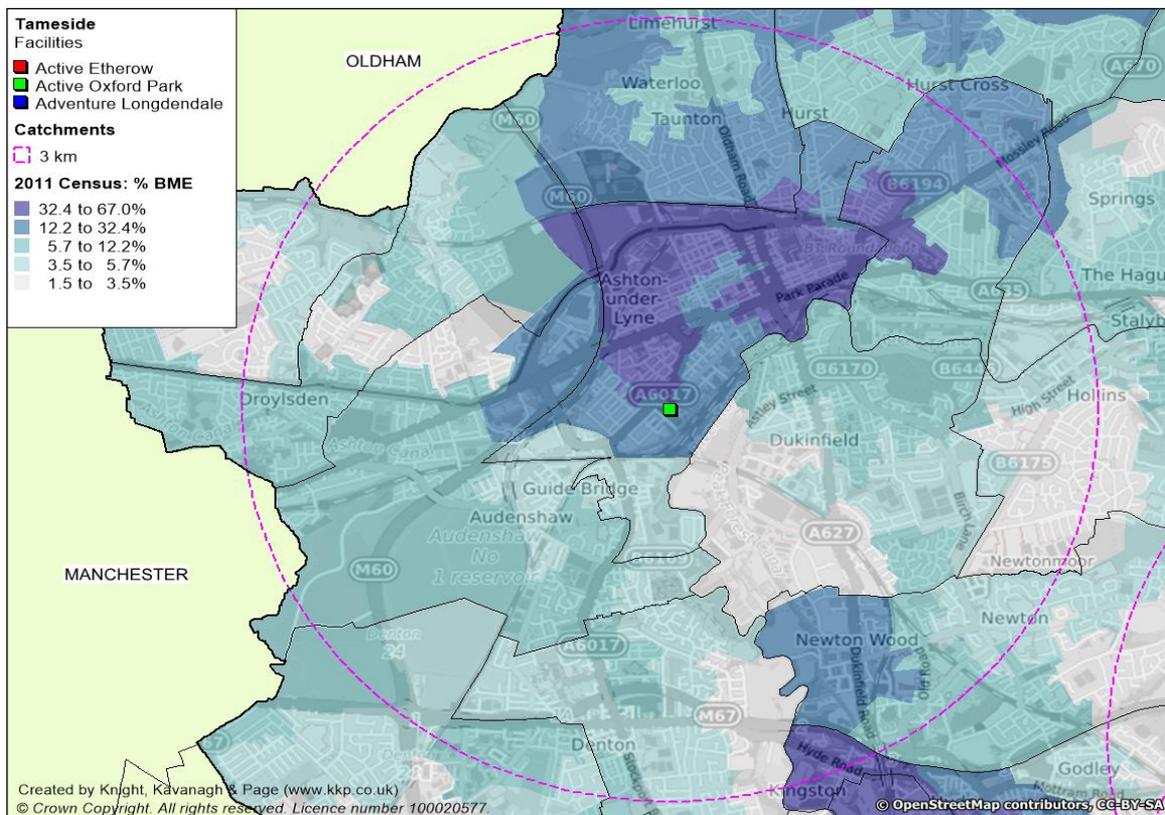
The report outlines demographic profile of the borough generally, and within a reasonable (3km) catchment of each facility. Available data allows mapped analysis in respect of ethnicity, age, and IMD (indices of multiple deprivation).

Ethnicity (Data source: 2011 census of population, ONS)

In broad terms, Tameside's ethnic composition is similar to that of England as a whole. According to the 2011 Census of population, the largest proportion (90.9%) of the local population classified their ethnicity as White; this is higher than the comparative England rate of 85.4%. The next largest population group (by self-classification) is Asian, at 6.6% this is slightly lower than the national equivalent (7.8%).

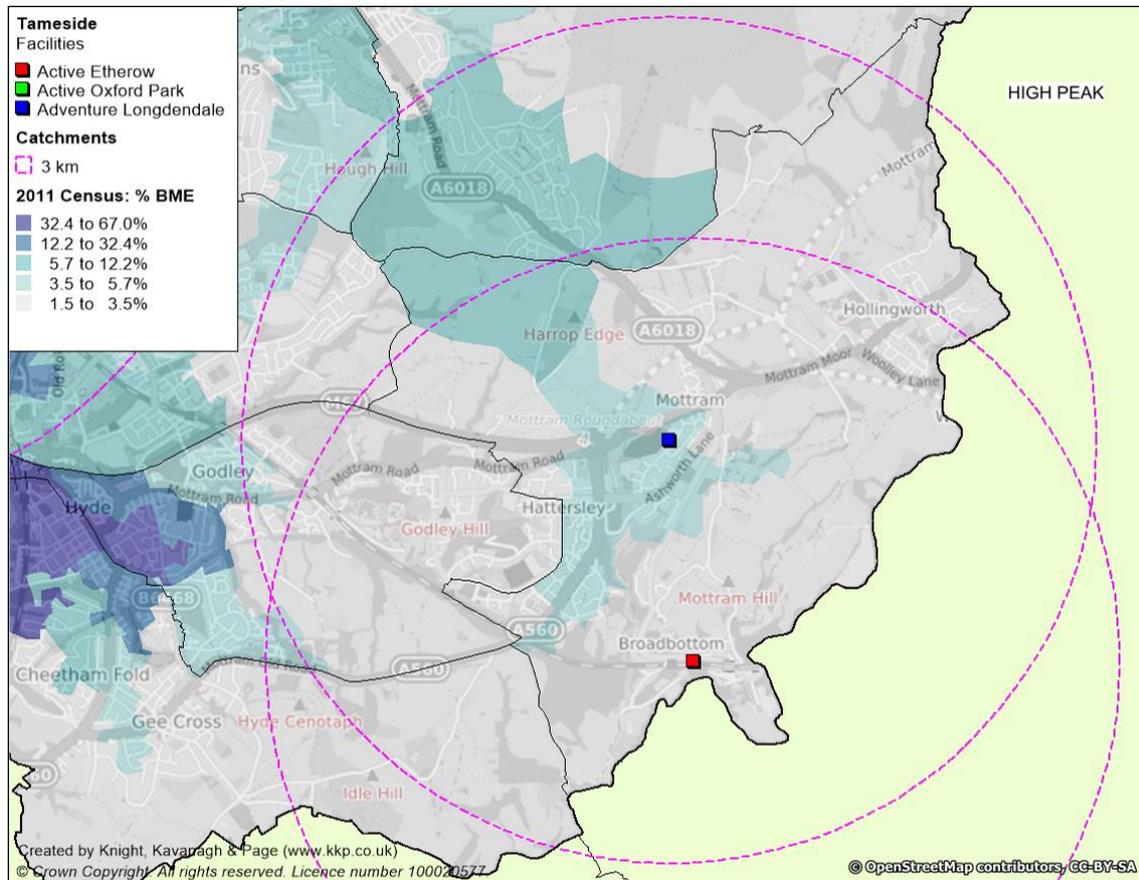
At a facility level, there are clear differences in the concentration of Black and Minority Ethnic (BAME) residents living within a 3km catchment of the three facilities. Active Oxford Park (see figure 1) lies in close proximity to a high concentration (at least six times the Tameside average) of BAME residents in Ashton centre. Active Longdendale and Active Etherow (see figure 2) have much smaller concentrations (at or below the borough average of 6%) of BAME population within their catchment.

