

Allerdale Borough Council

The Need for Leisure
Facilities in Keswick

A Report by Strategic
Leisure Limited

March 2022

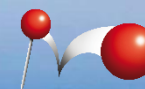


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1. Introduction, Background Context and Scope of Work

- 1.1. In 2021 Allerdale Borough Council (ABC) identified the need to have a comprehensive appraisal of the types of sporting and leisure facilities the people of Keswick would like to see in their town, alongside a review of the current supply and demand as well as considering the guidance and priorities of the governing bodies, to inform future decisions on leisure provision in Keswick.
- 1.2. ABC decided to investigate the case for investment into a new facility (or facilities) based on local need and aspirations and through carrying out a market supply and demand exercise based on the current industry models for those mainstream activities, as well as considering the potential demand for other types of sporting activities that could be provided.
- 1.3. In September 2021 ABC therefore appointed Strategic Leisure Limited (SLL) to undertake a study into the development of options for Sport and Leisure facilities to support Keswick and the surrounding area.
- 1.4. The rationale for developing this appraisal is:
 - **To give local residents a say in the future of leisure facilities in Keswick;**
 - **Understand and respond to the changing ways people participate in sport and physical activity in Keswick and the impact of Covid based on Sport England findings;**
 - **To give consideration to the emerging findings arising from the recently completed Town Plan for Keswick;**
 - **To give opportunity to address deficiencies in leisure provision identified by local and wider strategies; and**
 - **To investigate appropriate facility mixes for leisure provision in Keswick.**

Background Context

- 1.5. The context for this study is that ABC is considering future investment options for new leisure provision within Keswick to improve the services and facilities it provides, ensuring they are fit for purpose for the communities it supports.

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- 1.6. The existing Keswick Leisure Pool (ABC owned) is past its useful life, and has not re-opened post Covid although the health and fitness element (small fitness suite) remains open. The decision not to re-open the pool was based on a number of factors, including, the high operational costs of a leisure pool, insufficient income and significant measures required to re-open after Covid to ensure a safe pool environment. A Friends of Keswick Leisure (FOKL) group has been established to promote the need to re-open this facility.
- 1.7. There is, however, a feeling within the local community that this existing facility is, and always has been, inadequate for the community's needs and that there is a need to improve the offer in the town to allow individuals, clubs and organisations to flourish in the future.
- 1.8. SLL has liaised with, and met representatives of FOKL during the development of this report to hear their views. It is important to emphasise, however, that this report is about establishing the overall leisure needs of Keswick, and is not about whether the existing leisure pool should re-open.
- 1.9. ABC's view is that a high quality, innovative and sustainable leisure offer plays a crucial role in achieving wide-ranging health and wellbeing priorities of the local authority, as well as wider stakeholders, to fulfil the needs of our communities.

Scope of Work

- 1.10. The scope of work for this study is:
- **Stage 1:** Baseline assessment
 - review of previous studies and strategies
 - local strategic context
 - **Stage 2:** Consultation
 - review of previous feedback
 - questionnaires/surveys/open days
 - stakeholder/user meetings/focus groups
 - **Stage 3:** Summary of findings and prioritise activity/facility for stage 4
 - **Stage 4:** Supply and demand
 - facilities audit/assessment
 - competitor analysis
 - segmentation (or current equivalent) analysis
 - Industry recommendations

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- **Stage 5:** Evaluation
 - summary of evidence base
 - assessment of constraints/opportunities
- **Stage 6:** Options analysis
 - risk analysis, recommendations, funding options, outline feasible scenarios
- **Stage 7:** Final report

- 1.11. In addition to the key drivers of health and wellbeing, Sport England, Lake District National Park, National Governing bodies, Active Cumbria and Cumbria County Council have their own strategies which have been considered and taken into account in this report, when looking at developing an appropriate leisure offer in Keswick.
- 1.12. This piece of work also considers the longer term impact of Local Government Reorganisation (LGR) in Cumbria, and the current contract end date for the leisure operators GLL, which is in March 2024.

Outcomes

- 1.13. The outcomes of this leisure needs appraisal are:
- **Assessment report on local need;**
 - **Audit of the market supply and demand (current/latent/future) based on the outcomes of the assessment for preferred facilities; and**
 - **An assessment of appropriate options based on the above that can be used to inform future provision.**

2. Existing Leisure Provision in Keswick

2.1. The existing leisure portfolio in Allerdale is managed by Greenwich Leisure Limited (GLL). The contract was originally entered in 2004 and was extended by five years in 2019, running until 2024. GLL currently operate four leisure centre sites in Allerdale and also Penrith Leisure centre which is the next closest facility outside of the borough.

- **Cockermouth Leisure Centre**

- 25m, 4 lane swimming pool
- 39 station gym
- Group cycle studio
- Large studio
- 3 court sports hall
- Climbing wall

- **Keswick Leisure Pool**

- Small gym
- Leisure pool with pool (until closure June 2021)

- **The Wave Centre, Maryport**

- Gym
- Clip 'n Climb
- Cave at the Wave
- Soft play

- **Workington Leisure Centre**

- 90 station gym
- 25m, 8 lane swimming pool
- Teaching pool
- 2x multi-function studios
- 4 court sports hall
- 2x squash courts
- Sauna and Steam room
- Climbing wall
- 3x 7v7 floodlit outdoor 3G pitches

- **Penrith Leisure Centre (outside Allerdale)**

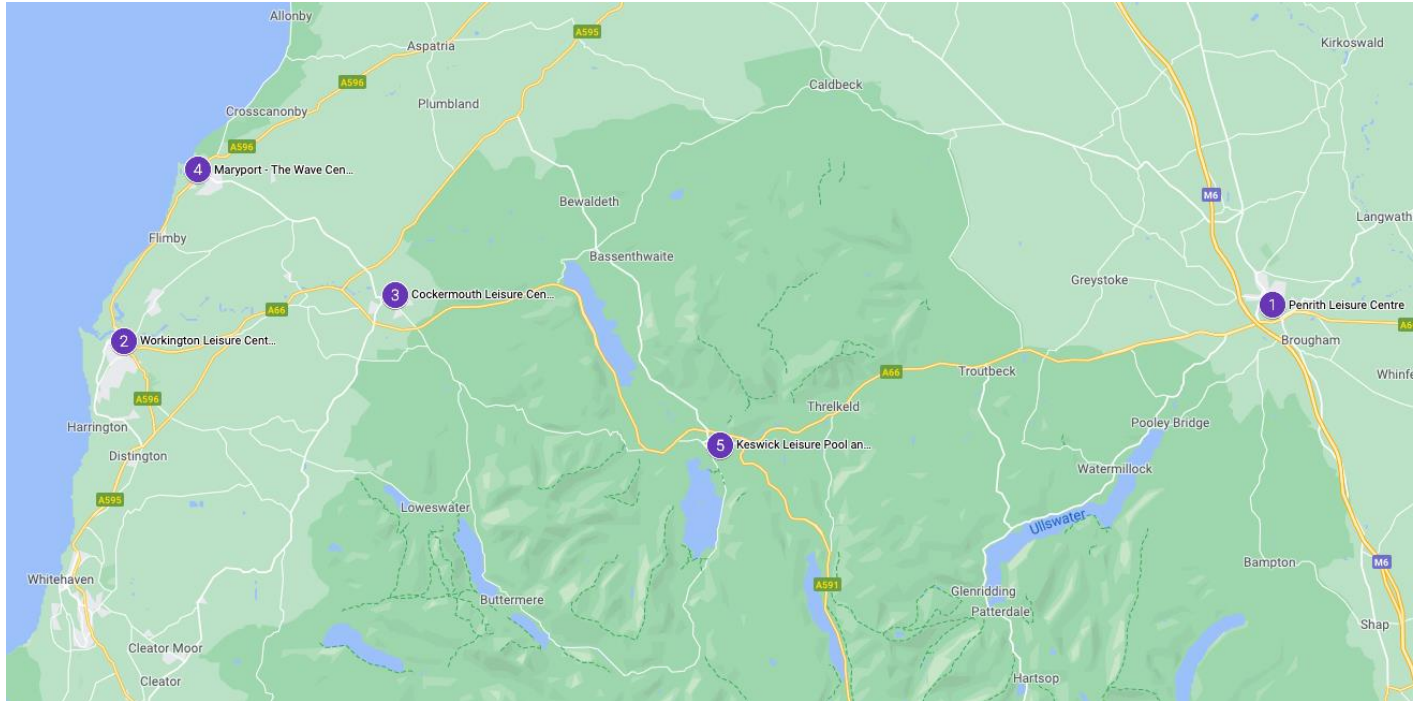
- 25m, 5 lane swimming pool
- Studio
- Gym
- 6 court sports hall
- Soft play
- Indoor bowls
- Indoor climbing wall
- Full size, sand dressed AGP

