



Kettering Amateur Swimming Club

Response to Kettering Sports Facilities Assessment and Needs Analysis (June 2020), Section 6: Swimming Pools



Kettering Swimming Pool

Kettering Amateur Swimming Club, founded in 1914, promotes the sports of swimming and water polo by providing a structured teaching and training programme to all of our members in an enjoyable, safe and caring environment.

Our aim is to be recognised locally, regionally and nationally as a swimming club which enables athletes to achieve their individual aspirations in competitive swimming by improving their skills and fitness levels and by providing regular opportunities for competition.

We will provide the best environment for training and competition by forging and maintaining links and partnerships with facility providers, local authorities and other clubs.

The Club is inhibited (according to Swim England, our national governing body) in its ability to expand by the facilities available to it. Our members have to travel to Oundle, Thrapston and Uppingham every week to train. Our annual Club Championships (now in its 75th year) are held in Wellingborough and/ or Corby as it is not possible to host them in Kettering.

Swimming provides huge physical and mental health benefits for all ages, as presented in the Swim England Value of Swimming report.

The Sports Facilities Assessment and Needs Analysis shows that the rate of swimming in the Borough is higher than the Regional and National rate. 8600 residents swim regularly, and with a total demand of 6444 visits per week this suggests that 75% of those swimmers head to the pool weekly.

The Assessment and Analysis is a model and should be interpreted as such.

This document seeks to set out a detailed response to the Sports Facilities Assessment and Needs Analysis (SFANA, or the report) by Kettering Amateur Swimming Club (KASC, or the Club).

Information presented in *italics* is taken directly from the SFANA.

Response Summary

- Based on the population and demographic of the Borough
 - Kettering residents required access to 1069 sqm of water for swimming to deliver 6444 visits per week in the peak period in 2018
 - Kettering residents will require access to 1167 sqm of water for swimming to deliver 7034 visits per week in the peak period in 2031
- Kettering Swimming Pool and Montsaye Academy Pool, and changing facilities, are assessed as being Below Standard
- Kettering Swimming Pool and Montsaye Academy Pool are operating at 100% Capacity
- The model excludes pools less than 160 sqm
- The model includes Kettering Swimming Pool, Montsaye Academy Pool and Sports Direct Fitness Pool
 - Montsaye Academy Pool is 140 sqm but the inclusion is justified
 - Pool space per 1000 population is less than 50% of most neighbouring boroughs
- The pool at Sports Direct is **not** the stated 16m x 10m. At 7.2m wide and 115 sqm this pool should be **excluded** from the model
- The model, including Sports Direct, indicates:
 - Available pool space in Kettering at peak times is 593 sqm
 - Deficit in 2018 was 476 sqm
 - Deficit in 2031 will be 574 sqm
- Based on residents traveling to their nearest pool, the model (including Sports Direct) indicates:
 - In 2018, pools in Kettering and surrounding Boroughs were modelled to be delivering 5930 of the 6444 visits per week
 - 4352 of these visits were modelled to be delivered by pools in Kettering
 - 4352 visits would require 722 sqm of water – this is 129 sqm more than is available
 - In 2031, pools in Kettering and surrounding Boroughs are modelled to be delivering 6462 of the 7034 visits per week
 - 4669 of these visits were modelled to be delivered by pools in Kettering
 - 4669 visits would require 774 sqm of water – this is 181 sqm more than is available
 - For context, Kettering Swimming Pool (25m x 6 lanes) is 325 sqm
- The model proposes increasing water space by the addition of a learner / teaching pool
 - Kettering ASC supports this proposal
 - Kettering ASC believes the best way to increase the water space available for Kettering residents is to invest in a new facility of 25m x 8 lanes plus learner / teaching pool
- The report recommends a Feasibility Study to determine the long term future of Kettering Swimming Pool
 - Kettering ASC is willing to support Kettering Borough Council in this endeavour
- The Club estimates that journeys to neighbouring pools are generating up to 43 tonnes of CO² emissions per year
- The Club estimates that Kettering residents will be spending in excess of £1M per year in neighbouring boroughs when visiting their pools