Figure 1: Ethnicity - Active Oxford Park with 3km radial catchment



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Figure 2: Ethnicity - Activity Longdendale , Active Etherow with 3km radial catchment



Deprivation (Data source: 2019 indices of deprivation, DCLG)

Relative to other parts of the country Tameside experiences high levels of deprivation; over half of the Borough's population (56.2%) falls within the areas covered by the country's three most deprived cohorts compared to a national average of c.30%. Conversely only 7.4% live in the three least deprived groupings in the country (compared to a 'norm' of c.30%).

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Figure 3: Active Oxford Park IMD with 3km radial catchment

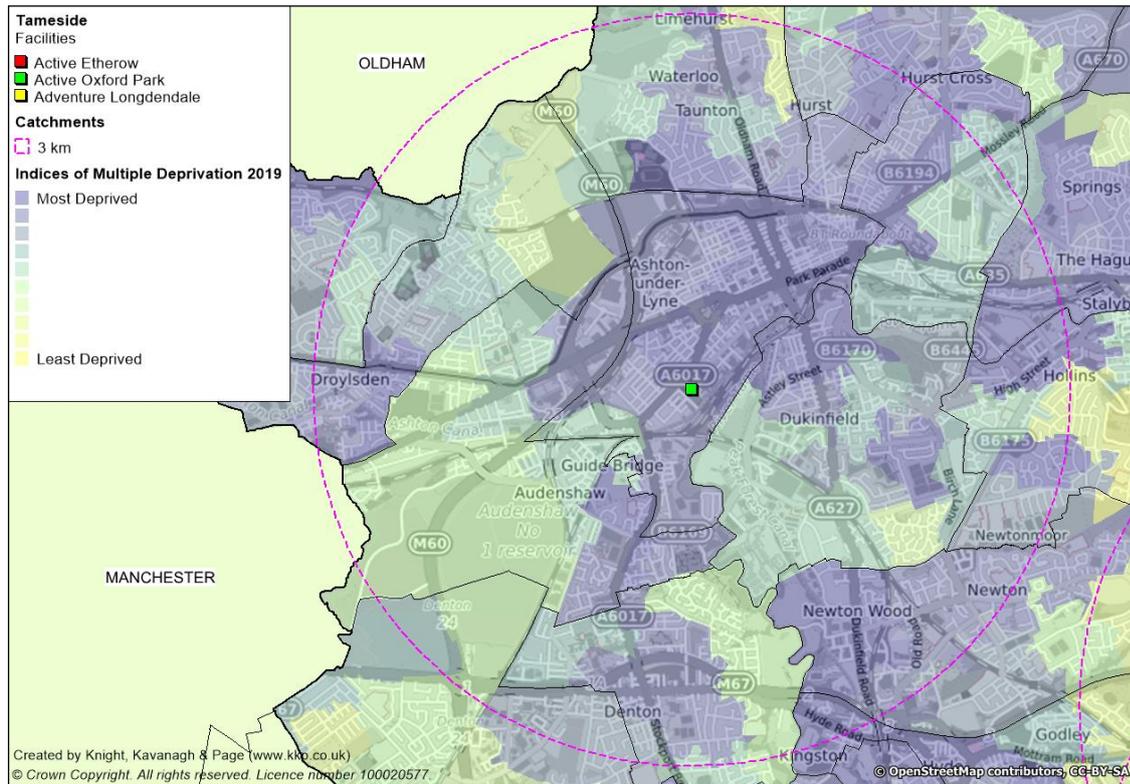
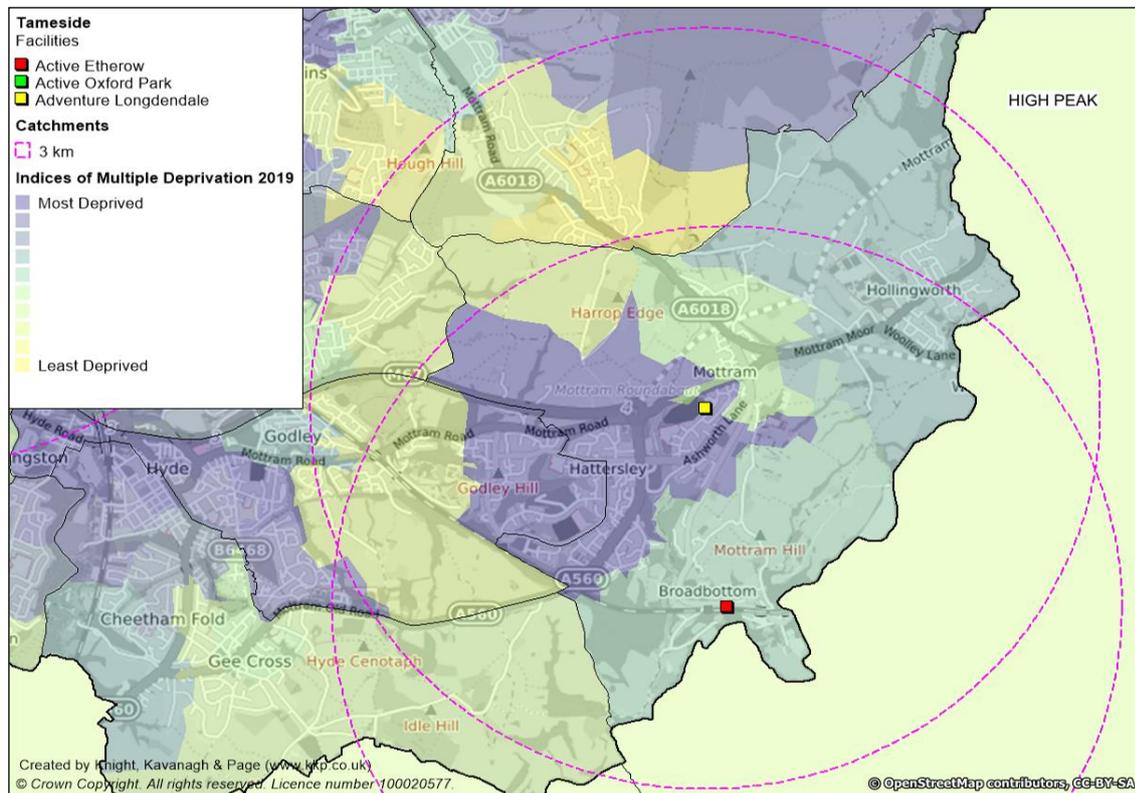