2.2. Map 1 below shows locations of the above GLL facilities.

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Map 1: Location of GLL facilities



- 2.3. Keswick Leisure Pool was initially closed due to the Covid-19 pandemic. The decision for this facility to close on a permanent basis was taken in June 2021. Although the pool was running at a loss financially, almost all stakeholders agreed that it was a vital part of the community, particularly in helping children and young people learn to swim. Due to the closure of Keswick Leisure Pool all five primary schools in Keswick have reduced swimming capacity and two now offer no swimming sessions for any of their students. There is a large demand for school swimming in Keswick, that cannot be met by the other pool facilities in the surrounding area.
- 2.4. Allerdale Borough Council has recently confirmed that there are plans for a new swimming facility at The Wave Centre, Maryport.
- 2.5. Map 2 shows the widespread nature of public facilities in the area. Travel times from Keswick to each of the other GLL sites can be significant, especially when traffic and the specific difficulties caused by the geographical nature of the area are taken into account. For example, travelling from Keswick to Cockermouth Leisure Centre will take approximately 20 minutes by car. To reach all the other public facilities takes approximately 30 minutes.

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- 2.6. These travel times and distances significantly limit the opportunities to be physically active for those individuals with disabilities and those without access to private transport. Furthermore, public transport in the area is both expensive and infrequent.

Private Facilities/Club use

- 2.7. There are a number of other sport and leisure facilities in Keswick and the surrounding area, highlighted in the table 1. These include schools, hotels and community halls. There are no commercial gyms within Keswick.

- **Schools** – Keswick School has an indoor sports hall and small gymnasium with some community use. However the extent of community use has been severely limited by Covid-19. Furthermore, any indoor space is unavailable for large parts of the year due to exam use (16 weeks) and the facilities are closed during school holidays.

Primary schools in the area have limited indoor and outdoor space that can be used for sport and physical activity, and much of it has not reopened to the community since the pandemic.

- **Hotels** – There several private facilities, such as the Castle Inn and Armathwaite Hall, with some fitness and swimming provision, however community access to these sites is limited and expensive.
- **Community Halls** – Within Keswick and its surrounding villages, there are a number of village halls and community spaces that are available to be used for physical activity. These sites can be used as studios for pilates and yoga type activities, however, are often fully booked or unavailable.
- **Outdoor Facilities** – There is a range of outdoor sports facilities on offer within Keswick, with bowls, rugby, tennis, cricket and football clubs all occupying sites close to the centre near Fitz Park. However there are no artificial pitch facilities inhibiting winter training and competition. The other limiting factor is that many of Keswick’s grass pitches are located on a flood plain, meaning that they are often unusable for long periods. There is a lack of all-weather facilities in the area, with Keswick residents having to travel between 30-40 minutes to reach AGPs in Whitehaven, Penrith, Maryport and Lakes College in Workington.
- **Gyms** – The gym located at Keswick Leisure Pool is small with equipment of limited quality and quantity. As a consequence of the Covid-19 social distancing measures, the gym equipment has been spread out between the fitness room and the pool hall, which has allowed for more equipment to be introduced. Outside of small hotel health clubs, there are no gym facilities in Keswick. A 20-25 minute car journey to Cockermouth or Penrith would be required to attend a larger, better equipped site.

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Map 2: Sport and Leisure Facilities in Keswick

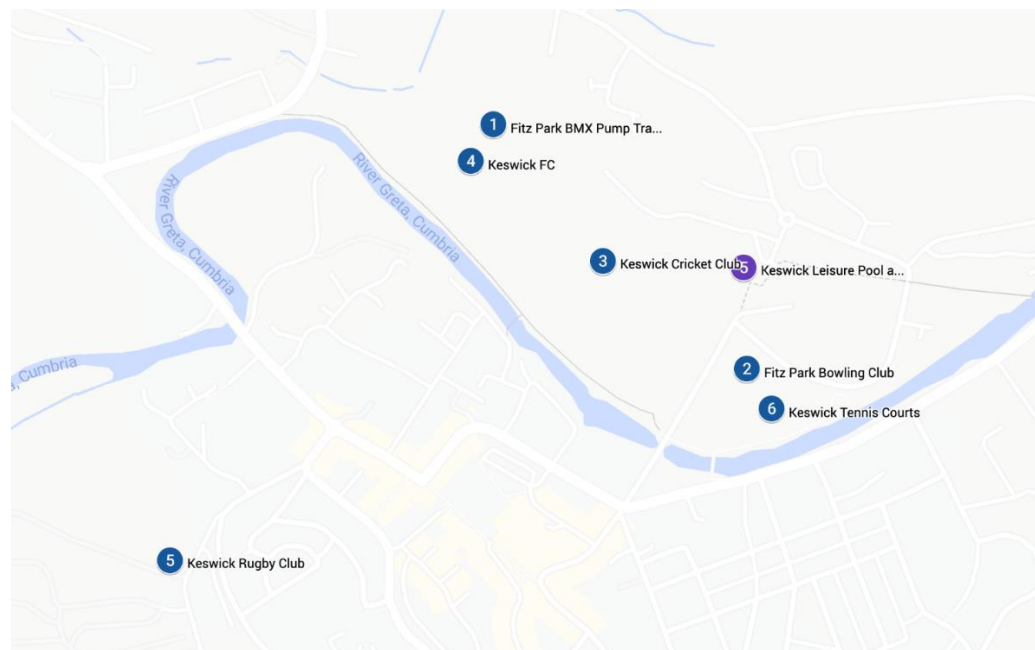


Table 1: Keswick Facility Descriptions

Facility	Description
Keswick School	<ul style="list-style-type: none"> • 3 court sports hall • Small Gymnasium • Grass pitches
St Herbert's Primary School	<ul style="list-style-type: none"> • Grass playing fields • Tarmac MUGA • 2x 15m indoor halls
Keswick RUFC	<ul style="list-style-type: none"> • 2x floodlit grass adult rugby union pitches
Keswick FC	<ul style="list-style-type: none"> • 1x grass adult football pitch
Lower Fitz Park (adjacent to Keswick FC)	<ul style="list-style-type: none"> • 1x 12 wicket cricket pitch and nets • 1x football/rugby grass pitch • 1x MUGA • 1x BMX pump track
Upper Fitz Park	<ul style="list-style-type: none"> • 2x bowling greens • 5x grass tennis courts
Keswick Leisure Pool	<ul style="list-style-type: none"> • Leisure Pool • Small gym with resistance and cardiovascular equipment

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- 2.8. The majority of existing sport and leisure facilities within close proximity of Keswick are used mainly by sports clubs. There is very limited community play and play provision/access.
- 2.9. Indoor sports hall provision is located almost entirely at Keswick School. Although there is significant community use (sports clubs/organised groups) of the sports hall, this is limited by their exam timetable, closures during school holidays and the age of the sports hall flooring; while the Covid-19 pandemic has also effected availability. The programming of community use is the responsibility of the School.

3. Identifying Leisure Needs in Keswick

Stakeholder Consultation

3.1. The objectives of the consultation with all stakeholders were as follows:

- **To give local residents a say in the future of leisure facilities in Keswick;**
- **To give opportunity to address potential deficiencies in leisure provision identified by local and wider strategies; *and***
- **To investigate appropriate facility mixes for future leisure provision in Keswick.**

3.2. The consultation process developed for Keswick in relation to physical activity, sport and specifically facilities comprised a combination of:

Table 2: Overview of approach to Consultation

Method	Responses
Public Survey (online)	701 responses in total (not all responses answered every question)
Face to Face consultation (Keswick Town Centre on Market Day)	315
Face To Face Meetings	Circa 20
Focus Groups (Number of People Attending Each)	Friends of Keswick Leisure Group - 35 Sports Clubs - 72 Various Keswick Groups – 12 Derwent Valley Children’s Centre attendees - 8
Telephone/Email Interviews/Comments	General Public – Circa 30 Clubs – 10 Schools – 6 Parish Councils – 2 Public Health - 3