Detailed Response to the Sports Facilities Assessment and Needs Analysis

The preamble of Section 6 states:

*Training for competition, low-level synchronised swimming, and water polo can all take place in a 25m pool (normally with a minimum of 4-lanes). **With modest spectator seating, pools can also accommodate competitive events in these activities.***

The Club is unable to hold competitive events at Kettering Swimming Pool (KSP) because the seating provided, whilst “modest” is not conducive to watching aquatic sport. Current seating is on a lane end, meaning spectators must watch from an end and not along the length. The inability to hold events restricts the Club’s ability to generate revenue and results in the Club’s annual Championships being held outside the Borough.

6.1: Supply

There are 6 pools in the Borough. Four of these pools are for commercial use – 2 x member only facilities, 1 x hotel pool and 1 x spa. As per the SFANA:

Pools with less than 160m² space and / or require membership and / or are associated with the premises they are based in do restrict community access and limit opportunities related to health as well as availability in areas of deprivation.

Of the two “pay and play” pools – KSP, built in 1984, is a 6 lane x 25m swimming pool whilst Montsaye Academy pool is a 3 lane x 20m pool (note, the report incorrectly identifies the pool as having 4 lanes).

The report identifies that the 6 pools provide 960 sqm of water for swimming and that only two pools meet the 160 sqm criteria for inclusion in the model – KSP and Sports Direct Fitness. The report justifies the inclusion of Montsaye due to its programme and location to the West of the Borough (the report actually says “east”).



Montsaye Academy Pool

For the Facilities Planning Model (FPM, or the model) the report identifies a total of 625 sqm of water for inclusion: KSP (325 sqm), Montsaye (140 sqm) and Sports Direct (160 sqm).

The data on each pool is taken from the Sport England Active Places database. This is a database of sport and leisure facilities across the UK and is updated and (according to Sport England) validated annually. It is dependent on the data being correctly submitted and, if necessary, updated by facility managers.

Errors do exist in the data. Montsaye is shown to have 4 lanes for swimming – this is not correct as it is a 3 lane pool, though the dimensions at 20m x 7m are correct.

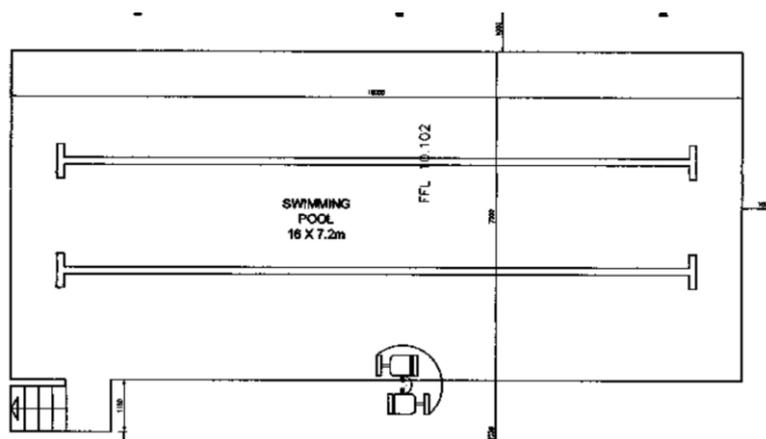
The pool at Sports Direct Fitness, however, is a significant issue. The data correctly identifies this as a 3 lane pool but the dimensions are incorrect. The data states that this is a 16m x 10m pool, giving 160 sqm of water, which validates inclusion in the FPM. However, **the pool is 7.2m wide**. The length has not been confirmed, but assuming 16m x 7.2m and 115 sqm total area, the pool **should not be included** in the model.



Sports Direct Fitness, Kettering

The Sports Direct facility was converted by LA Fitness in around 2001. The planning permission was approved by Kettering Borough Council under planning number KE/00/0883.

The drawings associated with this planning show a pool of 16m x 7.2m.