Figure 4: Adventure Longdendale / Active Etherow IMD with 3km radial catchment

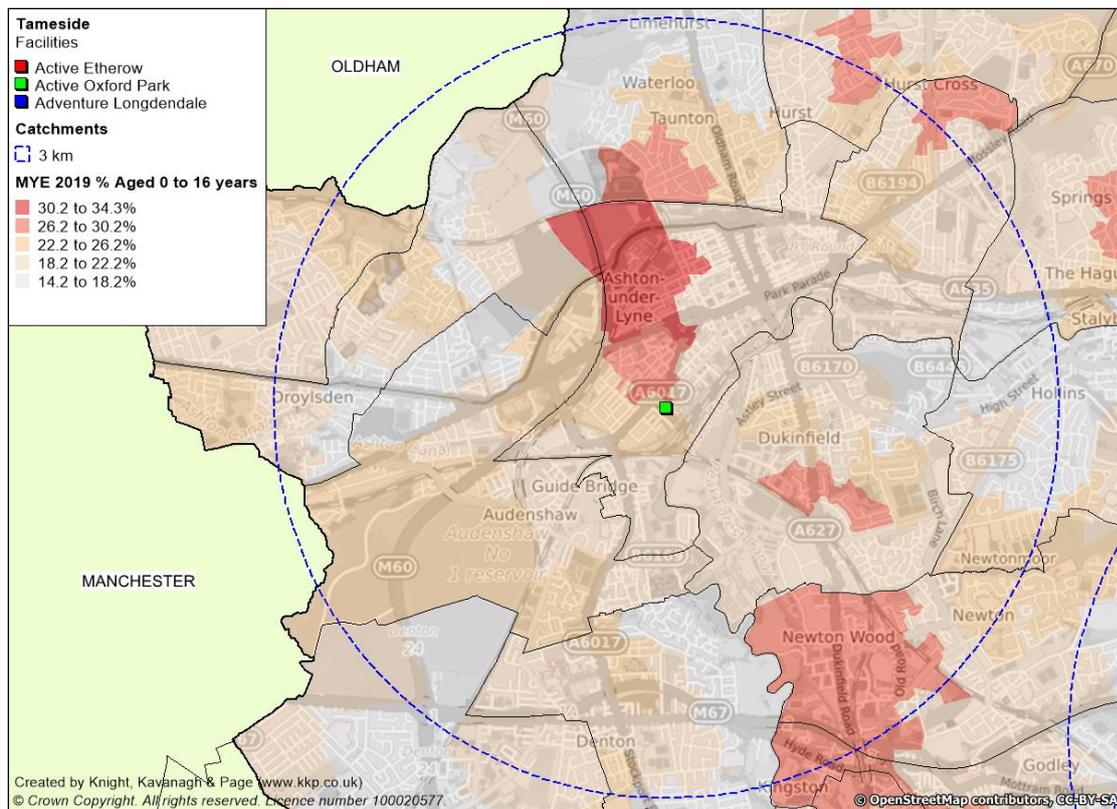


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Age

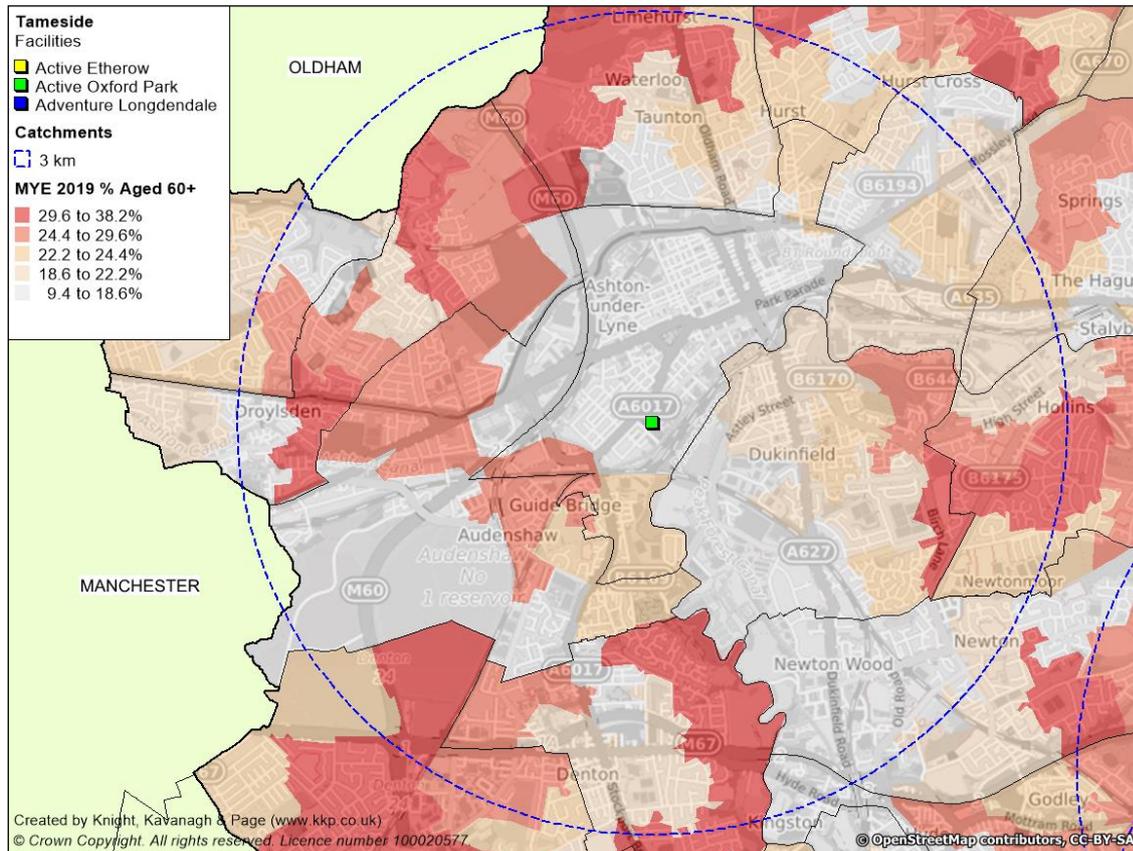
Tameside's age profile, within an overall population of 226,493 largely mirrors that of the North West as a whole, however, at a neighbourhood level there are varying concentrations of residents in the under 16 and over 60 age groups. In reference to figure 5 below, it can be seen that Active Oxford Park is well located in respect of serving a high concentration of younger people living in and around Ashton town centre. In respect of the over 60's, figure 6 identifies that there are heavier concentrations on the periphery of its 3km catchment in areas such as Droylsden.