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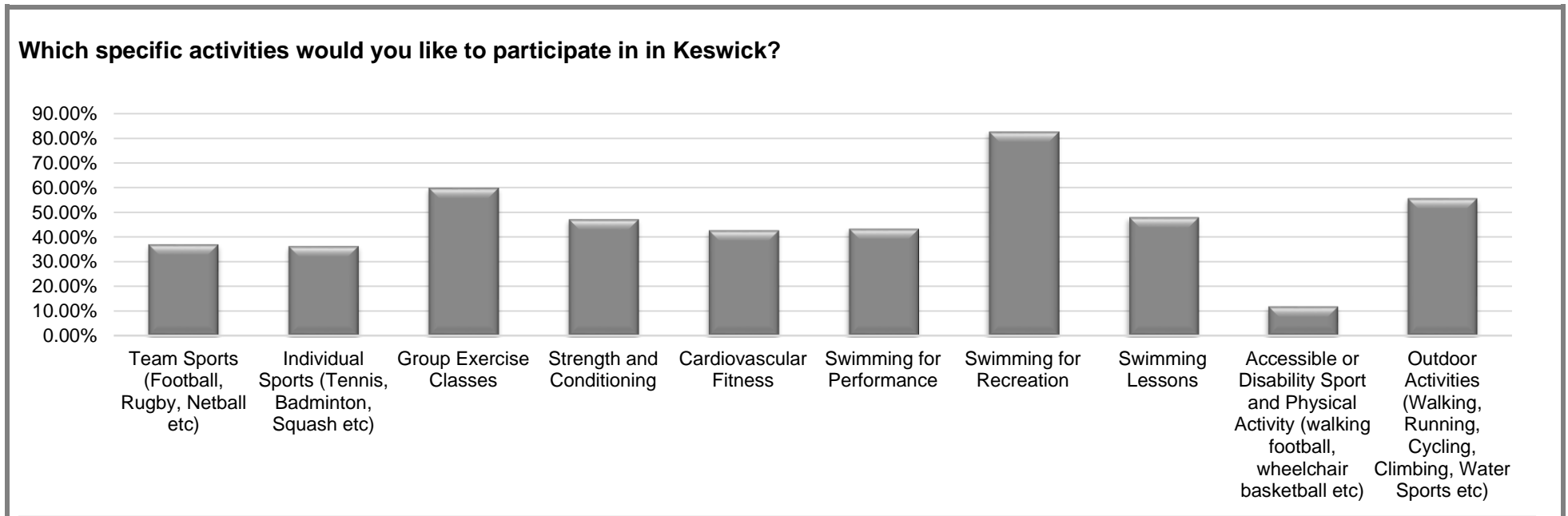
Engagement Feedback – Community Survey December 2021

3.3. As stated above, there was a total of 701 survey responses gathered in December 2021.

Table 3: Survey Responses

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Responses	697	696	632	700	683	697	696	700	646	687	696	698	694	696	698	694	405
Skipped	4	5	69	1	18	4	5	1	55	14	5	3	7	5	3	7	296
Total	701																

3.4. The results below reflect the online community survey, which highlights:



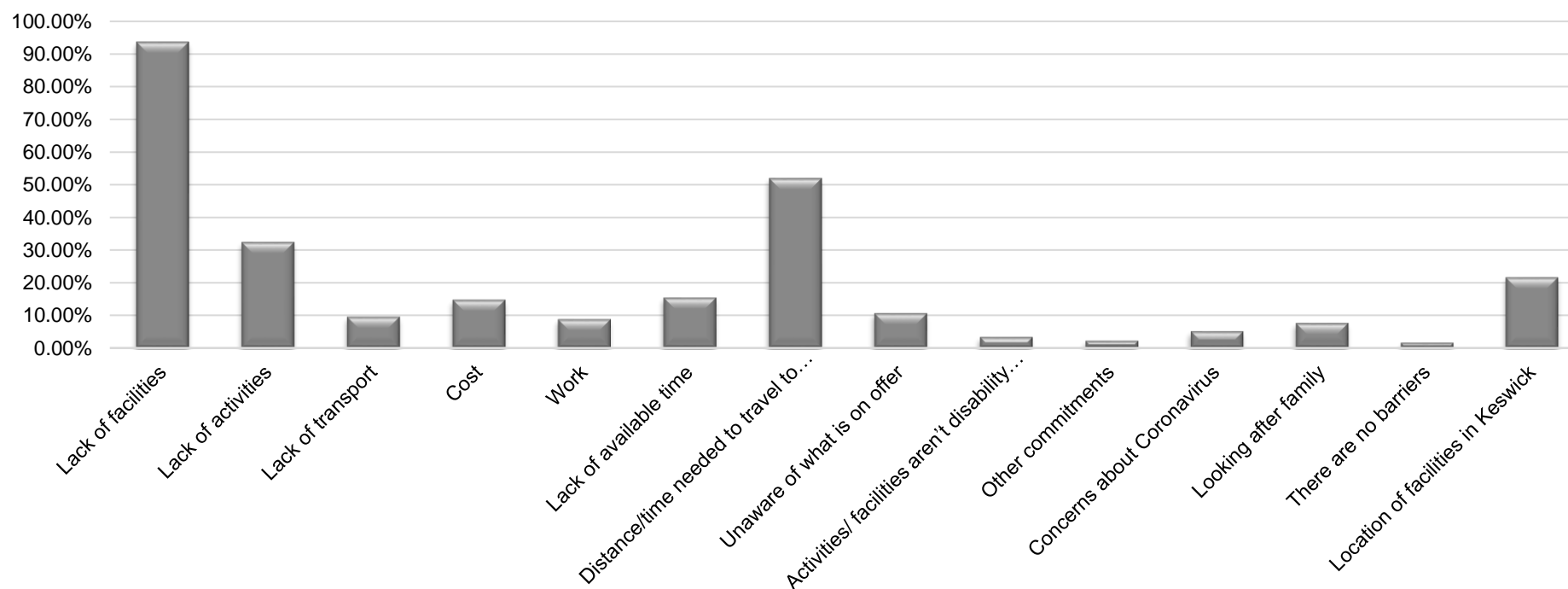
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Of the responses other specific activities mentioned are:

- Ice skating
- All weather sports pitch
- Bowls
- Women's only gym

What are the main barriers stopping you taking part in more physical activity?



Of the responses other specific barriers mentioned are:

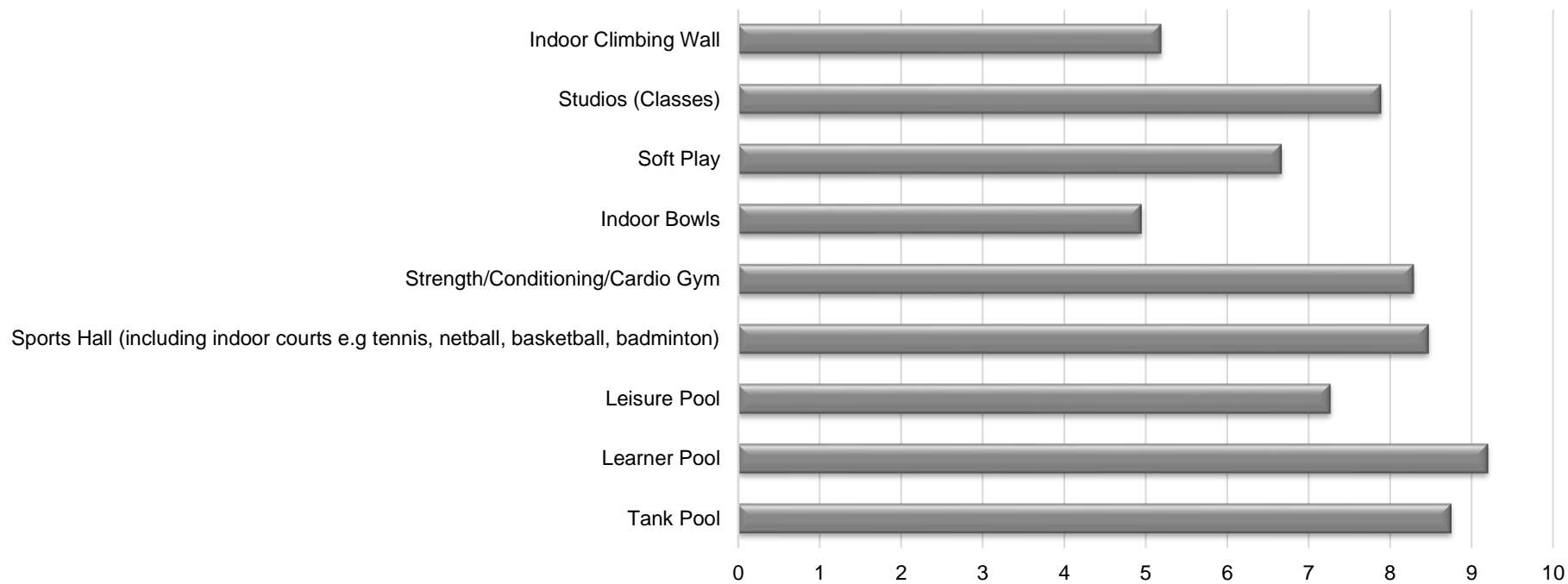
- Affordability
- Travel
- No facilities swimming facilities within Keswick
- No Ice rink
- Lack of facilities
- Timings

What activities do you currently participate in, but cannot access in Keswick?