Sports Direct Swimming Pool, as per plans approved under application KE/00/0883

The report states, “It is important to note that there are **no dedicated teacher / learning pools** at the three key sites identified above”. The Club believes that the lack of a teacher / learner pool in the Borough is a **significant disadvantage** compared to neighbouring Boroughs that offer this facility.

Measure of Provision

Based on a measure of water space m^2 per 1,000 population, the Borough had $6.2 m^2$ per 1,000 in 2018 which decreases to $5.5m^2$ in 2031 (based on the projected population increase between 2018 – 2031)

This Calculation is based on a population of 100,252 in 2018 and 116,078 in 2031. The water space is based on the inclusion of the three pools at a total of 625 sqm.

The Kettering water space per 1000 population is considerably below that of all its neighbours, the East Midlands Region and England wide in both years. Reference to Table 6.2 shows that the East Midlands Region and England wide provision is twice that of Kettering, locally, Corby’s provision exceeds that for the present year at $15.7m^2$ per 1,000.

Table 6.2: Water space per 1,000 population for all authorities 2018 – 2031

| Water space per 1,000 population | Run 1 | Run 2 |
|----------------------------------|------------|------------|
| | 2018 | 2031 |
| Kettering | 6.2 | 5.5 |
| Harborough | 10.3 | 9.2 |
| Corby | 15.7 | 14.2 |
| Daventry | 9.0 | 8.2 |
| East Northamptonshire | 14.0 | 12.5 |
| East Midlands Region | 12.6 | 11.4 |
| England | 13.0 | 12.0 |

As per the report, *“a supply of water space which is less than 50% of most of its neighbours is a significant finding”*.

Adjusting for the removal of the Sports Direct pool reduces the total water for the model to 465 sqm (being the sum of water at KSP and Montsaye). This reduces the water space per 1000 population in 2018 to 4.6 sqm decreasing to 4.0 in 2031.

Table 6.2 adjusted for the removal of Sports Direct:

| Water Space per 1000 population | Run 1 | Run 2 |
|--|--------------|--------------|
| | 2018 | 2031 |
| Kettering | 4.6 | 4.0 |
| Harborough | 10.3 | 9.2 |
| Corby | 15.7 | 14.2 |
| Daventry | 9.0 | 8.2 |
| East Northamptonshire | 14.0 | 12.5 |
| East Midlands Region | 12.6 | 11.4 |
| England | 13.0 | 12.0 |

Water space is actually less than 50% of **all** neighbours and around a third of the national provision.

Quality of Facilities

The report identifies that the Quality of Facilities at KSP and Montsaye is **Below Average** for both the pool and changing facilities.

Accessibility

The model assesses demand based on travelling to a pool site by three different travel modes: car (20 minutes drive); public transport (20 minutes travel time); and walking (20 minutes/1mile), with car travel being the dominant mode at 82.5% - this is higher than East Midland Region and England rates. It is also higher than the rates for Corby and Wellingborough.

Over 99% of Kettering’s population (100,185 of the ONS MYE 2017 population of 100,252) is estimated to be within a 20 minutes’ drive time of a pay and play pool.

The cost of car parking at KSP is higher than Corby, Wellingborough, Harborough and Thrapston (East Northants), with the latter three being free.

Programming

Programming is restricted by the lack of a separate teacher / learner pool in both Kettering Swimming Pool and Montsaye. It means that swim school takes place in a main pool reducing the number of available pay and play hours. If there was a dedicated teacher / learning pool programming could be rescheduled which would allow for additional activities in the main pool which could lead to increased lane swimming, club swimming and/or additional aquafit classes, thereby increasing the capacity of the swimming pools.

The preamble of the report indicates, “While Kettering and Montsaye offer a learn to swim programmes the pools have a minimum depth of 0.9m which could impact on the confidence of the learner, particularly younger swimmers”.

6.2: Facilities Planning Model

Total Demand

The Total Demand is calculated from the population and the demographics of that population. It determines that the Kettering demand for swimming is **6444** visits per week in the weekly peak period, projected to increase to **7034** visits per week in 2031.