Figure 5: Active Oxford Park -0-16 age profile with 3km radial catchment



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Figure 6: Active Oxford Park Over 60 age profile with 3km radial catchment

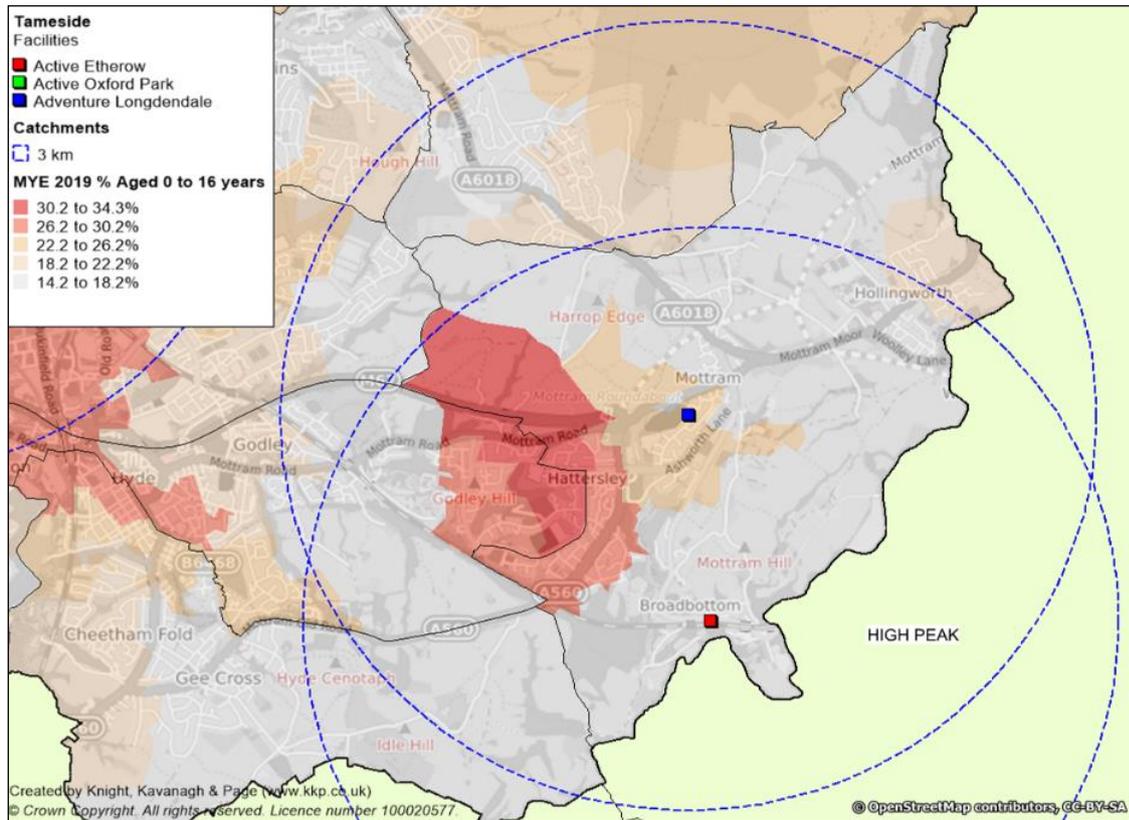


In respect of Active Etherow & Adventure Longdendale, figure 7 shows that Longdendale is reasonably well located to serve a high proportion of under 16 residents in Hattersley whereas Active Etherow has a much lower concentration of under 16s within its 3km catchment. In respect of the over 60s population, figure 8 identifies that areas of Mottram, Hyde and Broadbottom which fall within the 3km catchments of both facilities all have high concentrations of older people.

APPENDIX 1

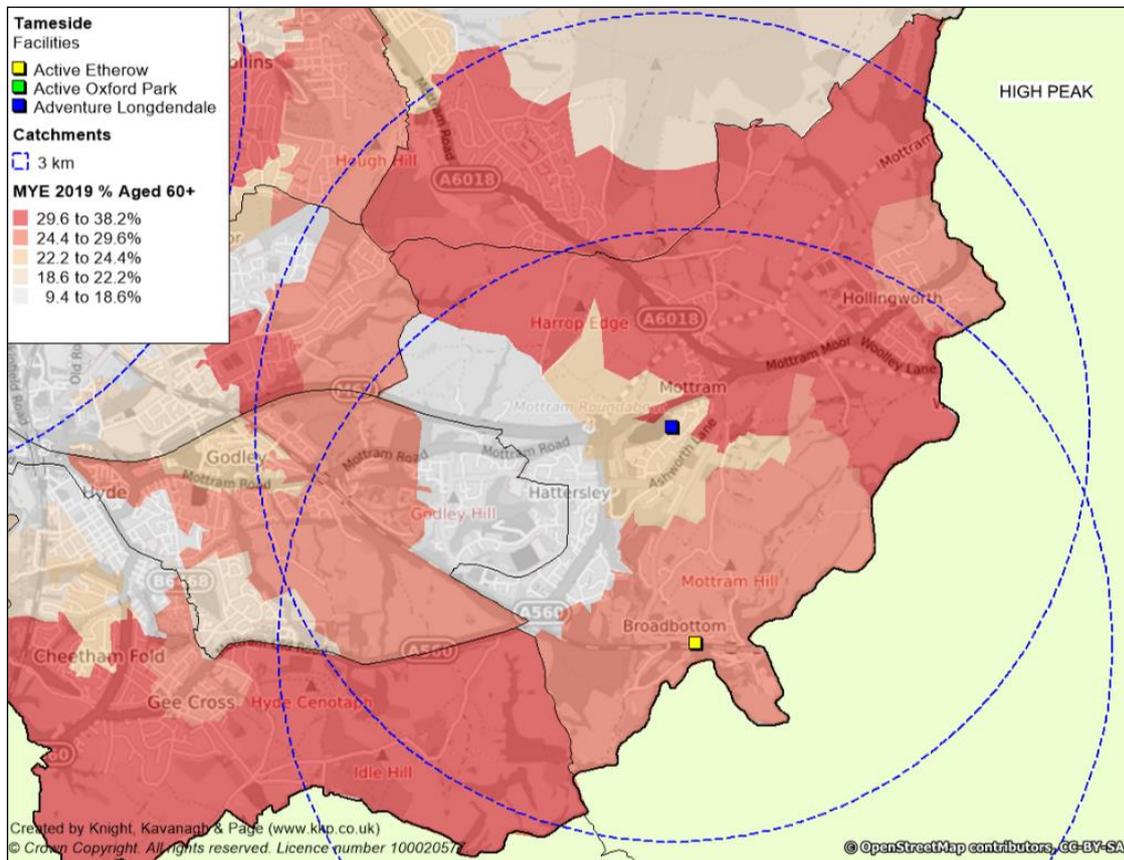
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Figure 7: Active Etherow / Adventure Longdendale 0-16 profile with 3km radial catchment



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Figure 8: Active Etherow / Adventure Longdendale 60+ age profile with 3km radial catchment



Health data (Data sources: ONS births and deaths, NCMP¹ and NOO²)

Life expectancy in Tameside is lower than the national figure; the male rate is currently 77.3 years compared to 79.6 years for England, and the female equivalent is 80.6 years compared to 83.2 years nationally.³

The annual cost to the NHS of physical inactivity in Tameside is estimated at £2,662,041. When compared to regional and national costs per 100,000, health costs associated with inactivity (£1,100,585) are 34.7% above the national average (£817,274) and 24.5% above the regional average (£883,672).