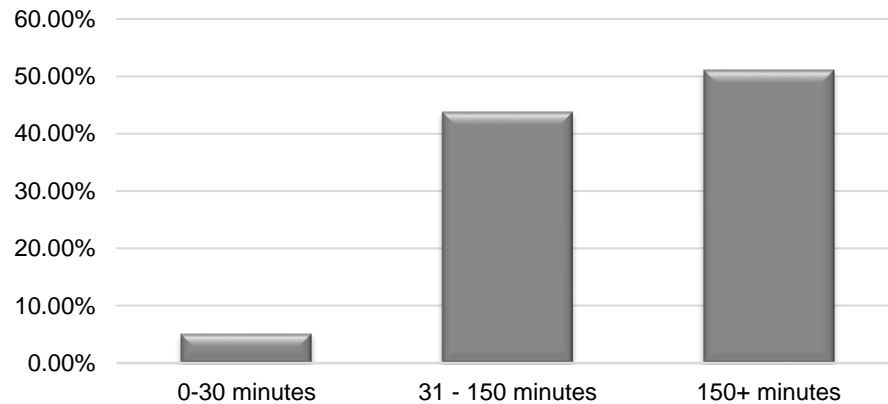


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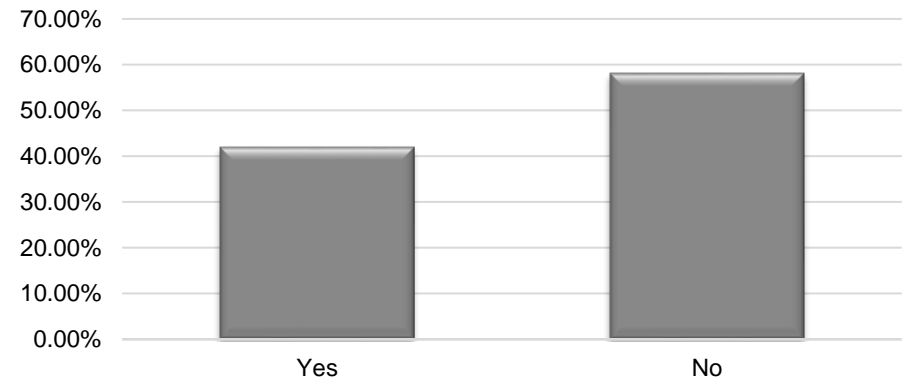
Rate the indoor facilities below in terms of importance to Keswick (1 = not needed - 10 = very important)



For how many minutes do you participate in sport or physical activity per week?



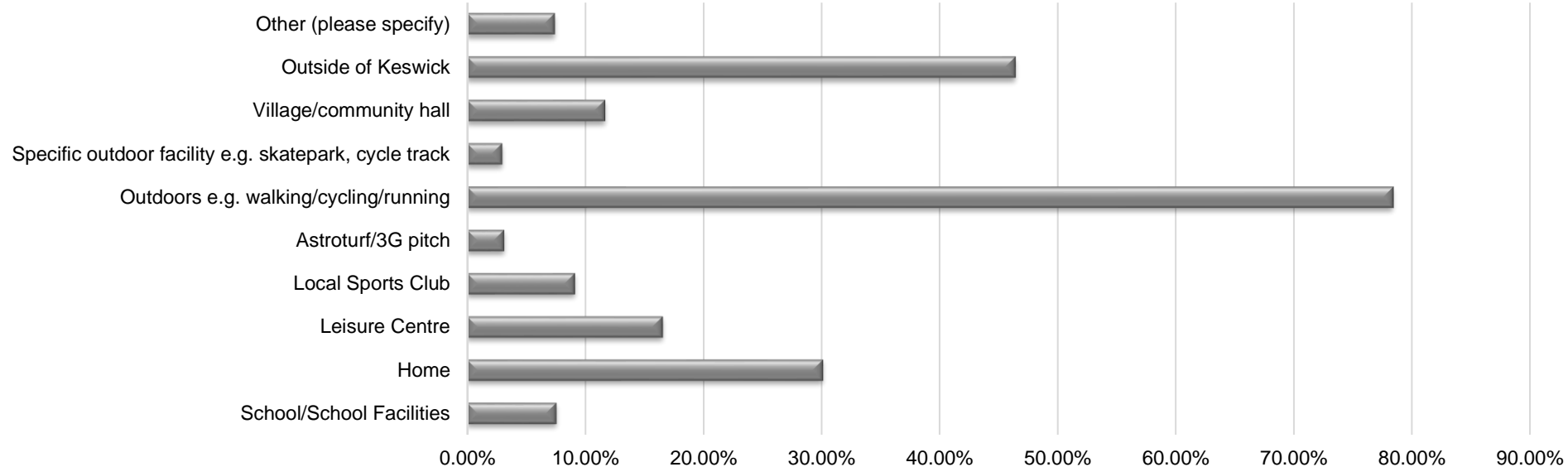
Are you a regular user of any current sport and leisure facility? (member or non-member)



If yes, please specify which one and the location (the top 5 are):

1. Cockermouth leisure centre
2. Keswick Rugby club
3. Penrith Leisure pool
4. Workington leisure pool
5. Armathwaite Hall

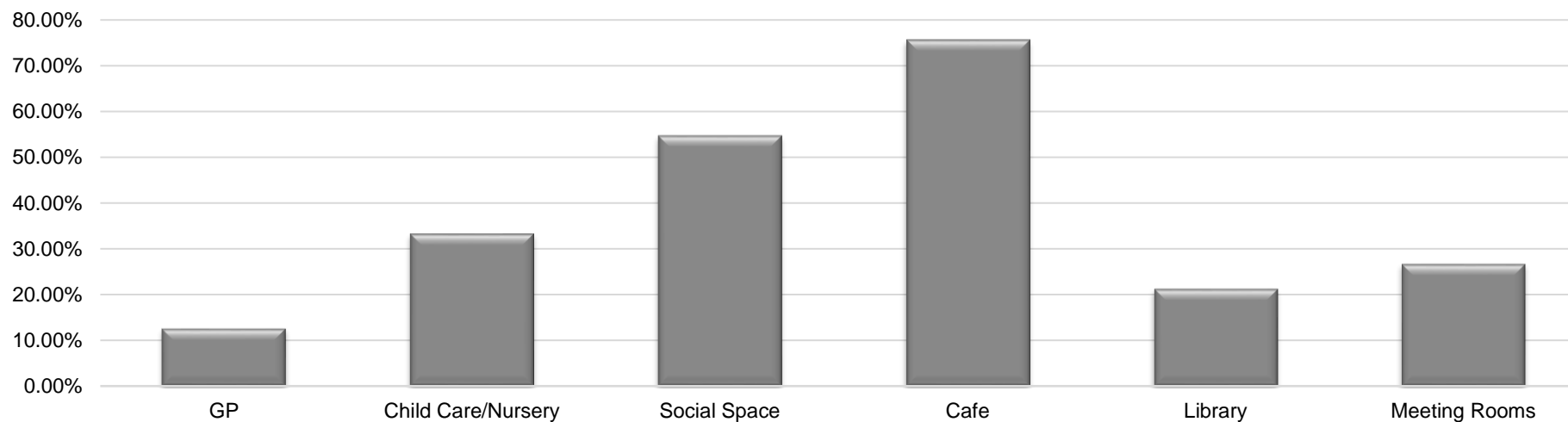
Where do you do most of your sport/physical activity?



Of the responses other specific venues mentioned are:

- Online pilates and aerobic classes
- Outside of Keswick due to no facility
- Armathwaite Hall Hotel / Private facilities
- Travel to Penrith or Cockermouth to swim
- Gym in Workington

If other services were to be co-located with leisure, which ones would you like to see included?