The water space to meet this demand is **1069 sqm** in 2018, rising to **1167 sqm** in 2031.

This calculation appears to be based on dividing the visits per week by a constant of 6.03.

Between 2018 and 2031 the population of the Borough will grow by 13.4% but the demand will grow by only 9.1% - the difference is due to demographics. By 2031 it is estimated that there will be a small fall in the number of 35 to 54 year olds, but a significant increase in those aged 65+ in the Borough.

Supply and Demand Balance

*“the Borough **supply of pools available for community use** (based on hours available in the peak period) **equates to 593m²** of water in both years (modelling assumes no change to the Borough’s swimming pools). **The total demand is for 1,069m² of water in 2018, increasing to 1,167m² 2031.** Therefore, the **total demand for pools exceeds the supply in both years by 476 m² and 574m² respectively.**”*

In the North Northamptonshire Strategic Sports Facilities Framework (2011), the shortage of water in Kettering was forecast to be 476 sqm by 2031. **This shortage has been reached by 2018.**

The water available in the peak period (**593 sqm**) is reduced from the total available at KSP, Montsaye and Sports Direct (625 sqm). This may be factored at ~95% of the total or may be calculated based on each pool’s individual availability.

As **Sports Direct is too small** to be included in the model, the **total space is only 465 sqm** which (at 95%) reduces to **442 sqm**.

At this level, the demand for pools exceeds the supply in both years by **627 sqm** and **725 sqm**.

Satisfied Demand for Swimming Pools

The following figures are based on people travelling to their nearest pool. People that live in Kettering but live nearer to a pool outside the Borough are assumed to travel to that pool. Similarly, people that live in a neighbouring borough that live nearer to a Kettering pool are assumed to visit that pool.

Satisfied Demand

The report states:

*Based on pools located in a catchment of Kettering Borough and the neighbouring authorities the FPM modelling found that **92% of the Borough's total demand can be met in both 2018 and 2031.** Therefore, the population growth and associated increase in demand for swimming pools in Kettering and across the wider study area can be met by the existing supply of swimming pools, up to 2031.*

The report indicates that, in 2018, 5930 visits of the total demand for 6444 visits can be delivered.

This calculation is based solely on travel distance and makes no allowance for the capacity of the pools within the catchment.

Retained Demand

The report states:

*Using the same catchment as above it analyses how much of the satisfied demand for the Borough is retained in Kettering Borough swimming pools. The findings show that **the retained demand is reasonably high, 73.1% of the total satisfied demand** which is 92.4% overall in 2018. These findings indicate that **the nearest pool for over seven out of ten visits to a swimming pool by a Kettering resident, is to a pool located in the Borough.** It also means that the location and catchment area of the swimming pools in the Borough are very well correlated with the location of the Kettering demand for swimming pools and provide very good travel accessibility for Kettering residents.*

The report indicates that, in 2018, 4352 visits were to pools in Kettering. **4352 visits equates to 722 sqm** of water. **The water available (by the model) is 593 sqm, a deficit of 129 sqm.** There is insufficient pool space in the Borough to satisfy 4352 visits.

Exported demand and neighbouring facilities

The report states:

Exported Demand “*is based on Kettering residents using the nearest swimming pool to where they live, but where that pool is located in a neighbouring authority. The **total of exported demand for the Borough is 26.9%** of satisfied demand in 2018, rising to 28.1% in 2031.*”

*“The reason residents will visit neighbouring facilities is based on a number of factors including **quality, availability and accessibility** (distance and modes of travel). As noted in the section on Accessibility above, the whole resident population lives within 20 minutes’ drive time of a swimming pool within the Borough. **Facilities which are located within 2 miles of the local authority border (as this indicative of how far people may travel to use alternative facilities for individual reasons) are identified**”*

The two pools identified within 2 miles of the Borough Boundary (*indicative of how far people may travel to use alternative facilities for individual reasons*) are Harborough Leisure Centre and Corby East Midland International Pool.