Given the above, the importance of having a high quality, appropriately located, accessible and well managed portfolio of leisure facilities is key. Their role in delivering physical activity opportunities for residents is significant, especially within the context of the relationship between physical and mental health.

¹ National Child Measurement Program

² National Obesity Observatory

³ Office of National Statistics: Life Expectancy at Birth by local areas in the United Kingdom, 2013.

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2.0 ACTIVE LIVES SURVEY 2019/20

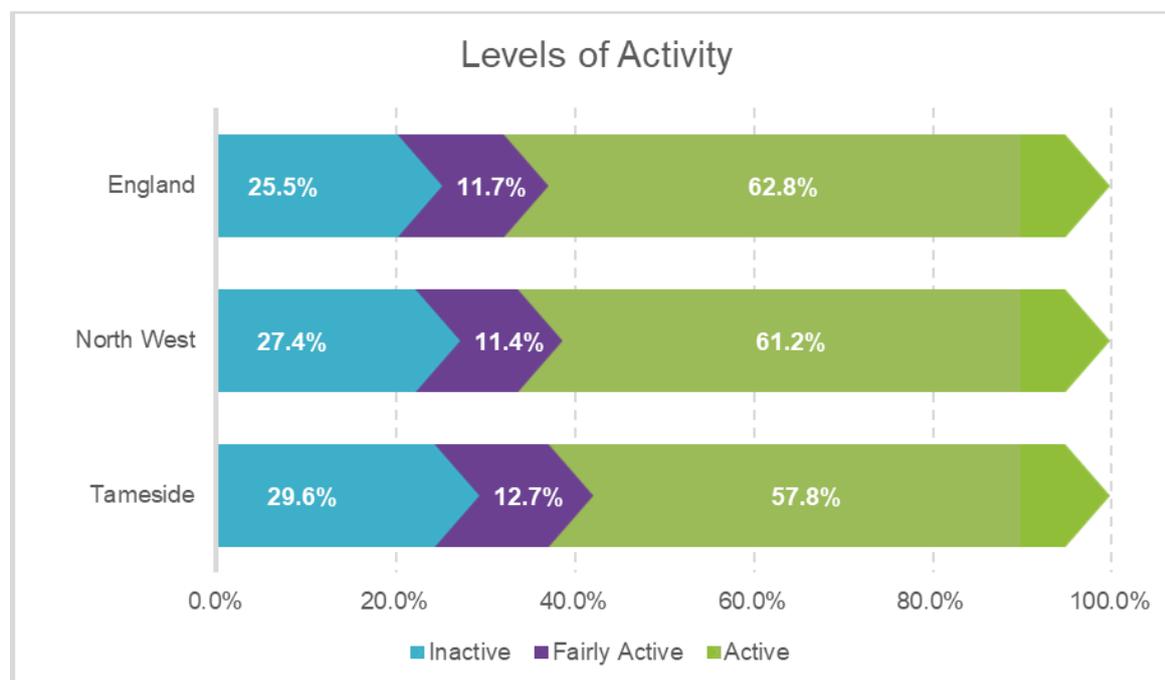
Sport England recently produced its Active Lives Survey May 2019/20, based on 16+ year olds taking part in walking, cycling, fitness, dance and other sporting activity. As identified in Table 1, a higher percentage of the Tameside population is inactive compared to England and the North West and a lower percentage is considered to be active.

Table 1 Active Lives Survey results May 2019/20

| | Inactive (<30 minutes per week) | | Fairly Active (30-149 minutes per week) | | Active (150+ minutes per week) | |
|-------------------|------------------------------------|-------|--|-------|-----------------------------------|-------|
| England | 11,573,600 | 25.5% | 5,338,500 | 11.7% | 28,558,100 | 62.8% |
| North West | 1,628,400 | 27.4% | 677,500 | 11.4% | 3,629,600 | 61.2% |
| Tameside | 53,400 | 29.6% | 22,900 | 12.7% | 104,400 | 57.8% |

Rate/population totals for sport & physical activity levels (excluding gardening) of adults (16+) in English local authority areas.

Figure 9: Levels of Activity in Tameside



3.0 FACILITY INFORMATION

3.1 ADVENTURE LONGDENDALE

Adventure Longendale (also known as Total Adrenaline) is an indoor activity centre in Mottram, originally constructed in 1974. The site previously included indoor bowls, then gymnastics provision which was subsequently moved to the Active Ken Ward facility

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following a period of closure in 2016. It's relaunch as a leisure attraction in 2016 incorporated trampoline, soft play, laser zones, and a café.

Since the initial Covid-19 lockdown in March 2020 the site has acted as a Covid-19 mobile testing site. In terms of activity, it has been closed to the general public and now caters solely for commissioned activity via Trust programmes supporting adults & young people with a disability or additional needs. Laser quest facilities have closed entirely.

Usage profile

Pre Covid-19 lockdown and closure Adventure Longdendale had over 950 users attributed to it, of which the breakdown against age, gender and ethnic background is shown below. This shows the overwhelming (95%) majority of use being by young people under 18 years of age, reflecting the facilities previous emphasis as a visitor attraction with a fun / play emphasis. Usage by gender meanwhile is broadly equal across males and females.

Table 2: Adventure Longdendale usage profile

| Age | Under 18 | 18-24 | 25-49 | Total |
|-----------|----------|--------|---------|-------|
| | 914 | 9 | 28 | 962 |
| Ethnicity | White | BAME | Unknown | Total |
| | 146 | 3 | 820 | 966 |
| Gender | Male | Female | | Total |
| | 478 | 491 | | 964 |

Reference to Figure 10 and 11 (using Active Tameside facility user derivation by postcode overlaid with IMD ranking) illustrates that 61% of users with postcode data were Tameside residents, with the majority of remaining users from two neighbouring boroughs of High Peak (24%) and Stockport (9%).

The profile of users based on IMD ranking shows that it is generally reflective of the Tameside population, but that this only equates to 61% of the known user base of the facility. However, it is also clear from the mapping that the facility attracts a small concentration of users from the Hattersley community but draws mainly from the wider Tameside area.