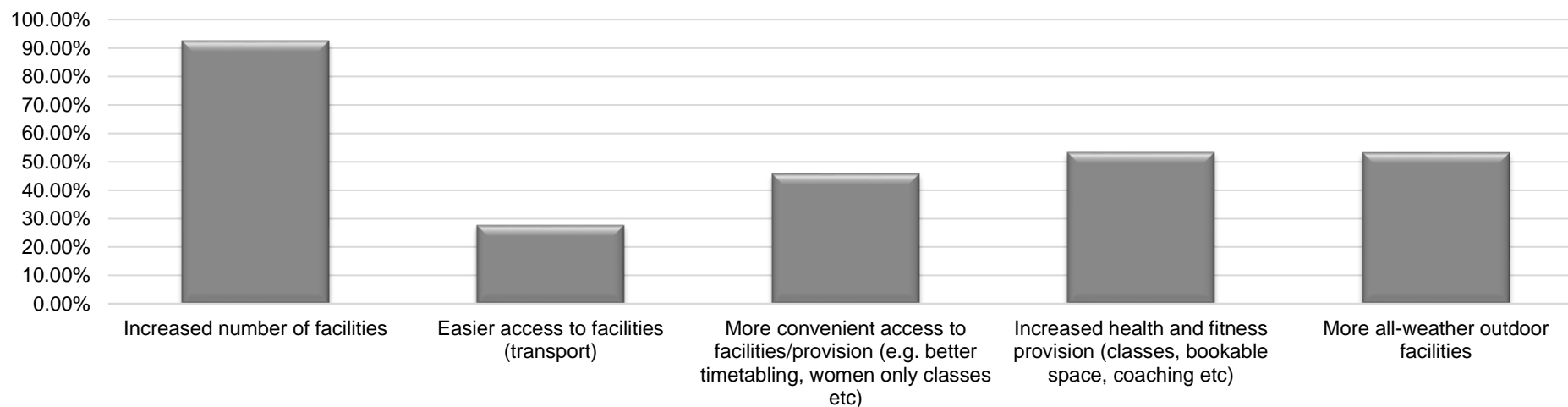


Of the responses other specific services mentioned are:

- Soft play
- Youth club
- Physio
- Citizens Advice Centre
- Spa / sauna

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In your opinion, what would encourage more people to engage in sport and physical activity in Keswick?



Of the responses other specific engagement ideas mentioned are:

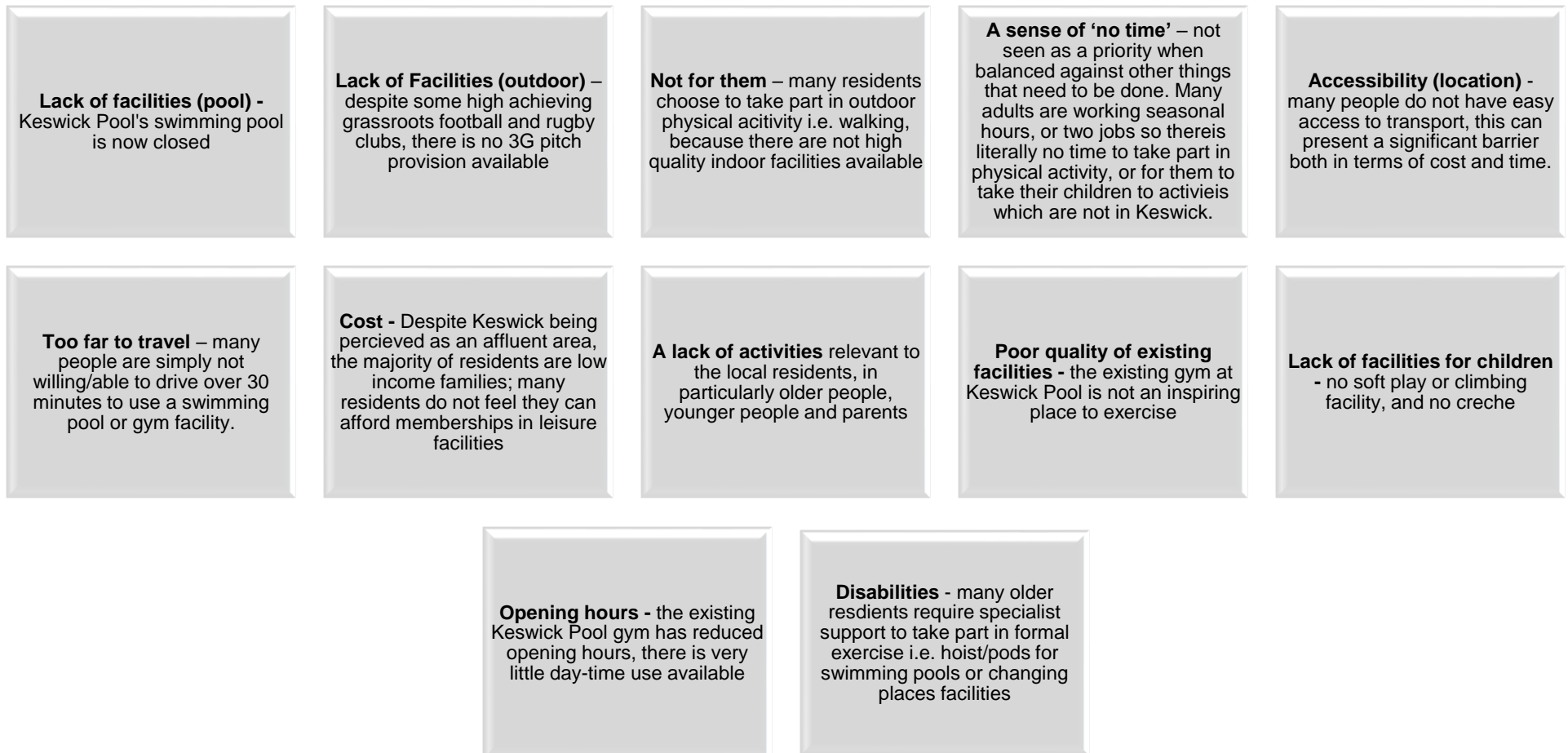
- A proper swimming pool (or pools - learner / leisure / adult)
- Classes specifically aimed at older but active people
- 4G Pitch for the winter months
- More indoor facilities for poor weather alternatives

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- 3.5. Barriers to participation are clearly identified within the consultation process. Stakeholder and community consultation identified the following barriers to participation in the community:

X Barriers to Participation



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- 3.6. These provide further evidence to reinforce what is already known about local barriers to participation, but importantly, this is the first time they have been articulated by the community itself through a wide-ranging consultation process. There is a determination amongst the community that Keswick should have access to high-quality physical activity facilities.

Residents' Consultation

- 3.7. It is clear from the circa 1,010 responses received through the publicly available online survey, and the face to market consultation that there is significant interest in enhancing the sport and leisure provision within Keswick, and in developing provision that better meets identified needs for physical activity, health and well-being through high-quality facilities, services, and activities.
- 3.8. The consultation also suggests the need to provide sports and leisure provision for the large number of tourists travelling to Keswick throughout the holiday period. Provision of indoor facilities which provide a tourist attraction is important, given the high numbers of tourists to the area and the wet weather which is prevalent in Allerdale.
- 3.9. Further consultation was undertaken in late 2021 as part of the overall community engagement project for Keswick. Local sports clubs and groups were contacted, and a stakeholders evening took place at Keswick Rugby Union Football Club where all sports clubs were invited to engage. Specific issues raised by local sports clubs who responded (15) are:

Sports Clubs and Groups Consultation

Table 4: Sports Clubs and Group Consultation

Feedback
Local outdoor activity centre with major focus on physical and mental wellbeing. Main customers are tourists; however, they do run a regular club for locals. Currently leasing a small industrial unit but will have to leave this due to costs. Has requested to have regular sessions in the pool for water safety training and would like to be integrated into any new facility that is built. Believes Keswick needs a new pool for water safety and swimming needs, as well as for winter provision. Keswick also needs some floodlit sports provision to cater for winter sports.
200+ junior members and 120 seniors. Major flooding problem with the pitches and the clubhouse being on the flood plain. No access to indoor or artificial grass facilities for winter training. Priorities are access to sports hall or AGP and improved gym/fitness provision. Keswick is getting left behind in regard to leisure provision.
The 3G pitch could be located at the school as a dual use-site providing it was available in the evening and weekend for sports clubs

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Feedback

Used pool during winter seasons, once per week. Now using Castle Inn. There is a desperate need for indoor water provision to help build water confidence. A new pool is necessary, not just for canoe club, but for community in general. Can get by with very little, but obviously larger the better. 100-200 people within Keswick regularly participate.

Prime Time swimming had a very important social interaction role as well as the physical activity. The sessions had been going for 28 years. 30 people attended the sessions regularly before the pool closed.

Swimming is an activity you can do at any age; this is not true of all activities – therefore there are older people in the town who used to swim but now do nothing. This is severely impacting their physical and mental health.