Corby East Midland International Pool

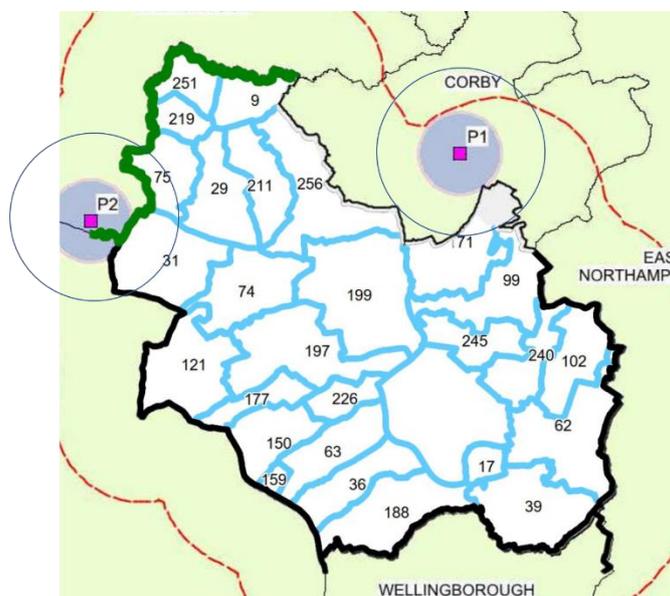
The report acknowledges that there are a number of factors why residents will visit neighbouring facilities, however **the report only considers distance**.

Quality and Availability are also important factors. The **Quality of both KSP and Montsaye are Below Average**. In terms of Availability, both Harborough and Corby pools have a learner / teacher pool (as does Waendel Leisure Centre in Wellingborough).

The only Parish of Kettering Borough that is within 2 miles of Corby pool is Newton and Little Oakley (171 in the figure below). In the 2011 census this Parish had a population of 145.

The only Parishes of Kettering Borough that are within 2 miles of Harborough pool are Braybrooke (31) (population 378 (2011)) and Dingley (75) (population 194 (2011)).

A total of 717 Kettering residents live within 2 miles of one of these pools – 0.7% of the population of the Borough.



Pools with 2 miles of the Borough Boundary

Of “the destination and scale of the Borough’s exported demand in 2018 and 2031 by visits per week (over a weekly peak period). The largest export is to Corby (12.1%) then to Wellingborough (6.5%), East Northamptonshire (4.2%), Harborough (3.4%) and finally Daventry (0.2%). This trend is the same for both 2018 and 2031.”



Waendel Leisure Centre Pool, Wellingborough

“It is worth noting that a finding from the on-site audit and assessment is that Harborough Pool is likely to be re-located in the near future to the north of Harborough. Although the impact will be minor, this is likely to reduce the accessibility of the existing pool to Kettering residents.”



Architect's Vision – New Market Harborough Leisure Centre

The data showing Retained, Exported and Imported Demand are shown in Figures 6.4 and 6.5 of the report. This shows that **of the 5930 visits per week satisfied** (from the Total Demand of 6444 visits) in 2018, **4352 visits are Retained in Kettering.**

The Supply and Demand calculation determined that 6444 visits per week required water space of 1069 sqm (at 6.03 sqm per visit).

On that basis, **the 4352 visits per week retained in Kettering would necessitate 722 sqm of water in Kettering.**

The report has identified that **with KSP, Montsaye and Sports Direct included there is only 593 sqm of water** available in the Borough. **The Club's calculation, removing Sports Direct, is that there is only 442 sqm available.** At this level the Borough can only support 2665 visits.

Under **Used Capacity** the report states that **KSP and Montsaye are operating at 100% capacity** in 2018, and Sports Direct at 67% (rising to 92% in 2031).

Figure 6.5 shows that the Retained Demand in 2031 is 4669 visits per week, an increase of 317 visits over 2018.