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Figure 10: Adventure Longendale facility user postcode analysis

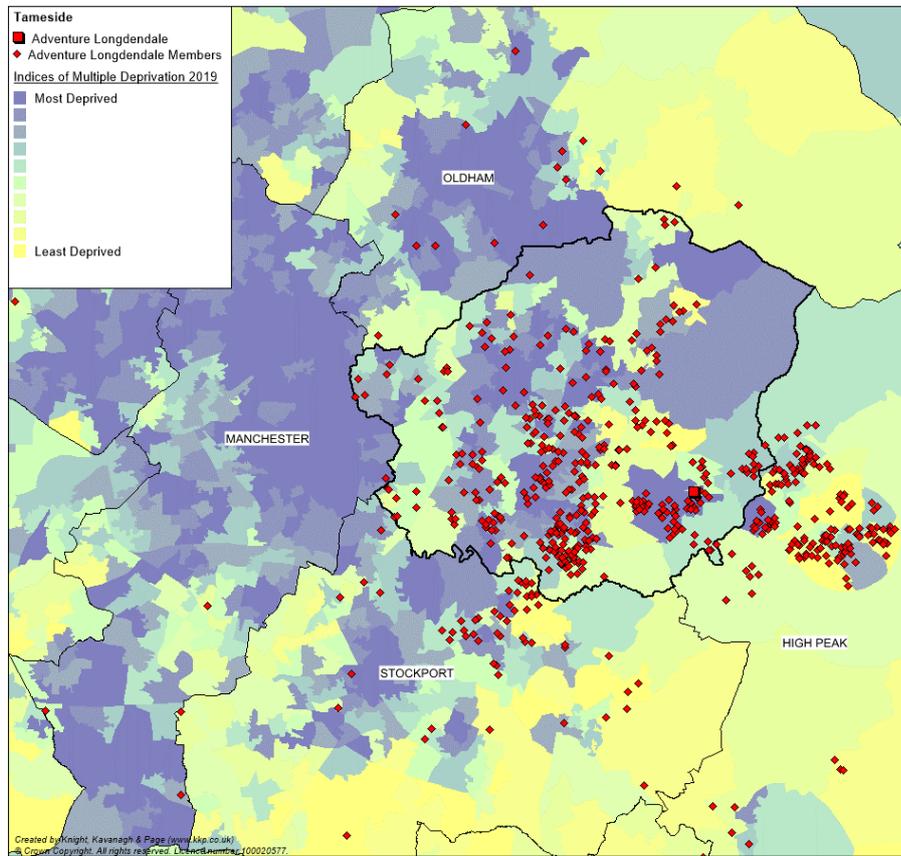
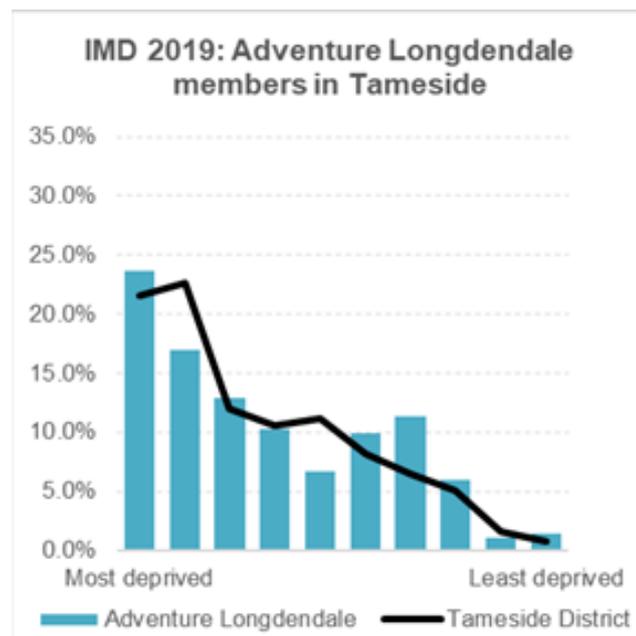


Figure 11: Adventure Longendale facility user postcode analysis overlaid with IMD



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3.2 Financial performance and potential savings

Whilst the facility was originally projected to achieve a surplus of £90,000 in both 2017/18 and 2018/19, Adventure Longdendale made losses of £32,000 and £12,000 respectively. This can be attributed in part to income levels not achieving sufficient levels to cover all operating costs and the cost of prudential borrowing to develop the trampoline and laser zone offer. In 2020/1 (pre Covid-19) the facility was projected to make a loss of £16,455.

Fundamentally, the site has not reached the levels of footfall that precipitated initial income projections (a typical Saturday pre-Covid would see footfall of around 100 individuals for each of trampolining and soft play, and around 50 for the laser zone). For a rationale behind this, it should be noted that this type of facility is more of an attraction rather than a regular activity which may be undertaken on a weekly basis.

Therefore, the facility needs to be of sufficient quality and in the right location to attract from a wider catchment and to ensure ease of access for those visitors from outside of the area. Given the limited numbers of users of the facility this arguably does not encourage the prospect of revenue generating potential at a commercial level.

Active Tameside estimates that an annual revenue saving of **£34,211** could be achieved if current services were withdrawn from Adventure Longdendale.

The Council has adopted a Strategic Asset Management Plan (SAMP) to ensure that the Council and CCG land and property assets contribute pro-actively to the delivery of the organisations priorities. If services were withdrawn the SAMP, via the Council's Asset Management Policy could also identify opportunities to maximise capital resources and alternative uses for the building.

3.3 Risks and Impact

A key challenge in relation to the financial impact of closing Adventure Longdendale is that the Trust will not have the facility from which to generate income to pay off the prudential borrowing which was invested in the facility. The annual prudential borrowing payment associated with Adventure Longdendale is circa £100,000 per annum which is due to be repaid by the end of the contract in 2024.

The usage data shows that closure of Activity Longdendale would impact most markedly on younger people. Only 61% of users pre-Covid were Tameside residents. Looking at attendance data for 19/20 there was a small group of localised users but the majority travelled a significant distance to use the facility.

The centre currently supports people with a range of disabilities, who, unless alternative provision can be found would be negatively affected by withdrawal of services. The Trust also notes that its ability to offer employment and volunteer placements for young people with a disability or additional needs would be negatively affected by withdrawal of services.

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3.4 Mitigation

Consultation with the Trust confirmed that existing services delivered at Adventure Longdendale could be delivered at other facilities. The Active Ken Ward facility for example is approximately one mile away and offers a more structured gymnastics facility incorporating trampolining. Re-configuration of existing gymnastic spaces could take place at Ken Ward in order to cater for the displaced structured play / gymnastic offer at Longdendale, however, this could only be in the context that it did not impact negatively on the financial sustainability of Active Ken Ward. There is also alternative soft play provision less than a mile from Adventure Longdendale. This is a purely commercial facility which is a direct competitor to the facility.

Current adults and children's commissioned services delivered from the Adventure Longdendale would be delivered from other facilities including Active Medlock and Tameside Wellness Centre.

4.0 FACILITY PROPOSAL – ACTIVE OXFORD PARK

Active Oxford Park is an indoor sports centre. The facility was originally part funded by a £1.2m Sport England national lottery award and opened in 2006. Oxford Park operates as a community hub offering provision from early years and youth provision through to provision for older residents. The range and type of programmes offered include:

- Structured play and gymnastics for early years
- Employment and volunteer placements for young adults with a disability
- 'Live Active' sessions & specialist provision for older people living with long term health conditions.