'Off comers' choose to move to Keswick but often have no family or friends near; the ability to socialise becomes even more important once a couple becomes an individual

The focus for leisure provision should be the local residents; activities and opportunities to take part provide a structure to life at all ages.

A swimming pool in Keswick needs to be laned and not as deep so it provides better for learn to swim, lane swimming and sociable sessions. Life has become much more challenging now there is no pool.

Generally, there needs to be much more physical activity provision aimed at older people in Keswick – 3 people in every 10 are older in the town (38%). This could be social swimming, Pilates, stretching, yoga, chair-based exercise, balancing, moving every joint etc. This about population health, not just physical activity.

Public transport is limited for those without a car; it is expensive and time consuming. Older people will not get on a bus, or drive for 30-45 minutes to swim e.g., Maryport is 40 minutes away; if there was pool in the town, they would use it most days.

There is also a gap in Keswick for activities for younger people.

- Used Keswick Pool for capsized training, a key safety area for all new members
 - There is the need for a good size pool, training tank, gym, studio for classes and strength training. If available, we would use the indoor facilities 6 hours per week alongside the previously stated capsized training.
 - The focus should be on facilities for local residents, not necessarily the tourism market
 - We have over 80 members, 80% seniors with a 50/50 male to female split.
 - We have world champion masters' rowers and lots of high-level competitors all the way through to beginners but a lack of indoor facilities to train in
-
- The club are having to travel too far to go swimming for very little time in the pool
 - The future offer needs to have a leisure element to it and a tank pool element to it, 4 lanes for formal swimming always

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Feedback

There is the need for a good gym, studios and an outdoor all-weather pitch ideally with a running track around the outside or a 1km cycling loop

Closure of the Keswick Leisure Pool has had a significant negative impact on my health and other disability users based in the area.

I used the pool virtually every day it was available. As someone with multiple sclerosis and as a permanent wheelchair user, swimming is vital exercise for me.

It is critical to reopen the current facility to plug the gap until a new tank pool facility can be open. The new pool should be:

- Accessible by foot/wheelchair to all Keswick residents
- There should be lane-based fitness swims generally available from 6:30-9pm, seven days per week with significant access for schools, clubs, classes, lessons
- A hoist/pod should be present in the pool for those with disabilities
- There should be a number of other facilities e.g., sports hall, studio space, gym etc

Future need for a facility where we can take part in:

- Gymnastics/trampolining
- Rugby/football (outside)
- Swimming – we are currently travelling to Penrith, and it is too far, we would want slides and flumes
- Soft play for residents/mums and tourists
- A pool must be disability compliant

Schools Consultation

- 3.10. Consultation was undertaken with the secondary school in Keswick and the primary schools in Keswick and the surrounding villages, November 2021–January 2022.

Table 5: Schools' Consultation Summary

Feedback

- In school we do what we can, but our grass pitches do not drain well; we have to play on them in the mud and rain. The quality of the school pitches is impacted because they are used in all weather- they get very wet, muddy, and cut up
- There is a need for indoor court space – existing school sports hall is 3 courts only
- The school would be interested to work in partnership over the development of any new sports facilities, and particularly a pitch. This would benefit both curriculum and community use. There are three areas of green space on the school site – there could be potential to extend the existing hard area into a floodlit, all-weather pitch.
- The school has a high population of students with special educational needs; they would benefit from better quality on-site and local facilities. Mental ill-health is an ongoing challenge for young people – the ability to play sport in good quality facilities and socialise could have a big role to play in helping to address this both in and out of school
- Deprivation in Keswick is more severe than it appears; there is a significant number of students on free school meals/living in low-income households
- We have two spaces which we rent out for sporting activity. A large 33m x 18m Sports Hall and a gymnasium which is approximately half the size.
- Lettings generally take place between September and Easter, and we are fully booked every Mon – Thurs evening (5pm/5.30pm – 9.30pm/10pm) and Fridays (5.30pm – 8pm) from October half term until Easter. Between Christmas and Easter, the Sports Hall is used most Sundays from 9am – 7pm. We can't provide enough slots.

The last couple of years have obviously been affected by Covid with a slight reduction in capacity to allow for cleaning between hires etc. We have also seen a few clubs reduce the number of hours they use the facilities for due to fewer participants. However, the breakdown of who uses our facilities is currently close to the following.

SPORTS HALL WEEKDAYS

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Feedback

Keswick Badminton Club Seniors – 2hrs/week (pre Covid this was 4hrs/week)
Keswick Badminton Club Juniors – 1hr/week (pre Covid this was 2hrs/week)

Braithwaite FC – 4hrs/week

Keswick Football Club

U8s – 1hr/week, U9s – 1hr/week, U10s – 1hr/week, U11s – 1hr/week, U12s – 1hr/week, U14s – 1hr/week

Cumbria Cricket Youth Development (3hrs/week)

SPORTS HALL WEEKENDS

Cumbria Cricket - 8hr/day Sundays only.

Keswick Cricket Club – 2 hrs/day Sunday evenings.

GYM

Taekwondo UK – 1hr/week

Keswick Football Seniors Circuit Training 1hr/week.

Lettings we have lost due to Covid

UK Gymnastics Gym

Threlkeld Cricket Club

Keswick Indoor Tennis

Keswick Netball Club

Keswick Football Club Veterans

Unaffiliated Football.

As our Sports Hall and Gym are also used for School exams and public events such as Prize giving and Carol Service the facilities are not always available for hire. We do not take any hires during school holidays and have had to cancel bookings this year whilst the spaces have been used for Covid testing and vaccinations.

There is a need for floodlit Astro facilities for football/rugby. Games and practice keep being cancelled because the grass pitches flood.

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Feedback

Astro facilities would be good as girls' football could be developed- the nearest opportunities to play at the moment are in Workington. Real need for winter sports facilities, particularly 3G. School pitches cannot hold winter rugby or football sessions due to the poor quality and regular waterlogging. There is no after school provision of outdoor activities in the winter

A pool is needed so young people can learn to swim. We need to do this before we swim in lakes. The pool needs to be laned. For school swimming we have to travel to Cockermouth which is 15 miles away. Due to time and affordability fewer children go swimming.

There is also a need for more indoor courts. The school sports hall is only 3 courts which isn't big enough for full basketball or netball games. Currently major repairs to the sports hall flooring and it is often blocked out for exam use during some winter and summer months, approximately 16 weeks a year. This means there is little to no access to indoor sports such as basketball/badminton. The weather is often wet here so we need more indoor space for a load of different activities.

It is hard and expensive to travel on our own to facilities out of Keswick. If your parents play sport and belong to a club you are more likely to get involved because they are travelling anyway. Young people don't have as many opportunities in Keswick to play sport and be active as they do in other places.

Existing facilities – gym at Keswick pool needs work to improve it. It is hard to swim in the existing Keswick pool – there are no lanes

Used to swim at Keswick pool - ethos of as many students as possible swimming as often as possible.

Y2 upwards would each have one term of swimming. Walked down the railway line with a few parent helpers which meant no transportation costs. Most students were better than expected based on curriculum expectations by the end of Y6.

Since closure of the pool, only Y6 get to swim for 1 term (at Cockermouth). £2,000 for transportation costs per term.

Needs - swimming facility in Keswick is key. School Mountain Festival Triathlon has had to be changed to a duathlon. Swimming is a key part of life in the Lake District, and we need children to enjoy living in the lakes. Leisure pool was not ideal, needs to be a lane pool (ideally 25m) but somewhere that swim training can take place.

School facilities: large playing fields, MUGAs and 2x 15m indoor halls. Prior to covid there was community use from dance, martial arts, and other groups. Non currently due to restrictions.

We are currently quite lucky with regards to swimming. We've had an arrangement with the Holiday Property Bond opposite us in Braithwaite for a number of years now, that we can swim in their pool once a week, free of charge. The only cost we pay is for our swimming teacher. This means that we can offer swimming to all our pupils from Rec – Y6 at some point over the year.

Although we wouldn't use a pool in Keswick to deliver our swimming curriculum, it would be good to have a local pool that can be used for interschool events though. We have also noticed, as well as our swimming teacher, that the general level of pupils' swimming

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Feedback

ability and confidence in the water has dropped. This is probably due to pools being shut, but now that they are able to reopen, Keswick hasn't, so local children have been impacted more so as they can't practice or have swimming lessons. This is a real concern living in an area where we have so many bodies of water.

There has been no swimming in curriculum time since the pool closed. School would normally take y3-6 for a term every year. Cannot justify travelling to Cockermouth or Penrith. Need a traditional pool where children can learn to swim, and others are able to swim lengths.