As KSP and Montsaye are already operating at 100% capacity in 2018 then this 317 visits must be being picked up by Sports Direct. As the used Capacity at Sports Direct increases to 92% then the total capacity at Sports Direct (from the data in Figure 6.5) is 1268 visits per week (which would actually require 210 sqm of water).

67% of 1268 visits = 850 visits. 92% of 1268 visits = 1167 visits.

Subtracting these figures from the data on Figures 6.4 and 6.5 suggests that 3502 visits are being picked up by KSP and Montsaye. This would require 581 sqm of water. KSP and Montsaye have a total space of 465 sqm (without adjusting for availability at peak times).

Whichever way it is calculated, the water required by residents of the Borough is not delivered by KSP and Montsaye, and the exported demand must be significantly larger than that modelled. Residents are expected to travel to pools outside of the Borough.

In July 2019, Kettering BC passed a motion to declare a climate emergency. The model shows 1578 visits per week to pools in neighbouring Boroughs in 2018, rising to 1793 visits in 2031.

At a conservative estimate, if 90% of the journeys to those pools are by car (compared to 82.5% of all journeys) and each journey has 2 pool visitors then at 127.9g CO₂ per Km (Society of Motor Manufacturers and Traders, average CO₂ emissions for cars in the UK, 2019) the Club's estimate for carbon emissions for those journeys will be 38 tonnes of CO₂ per year in 2018 and 43 tonnes in 2031. **This equates to around 75,000 sqm rising to 86,000 sqm of trees required to absorb the emissions.**

For context, the area of Weekley Hall Wood, that may be lost if plans to build warehousing at that site are approved, is 40,000 sqm.

Unmet Demand

Unmet demand has two parts to it (1) there is too much demand for any particular pool within its catchment area (insufficient pool capacity); or (2) the demand is located outside the catchment area of any pool and is then classified as unmet demand

The report identifies that the majority of the unmet demand is from outside of the catchment area.

Used Capacity

*The FPM assessment includes a 'comfort factor', beyond which, the venues are too full i.e. because the pool becomes too crowded to swim comfortably and / or the changing and circulation areas become too crowded. **The model assumes that usage over 70% of capacity is busy and the pool is operating at an uncomfortable level above that percentage.***

KSP and Montsaye are already operating at 100% capacity.

Sports Direct is running at 67% in 2018 and rising to 92% in 2031.

As Sports Direct a) is a member's only pool and not for community use, and b) is too small to be included in the model, **swimming pools in Kettering are operating at 100% capacity.**

Any increase in demand will have to be met by pools outside the Borough or by residents paying for access.

FPM Summary

The key drivers for change are to reduce the used capacity of Kettering Swimming Pool and to increase the swimming activities on offer. This could be met by the provision of a dedicated teaching/learning pool which would increase the swimming pool capacity and could increase the range, quality and offer of swimming activities in the Borough

The addition of a teaching / learning pool would be a good addition to the Borough, but this only partly addresses the shortage of water that limits access to swimming. The Club believes that the addition of a teaching / learning pool should be in conjunction with a new swimming pool that adequately meets the needs of the Borough.

6.3: Supply and Demand Summary

The summary states that 3 pools met the criteria to be included in the model. An error in the source data has wrongly included the pool at Sports Direct.

The summary states:

The FPM identified that level of demand from Kettering residents using Kettering pools is currently 92.9% rising to 93% in 2031 meaning that over 9 out of 10 visits is to a venue located in the Borough

We believe this is incorrect. Even including Sports Direct, Figure 6.4 shows that, in 2018, 4352 visits of 5930 satisfied visits were Kettering residents using Kettering pools. This is 73%, falling to 72% in 2031.

The figures show that **Demand exceeds Supply**, but these figures should be revised to reflect the removal of Sports Direct from the model.

6.4: Consultation Findings

*Consultation with **Swim England** confirms that in relation to UK wide participation all local authority areas are priority areas **but areas with swimming pool water deficit are a greater priority. Kettering has a -479m² deficit.** To put this into context, a 25m x 4 lane pool is between 212-250m² of water, depending on lane width. **In terms of competition swimming, Kettering has only one community use swimming pool (6-lane pool) that seriously restricts swimming club activity.** Higher level competition is provided by Corby 50m swimming pool complex.*

The deficit grows to 627 sqm on the exclusion of Sports Direct.