During the post Covid -19 lockdown period Oxford Park has remained open (with the exception of its sports hall) to support the Trust's commissioned programmes, specifically it's Live Active programme which provides physical activity sessions for some of Tameside's most vulnerable residents including GP/Primary Care referral supporting older people experiencing long term health conditions. The sports hall is currently being used as a Covid-19 vaccination site.

The sports hall (which has been closed since March 2020) caters for badminton and five a side football. It is the only indoor sports hall within the Council sport and leisure facilities that is available during the school day. The Trust notes that the building fabric is in good condition with no immediate capital investment requirements.

Active Oxford Park includes the following indoor facilities:

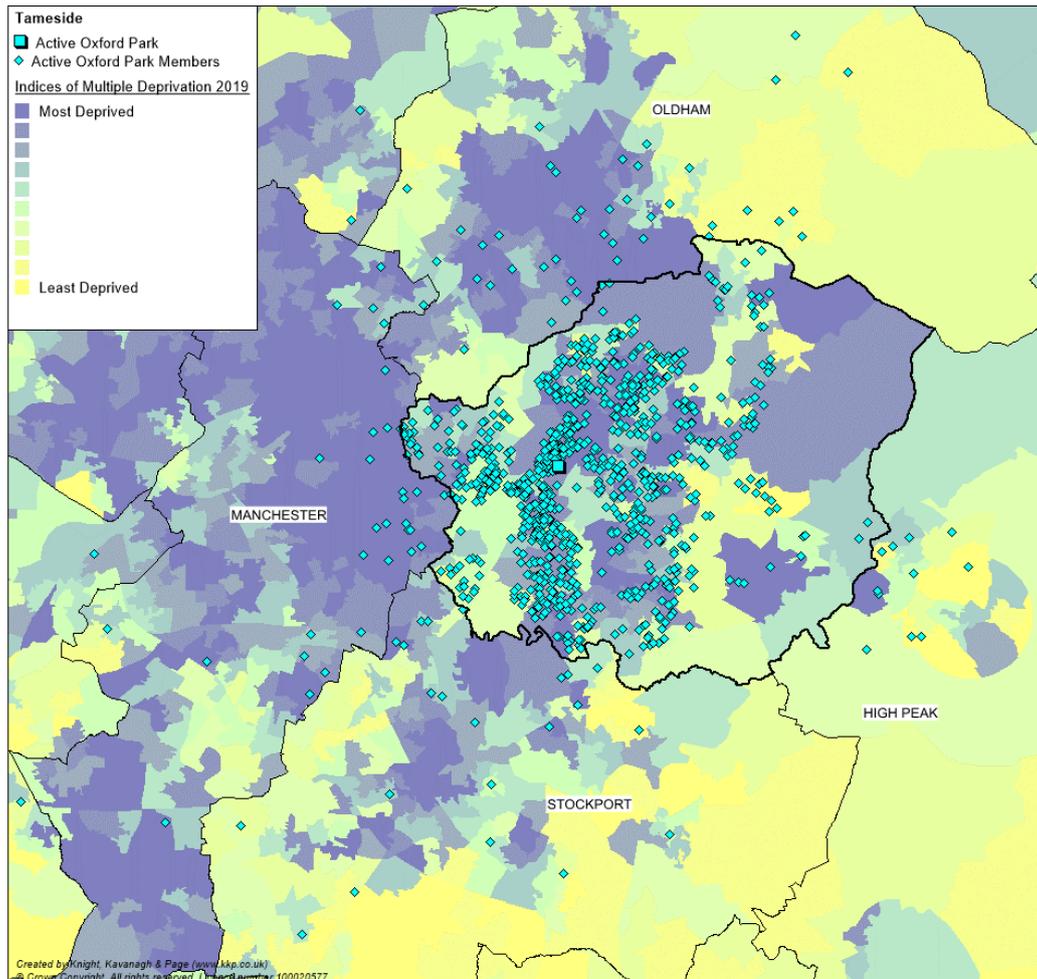
- 3 court sports hall
- 20 station fitness suite
- Fitness studio
- Free weights / resistance space
- Multi use games area and bowling green are located adjacent to the facility.

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4.1 Usage Profile

With reference to Figures 12 and 13 (Active Tameside facility user derivation by postcode overlaid with IMD ranking) illustrates that the vast majority (91%) of Oxford Park's 1,537 registered users with postcode data (including pre and post-Covid use) are Tameside residents.

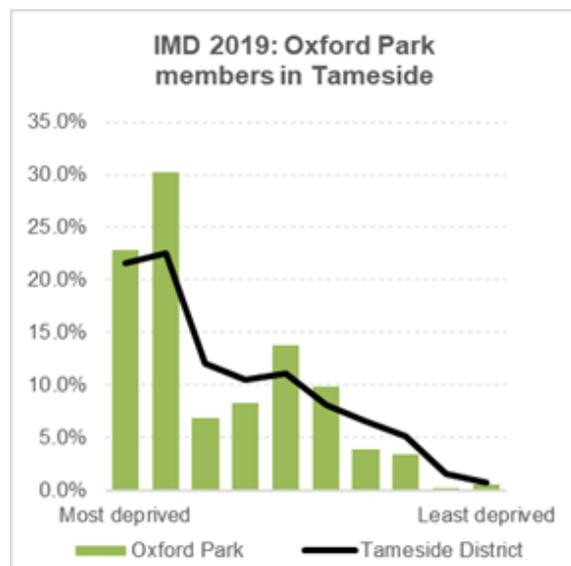
Figure 12: Oxford Park User postcode analysis overlaid with IMD ranking.



Analysis of the current user base identifies that it is generally reflective of the Tameside demographic profile. That is, the Oxford Park user base is representative of Tameside and has a higher proportion of users (53%) from the 20% most deprived communities in the area.

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Figure 13: Oxford Park user postcode analysis IMD ranking



Usage data breakdown against age and gender (see table 1 below) suggests a balanced profile in terms of usage by age, reflecting that the facility is used for both commissioned activity (Active Education, Live Active) as well as ‘pay and play’ and block booking activity of the gym and sports hall. The gender balance of the user base is 60% male / 40% female, Unfortunately, insufficient data is collected on the ethnicity of the user base, with over 88% of users unknown.

Table 2: Active Oxford Park Usage profile

| Age | Under 18 | 18-24 | 25-49 | 50-74 | Total |
|-----------|-----------|-----------|-----------|-----------|-------|
| | 215 / 19% | 155 / 14% | 561 / 50% | 201 / 18% | 1133 |
| Ethnicity | White | BME | Other | Unknown | Total |
| | 155 | 22 | 5 | 1388 | 1570 |
| Gender | Male | Female | | | Total |
| | 943 | 627 | | | 1540 |

Further breakdown of usage (including pre and post Covid data) provided by the Trust demonstrates the relatively low number of health and fitness users (135) compared to the total number using Oxford Park for commissioned activity (‘Live Active, Early years, ASB / youth intervention) which comprise circa 450 users. This is reflective of the fact that, whilst the first floor room layout has been opened up in recent years in order to create the current fitness suite, it is still relatively small and not comparable with a commercial health and fitness offer of any scale.