School has no adequate outdoor facilities, so access to an all-weather pitch would allow PE curriculum to be expanded significantly.

No current swimming provision since Keswick pool closed. Not feasible to make one hour round trip to Cockermouth or Penrith, and this would raise costs too high. Used to take all pupils to Keswick pool all year round, meaning that most had reached expected standard by end of Y3. This allowed older children to participate in activities on the lake as part of their curriculum, however this can no longer happen due to lower swimming proficiency. Y5 and lower have currently done no swimming at as part of curriculum.

Need a pool that allows children to learn to swim for extended distances more effectively. 15-25m minimum. Young children need to be able to stand in the shallow end – this is not possible at Cockermouth.

The school was contacted several times but no response was received. SLL understands there has been a change of head teacher so it may be that it has not been a priority to respond to the consultation process.

Leisure Operator Consultation

- 3.11. GLL is the incumbent operator of ABC's facilities, and has operated Keswick Leisure Pool since 2004. Their views on the existing pool is that it was not well-used outside of the summer season in poor weather. With the exception of lessons and school swimming sessions, some days there were only 6 swims sold per day. This view is tempered by the fact that GLL recognise the leisure pool is not the facility that is needed on a day to day basis in Keswick. As an operator, GLL thinks there is demand for swimming in Keswick but a laned pool would be a better offer for the community, and would still provide a wet weather offer for families visiting the area.
- 3.12. GLL confirmed that there is capacity to accommodate swimmers and groups in pools operated by them in Cockermouth, Workington and Penrith, although they are busy at peak times, which means that some of the clubs or school sessions might not be able to get in at the same times that they have previously been using, but there is water space available. The opening of the new Maryport pool is also likely to create more capacity at Cockermouth as swimmers and groups who transferred to Cockermouth return to Maryport.

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- 3.13. There is no natural depth, nor width in the existing leisure pool and its operational management is made unnecessarily difficult and expensive because of the location of the plant. To undertake some maintenance the entire pool needs to be drained.
- 3.14. The existing leisure pool was not originally designed as a leisure facility and this impacts operationally. The pool does not provide well for lane swimming, and although sessions for older people 'Primetime' were offered when the pool was open, the depth and design of the pool did not easily facilitate general swim provision.
- 3.15. The existing gym is too small. There is no café and the customer flow around the building is difficult to manage.
- 3.16. Consultation with GLL, the operator of the existing Keswick Leisure Pool, identified:

Table 6: Leisure Operator Consultation

Leisure Operator	
Stakeholder	Feedback
GLL	<ul style="list-style-type: none"> • Accounts show a loss of over £200k per annum for the financial year 2018/19 (pre Covid-19). • Income from swimming has been reducing • The pool has been drained, investment costing over £150k would be needed to get the pool open • The facility is working at reduced opening hours for the gym, memberships have reduced since reopening after lockdown although they are coming back steadily. • The swimming pools in Cockermouth and Penrith have had to limit numbers due to Covid making some sessions close to capacity, but these restrictions are now starting to be removed. A number of previous members have moved across for lessons, club training and recreational swimming although there have been complaints regarding travel time • Ideally there would be a facility in Keswick but would question the usage • A lot of the usage was from the tourism market on wet days, this does not give GLL a consistent income stream, if weather is good, tourists do not tend to use the facility

Stakeholder Consultation

Table 7: Other Consultation Feedback

Other	
Stakeholder	Feedback
Friends of Keswick Leisure Group	<p>The meeting with Friends of Keswick Leisure highlighted some key concerns about leisure provision in the town and surrounding area. N.B The point was made at the meeting by SLL that this study is not about the discussions on whether Keswick Leisure Pool should re-open or not.</p> <p>The key points made at the meeting were:</p> <ul style="list-style-type: none"> • The lack of a swimming pool impacts on the ability of young people to learn to swim; this is a life skill as well as a safety issue, given the bodies of water around Keswick • Keswick needs a swimming pool; the closure of the existing pool is a loss to the town • There is a need for a laned pool where one can swim lengths; the existing pool is not great for actual swimming • There is a need for a 3G pitch; training and matches for pitch sports e.g. football, rugby, keep getting cancelled because the pitches are poor quality, and there is a lot of bad weather in Keswick • There is a need for a better and larger gym with more modern equipment and more space; one that is open for longer • There is a need for studio space so we can go to group exercise classes • There is also a need for indoor hall space; the sports hall at the school is only 3 courts and it is not always open • A café is needed to provide opportunities to meet and socialise after activity <p>Other main points made were the importance of physical activity and sport for young people to help combat obesity, but also provide opportunities for enjoyment and social interaction. The social benefits of being active together for older people was also raised- this is now badly missed in the town.</p> <p>Community health and well-being is really important and the lack of facilities is impacting on this.</p> <p>The meeting was also extremely useful in identifying key local stakeholders and residents to contact as part of the consultation exercise.</p>
Keswick Town Council	<p>Consultation with Keswick Town Council identified their support to develop better quality sports facilities in and for the town. The Town Council is willing to be a partner to achieve this. The Town Council identified the importance of good quality sports facilities for the health and well-being of the community, both physical and mental.</p>

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Other	
Stakeholder	Feedback
	<p>The challenges of access to facilities outside the town was also raised; whilst Keswick has almost full employment, it is a low-wage economy. People are often travelling to work so do not have the time to also travel to access sports facilities and if the one car in the family is being used for work it is not available to take young people to e.g. swim.</p> <p>There is limited public transport in the area and it is expensive.</p> <p>The Town Council also highlighted that given the high level of visitors to Keswick there is also an opportunity to provide facilities that attract them, particularly in wet weather, as well as providing for the local community.</p>
KTC Member	<p>I would like to really see the potential for new leisure facilities to be a real Community Hub with other (e.g.) Cumberland County Council Information Services / CAB / potentially library services, linked in (Offices etc which can be rented out to form a dependable business model) and a social meeting place. Other office space / retail space rented out on a commercial basis would also support the model.</p> <p>Consider the potential of Leisure Passes for visitors (sold via websites and hotels) which are excellent marketing and are mutually beneficial to participants (Museum / Pencil Factory / Climbing Wall for example)</p> <p>The consultants are also going down to the GP practice after Council Chamber and I know that the practice want to see a place where professionals can meet with social workers and families where the issues are not necessarily medical and where 'social prescribing' - reducing isolation and social anxiety - can be addressed. Prescribing of activity memberships for weight / other health issues such as recovery from operations is also important and currently we have nothing to offer in Keswick.</p> <p>There are existing strategies promising to deliver on this for example the Cumbria Health and Wellbeing Strategy https://cumbria.gov.uk/elibrary/Content/Internet/536/671/436151528.PDF</p> <p>So make use of that documents stated outcomes (excerpt)</p> <ul style="list-style-type: none"> • People in Cumbria are healthy and make positive choices about their wellbeing • Proactive wide reaching partnerships especially with our third sector • People remain independent and healthy for longer • Prevention and Early Intervention at the Core • Independent, activated and resilient individuals and communities • Unnecessary service demand reduces, satisfaction increases and clinical and financial sustainability improves

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Other	
Stakeholder	Feedback
	<p>A new centre needs to be a hub for the sporty / currently non sporty / young and old / the healthy and those not doing so well...from babies to elderly residents.</p> <p>Design must consider environmental impacts.</p> <p>The current library building is not well constructed and not really fit for purpose. It is under used. The future of that building has been discussed but I'm not sure what the conclusion is (will be property/assets at CCC who hold the control over that). It is a new opportunity which would allow them to sell or redevelop / repurpose the old library building. How great to be able to go to a library while the kids have swimming lessons or for older adults to have a swim, a coffee and exchange books or do some research.</p>
St John's Castlerigg and Wythburn Parish Council	<p>St John's Castlerigg & Wythburn considered your request for views regarding Leisure Needs in Keswick at their meeting held on Thursday evening. The Parish Council resolved that they are incredibly disappointed by the decision taken by Allerdale Borough Council to close Keswick Leisure Spa. The facility is a vital one for local residents and children for the purposes of regular exercise and for children learning to swim and be safe around water.</p> <p>For Allerdale Borough Council to expect residents of Keswick and its surrounding area to travel to either Cockermouth or Penrith is unreasonable and ill thought out. It is costly, time consuming, and on a number of days of the week would be impossible due to the lack of public transport. In addition it reduces the accessibility of swimming and leisure facilities to anyone that works, or is a working parent as it would be impossible to get children to Penrith or Cockermouth for swimming lessons without them having to be removed from school early. Therefore the decision taken by Allerdale Borough Council to close this site without appropriate consideration and before a replacement can be constructed is putting the safety of children at risk.</p> <p>St Johns Castlerigg & Wythburn Parish Council strongly request that as a matter of urgency Allerdale Borough Council prepare and consult upon plans with the local community for the fully replacement of the Keswick Spa</p>
Keswick Youth Services	<p>The Youth Centre is set up as an independent rural charity; it works with young people aged 8-25. The Centre offers two junior (8-13 year olds) nights a week and one session for seniors i.e. 14-16 year olds. The centre offers both group sessions and activities and individual one to one support. Mental ill-health is a growing challenge in the area. The Centre has around 100 members.</p> <p>The Youth Service needs improved facilities and is considering alternative locations.</p> <p>Existing sports facilities in the town need to be improved and are OK if one is into sport e.g. football, rugby, running etc. However, the vast majority of young people do not want to be part of a team; they need facilities that are accessible and affordable.</p> <p>Many young people resent the tourist coming to the area as they themselves are struggling to find a place to live; there is a huge sofa-surfing culture.</p>