*Swim England goes on to indicate that **the local swimming club is inhibited in its desire to expand due to a lack of waterspace.** Nationally, participation levels are steadily increasing, which is a reverse of the previous decade. Innovations in facility design are resulting in more sustainable and flexible use pools.*

Club Consultation:

The Club reports that it struggles to retain swimmers that have to travel out of the Borough for swimming as this necessitates additional travel time and cost for parents

Of the 252 visits per week into East Northamptonshire, the Club's swimmers make 165 of these visits (65%).

The Club would like to be able to host galas and competitions, but this again is not possible due to the lack of spectator seating/viewing gallery. The Club, therefore, travels out of the Borough to access all competitions.

The Club holds its annual Club Championships in Wellingborough and/or Corby.



KASC Club Championships have been running since 1946

The Club competes in the Leicester & District Swimming League. The only venues in Northamptonshire capable of comfortably hosting League meets are Corby and Wellingborough.

Northamptonshire Amateur Swimming Association holds its annual Long Course (50m pool) Championships at Corby. It holds its annual Short Course (25m) Championships in Rugby as the number of events that can be hosted in Corby is limited by Corby Borough Council. A suitable facility in Kettering could generate revenues for the pool and the local economy from visitors from outside the Borough.



Diamond Jubilee Centre, Rugby

Many swimming clubs host Open Meets – events that allow swimmers to compete at an individual and inter-Club level. This is a valuable source of income for many Clubs. KASC is unable to host an Open Meet which restricts its ability to raise funds. Hosting an Open Meet at a new pool in the Borough could bring hundreds of visitors who would contribute to the local economy.

Future Demand

The FPM identifies that there will be sufficient pool space available in 2031 due to the use of neighbouring authority pools.

The model factors pool space at Sports Direct which should be excluded from the model.

The model necessitates Kettering residents traveling to neighbouring Boroughs to access swimming. **This disadvantages the most deprived.**

Both the FPM and the KKP audit identify an undersupply balance at peak times. This equates to a learner pool. Neither current nor increased demand can be accommodated by the current supply of swimming pools, however the pools in neighbouring authorities are currently accommodating this demand

The undersupply balance (by the model) is 476 sqm in 2018, growing to 574 sqm in 2031.

The model suggests that this equates to a learner pool. A 20m x 10m learner pool (similar to that at Corby) would deliver another 200 sqm of water. The shortage would still be 276 sqm, growing to 374 sqm.

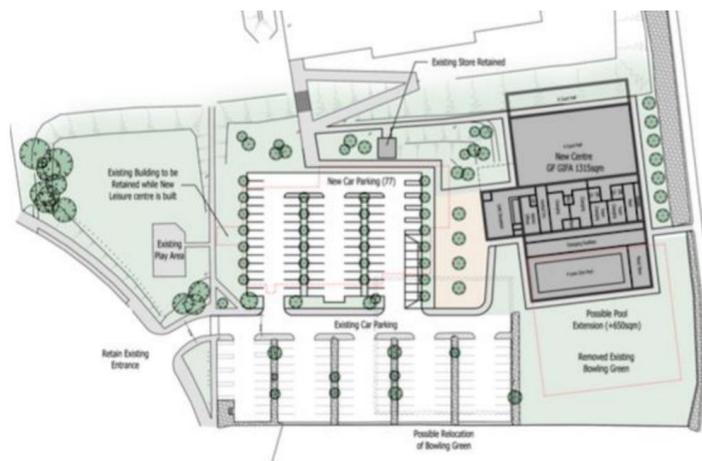
Removing Sports Direct from the model suggests the actual undersupply balance is 627 sqm growing to 725 sqm.

A Learner pool is a “drop in the ocean” – with a 200 sqm learner pool the deficit would be 427 sqm growing to 525 sqm.