Weekly sports hall (club) usage shows a total of 387 regular participants (pre-Covid-19). Of these, in respect of ethnicity around 140 / 36% of users are from the BAME community, which shows high correlation with the higher number of BAME residents living within the Active Oxford Park catchment area.

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The Trust delivers sessions under its 'Live Active' initiative at Oxford Park, whereby residents, often with multiple and complex health issues are referred to a range of activities at Tameside venues via their GP or healthcare provider. Live Active aims to use physical activity as a way to improve community resilience and manage long term conditions.

During the period immediately following the Spring 2020 lockdown (August to October 2020), 167 individual participants took part in Live Active sessions, of which 48 / 29% indicated that they were living with a long term condition or disability. This compares to a total of 39 individuals accessing Live Active sessions during the period December 2019 - March 2020, immediately prior to lockdown, of which 10 / 25% had a disability.

As such, it is clear that the programming and use of Oxford Park is more geared to delivering commissioned services and casual use as opposed to health and fitness and commercial activity. This is reflected in the usage breakdown by activity and user type within Table 4.

Table 3: Active Oxford Park Usage breakdown by activity / user type

| Activity | Users/members |
|---|---------------|
| Health & fitness members | 135 |
| No of Gymnastic members | 90 |
| Number of clients with a disability or additional needs | 82 |
| Number of Live Active clients | 140 |
| Number of club users – | 120 |
| Number of early years' clients | 189 |
| ASB & Youth intervention | 120 |
| Sports Hall (weekly) | 387 |

4.2 Financial Performance and potential savings

Active Oxford Park is projected to have a net deficit of £33,810 for 2020/1. The facility was designed as a community hub to serve the physical activity needs of the local population and this was reflected in the Council's lottery funding bid and subsequent design of the facility. Importantly, it was not designed as a building which would generate significant revenues and whilst remodelling of first floor spaces has taken place, the centre does not have the capacity with its current layout or location to generate commercial levels of revenue.

The Trust estimate that an annual saving of **£48,456** could be achieved from withdrawal of services. The Council has adopted a Strategic Asset Management Plan (SAMP) to ensure that the Council and CCG land and property assets contribute pro-actively to the delivery of the organisations priorities. If current services were withdrawn the SAMP, via the Council's Asset Management Policy would also identify opportunities to maximise capital resources and alternative uses for the building.

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4.3 Risks and Impact

Withdrawing services could impact across the whole life course (starting well, living well, ageing well and working well), due to the centre's role as a community hub, serving 'pay and play' usage as well as a significant range of commissioned services. Furthermore, Active Oxford Park also has an acknowledged role to play in tackling anti-social behaviour and developing community cohesion in the locality.

Any withdrawal of services from the Active Oxford Park facility and use of the building, would also need to take into account the existing Sport England lottery award terms and conditions, which includes a risk of grant clawback in the event of closure within the current award period.

4.4 Mitigation

The sports hall at Oxford Park, being the only facility of its type within the Active Tameside portfolio would be most difficult to mitigate in terms of its loss. Replacement access could be negotiated with local secondary school provision which, in the post-Covid -19 environment may be difficult to realise a similar level of programmed space. Alternative uses for the building could also include provision for programmed community use.

It could be envisioned that a proportion of the current commissioned activity (Live Active), within the fitness or studio space at Oxford Park could be re-directed elsewhere within the Council's facility portfolio, particularly given that existing clients within these programmes spend time across multiple venues other than Oxford Park.

There is potential for the building to be considered as part of the Tameside SAMP in respect of potential alternative use of the current facility. Past proposals looked at the feasibility of additional support for young people and adults with learning disabilities or a resource for post 16 further education and independent living opportunities. The above would need to be considered within the wider transformational reviews which are currently being undertaken across all Council services.

5.0 FACILITY PROPOSAL – ACTIVE ETHEROW

Active Etherow is a listed former railway warehouse building which is owned by the Etherow /Kingfisher Trusts. The Council leases the building at a cost of £15,000 per annum. Active Tameside operates the centre as an activity centre for long mat indoor bowls. The facility also accommodates an indoor disabled riding centre on it's ground floor and is located on the edge of the authority in Broadbottom, close to the boundary with High Peak.

The upper floor is currently used for the Etherow Bowling and Activity Centre, run by Active Tameside who employ a full-time member of staff. The space was previously occupied by the Tameside School of Gymnastics which moved to a newly built Active Ken Ward in Hattersley in the autumn of 2009. The upper floor was modified to provide an indoor bowling green to national league standard. Many users are older people, for whom bowling is an important part of maintaining their physical health and wellbeing.

The Centre is in use every day during the season, up to 9pm on Thursdays. The ground floor of the building accommodates an indoor riding centre operated by the Kingfisher Animals for Therapy Group, which now provides animal-assisted therapy for disabled people. The bowling centre has, since March, been closed.

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5.1 Usage

Usage data provided by the Trust suggests that, based on a total client base of 250, the centre (pre-Covid) received around 290 visits per week for indoor bowling during the winter period and that the average daily attendance was around 60 people. All users are over 60 years of age, of white British ethnicity with an equal gender split within participants. There is estimated to be around 35 users with additional needs or disabilities. Whilst there is no formally constituted club associated with the facility, the user group is stable and keen to return to the facility when current restrictions are removed.

5.2 Financial Performance and potential savings

Active Etherow made a loss of £13,676 in 19/20. The Council currently pays a rental of **£15,000** per annum to the Kingfisher trust for use of the building. Active Tameside employs a full time member of staff to service the building (currently furloughed) which, combined with utilities costs would result in a **£16,000** annual saving should the Trust withdraw from management of the building.

5.3 Impact

The closure of the Etherow facility would potentially increase the risk of social isolation amongst a user group that is exclusively comprised of older people. Around 15% of current users also experience some form of disability. There would be limited alternative options for indoor bowling in the locality, .

5.4 Mitigation

There is an opportunity for the Trust and Council to work with the Kingfisher Trust and the bowling group, with a view to developing volunteer capacity in order that the community may assume responsibility for operating the bowling centre. The Active Ageing centre model has been piloted at the Grafton Centre in Hyde since June 2009 to ensure that the model was both appropriate and met resident's needs. The evaluation of the pilot has demonstrated the success of the model. The active ageing model aims to support people to remain resilient to ill health by supporting access to social networks and by being physically active. Its outreach approach means it is able to provide low level interventions to a far greater number of people than traditional services have, demonstrated by the 600% increase in membership of the Grafton Centre.