The deficit is larger than the size of KSP (325 sqm).

The expectation is that the undersupply will be picked up by neighbouring Boroughs – mainly Corby and Wellingborough.

It is noteworthy that Wellingborough Borough Council has identified another swimming pool in the North Northamptonshire Investment Framework, and its plans to rebuild Redwell Leisure Centre include the provision to add a swimming pool at a later date.



Wellingborough BC proposed rebuild of Redwell Leisure Centre

The investment required for the delivery of a new swimming pool would have to be supported by a strong business case prior to the switch and currently, **KBC considers the case is not compelling**. A programme that seeks to invest in existing facilities in the interim is deemed to be the best value approach at this moment in time.

The Club is disappointed that KBC is unable to see the value that can be offered by improving leisure facilities in the Borough.

- **Swimming saves the NHS over £357M per year**
- **In England, 1.4 million adults felt that swimming improved their mental wellbeing**
- **Swimming more than doubles the self confidence of women and girls**
- **1.88 million young swimmers feel more confident that they will achieve their non-swimming goals**
- **23% of children leave primary school unable to swim**



Swimming saves the NHS £357 million per year – Source: Swim England, Value of Swimming

The expectation is that, to access swimming pools, **the residents of Kettering will travel to neighbouring Boroughs.**

When they are there they will enjoy their swimming, perhaps in a better quality facility. **It is highly likely that whilst they are there they will visit local shops, restaurants and other attractions, contributing to the economy of those neighbouring boroughs.**

In the peak period, there were 1578 visits per week to pools in neighbouring boroughs in 2018. If those visitors were to spend an average of £12 per visit then they would be **contributing to the economy of that borough by in excess of £980,000 per year.** In 2031 that figure would be £1.1 million per year.

In 2031, the model shows 1793 visits per week to pools in neighbouring boroughs and just 352 visits to Kettering from those boroughs. This data is based solely on travel distance.

On the same basis, Kettering businesses would generate less than £220,000 per year from those visitors.

In terms of providing a learner/teaching pool, there is no capacity to extend Kettering Swimming Pool and, therefore the only option would be to remove the fitness gym, which would impact on other facilities

If the Borough is to provide a learner / teaching pool then a location must be identified. Removing the gym at KSP would have a negative impact on gym provision in the Borough.

The Club believes that the best way to address the shortage of water and the need for a learner / teaching pool is to invest in a new facility to deliver a 25m x 8 lane swimming pool plus learner / teaching pool. To include a viewing gallery and (ideally) a moving floor. This would make a valuable addition to a new leisure centre.

In real terms, and assuming KSP was to close, this would increase the supply by 300 sqm (assuming a 200 sqm learner / teaching pool).

The Club supports the Strategic Recommendation to:

Conduct a feasibility study to determine the long term future of Kettering Swimming Pool and whether a new leisure facility with a new facility mix (including a larger fitness gym, a teaching pool, main pool and studios) in an alternative location could better meet the current and long term future of Kettering residents

In 2019 the Club submitted a petition to Kettering BC. Over 1500 signatures were collected in a short period of time. The signatures were from residents that support a new pool in Kettering. We believe that this can be delivered as part of an improved leisure centre offering.

It is possible to deliver a state-of-the-art facility without making a significant loss. This is demonstrated by Hinckley & Bosworth Borough Council's investment of £15M in the Hinckley Leisure Centre. The facility operator returns £900,000 per year to that Council who is servicing loan repayments of £500,000 per year, making a **surplus of £400,000 per year.**



Hinckley Leisure Centre

The Sports Facilities Assessment and Needs Analysis is based on a model. It should not be taken at face value and needs careful consideration of the data presented.

As, we hope, this Response indicates, the water space for swimming in the Borough is insufficient for the population, and expecting residents to travel beyond the Borough boundary does nothing to address that ever increasing deficit. Furthermore, the quality of facilities in Kettering is below average.

Do you not agree that the residents of Kettering deserve better?