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Other	
Stakeholder	Feedback
	<p>The needs of younger people are missed in the town; there is a lot provided for those aged 55+. The 'off-comers' have a different mindset to the Indigenous population.</p> <p>The Youth Centre used to access the gym and leisure pool for its activity sessions and would definitely use better quality, fit for purpose facilities if they were developed. At the moment the Youth Service has to go to Carlisle to involve its young people e.g. trampolining.</p>
U3A	<p>Keswick is the adventure capital of the Lakes</p> <p>The usual circa 5k population swells to 20-25k every summer; there is also 4k population in the local villages</p> <p>The town has very limited leisure facilities but a 2-screen cinema and a 300-seat theatre</p> <p>All in the group met used to use the swimming pool – 'Prime Time'; the lack of a pool is a gap and highlights a lack of provision for those with a disability.</p> <p>People do swim in the local lakes but there is concern about this given to do this one has to know how to swim – you can't learn to swim in a lake.</p> <p>There is a need for a pool for both residents and tourists; there used to be two pools in the town on school sites, but both are now closed. Improved leisure facilities are needed from a public health perspective. A swimming pool needs to be laned. There is a lot of demand for swimming – people would go if there was a proper pool in the town.</p> <p>Keswick is very busy organisationally as many professionals retire to the town.</p> <p>U3A organises lots of walking groups, table tennis in local village halls and croquet in Keswick. Pre pandemic also organised yoga classes etc.</p> <p>50% of homes in Keswick are second homes; many people are on minimum wage as work in low wage economy; the town is more deprived than people think, and the issue of rural deprivation is also key. However, there are other areas of Allerdale that are more deprived.</p> <p>Public transport is limited and expensive so not an option for all. There is anti-social behaviour in the town – better leisure facilities might help to stop kids hanging about.</p>

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Other	
Stakeholder	Feedback
	<p>There is a lack of opportunities for older men and women to play football, a hugely growing community sport. The nearest older women’s football is in Preston, 1.5 hours away.</p> <p>Further feedback received by email from U3A:</p> <p>Facility needs of older people are:</p> <p>Swimming pool suitable for length swimming, lessons, aquarobics with lift mechanisms for disabled people</p> <p>Fitness space indoors for classes such as: pilates, yoga, aerobics, dancercise, line dance, Zumba, circuits</p> <p>Activities such as: badminton, indoor tennis, padder tennis, table tennis, bowls, gym</p> <p>Outdoor facilities: walking football pitches, all weather pitches, all weather tennis courts</p>
Lake District National Park	<p>The Lake District National Park has its own Local Plan and planning policies. It is managed by the Lake District National Park Authority (LDNPA) and covers the central Lake District area. It is known for its glacial ribbon lakes, rugged fell mountains and historic literary associations. The area has the largest and deepest lakes and highest peaks in England.</p> <p>Consultation with the LDNPA, (whose principal function is as a planning authority), identifies the area as one with socio-economic and access challenges. Public transport does not always facilitate visiting and using an activity because of e.g. the bus timetable. Having to travel to access facilities conflicts with working hours.</p> <p>Outdoor activities and the environment for which the area is famed are not always the activities that local people want to do; walking is not necessarily an activity enjoyed by young people.</p> <p>Tourism is very important to the area; some public transport services only exist because they facilitate the needs of visitors to the region. A good quality leisure offer is important for tourism given the wet weather in the area.</p> <p>Wet weather also impacts on the health and well-being of local communities – they also need good quality indoor facilities (on average it rains for 224 days per annum in Keswick; on average, May is the driest month with 15 rainy days).</p> <p>The LDNPA also highlighted the need to make more of outdoor leisure opportunities. Alongside walking, hiking and fell-running, there is a significant opportunity related to bike hire, including adapted bikes. The re-opening of Keswick Railway station, with toilets and a café would benefit the new and inclusive Railway Track trail which passes this building.</p>

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Other	
Stakeholder	Feedback
	<p>Fitz Park, Museum and existing leisure pool are all in the same area of town but there is no relationship between them all; it is a great location and in effect forms a gateway to the north of the town, but there is opportunity to better link these attractions. This point was also made through consultation with the Museum Trust. Keswick is based on a medieval footprint and as a consequence of this layout, there are pinch points for traffic. Any event in the south that generates traffic impacts on the north of the town. Therefore parking is also an important consideration in looking at leisure provision.</p> <p>Important to note that the National Park and World Heritage site will be split between the two new local authorities formed as a result of local government re-organisation – West and East Cumbria.</p>
Keswick Museum	<p>Keswick Museum is located in Fitz Park in the north of Keswick. The Park Trustees are all Town Councillors. ABC owns the land on which the leisure pool is sited which is to the rear of the Park and on a higher level.</p> <p>The Museum building and collection is owned by ABC for the benefit of the people of Keswick. The Museum is managed by a charitable trust (company limited by guarantee). The Museum receives some funding from ABC but largely depends on visitor income and Arts Council grants. Ironically due to grants received in Covid, the Museum is in a more sustainable financial position, but overall the operational business case for the Museum is challenging.</p> <p>The Museum has just appointed a new Development Manager; the Museum has previously been saved from closure. However there is a recognition that there is a need to do more to reach more of the community.</p> <p>The Museum has an opportunity to try and be part of a bigger whole; therefore the potential for consideration of co-location if new leisure facilities are developed. Keswick would benefit from a more joined-up approach to leisure and cultural provision. The Museum sees an opportunity for it to be an Interpretation centre for the World Heritage site and create better links to the National Park; could this have potential in terms of linking in with a wider leisure offer? This could be a significant USP and contribute to the tourist offer in the area.</p> <p>It will be important for any new leisure facilities to provide for both tourists and the local community given the number of visitors to Keswick every year.</p> <p>There is a resentment in the Keswick community about ABC; the pool, or rather the closed pool has become a symbol for the town, and people are annoyed that they feel their mental and physical health and wellbeing is being forgotten. The community feels that there is a lot of revenue raised in the town through parking charges, levied from tourists and locals, and yet that money is not re-invested in the town through e.g. leisure facilities.</p> <p>The nearest pool is 15 miles away in Cockermouth; there are also pools in Workington and Penrith but all are a journey away.</p> <p>Keswick is not actually affluent, despite the perspective that it is; there is a lot of child poverty and some areas of disadvantage.</p>

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Other	
Stakeholder	Feedback
Keswick Tourism Office	<p>In 2019 there were 3.2m visitors to Keswick. There were 471k in August 2019 alone. Evening January 2019 there 88k visitors and 147 in December 2019.</p> <p>Whilst visitors do not come to Keswick for a swimming pool, the provision of one enhances the overall visitor experience and provides an indoor attraction when the weather is poor. This is particularly important for families.</p> <p>The Keswick community needs a swimming pool and a gym; the tourists need a pool. In both summer 2020 and 2021 visitors to Keswick asked about the pool and whether it was open.</p> <p>There could be opportunities to sell pool/gym memberships as part of the rental fees for tourist accommodation.</p> <p>There has been investment in many of the community halls/centres in the villages surrounding Keswick, but these spaces are used for a wide range of community activity, not just sport/physical activity.</p> <p>There are other small pools in the area (hotels, private offers) but they are expensive to access, and do not provide the type of environment offered in a community pool. The Calvert trust pool focusses on provision for those with a disability.</p>
Theatre by the Lake	<p>Theatre by the Lake is a year round experience. It is an Arts Council-funded repertory theatre, which also delivers significant outreach work. The theatre's audience is 50/50 locals and visitors.</p> <p>The Theatre re-opened in October 2021 following Covid and is recovering well.</p> <p>In terms of leisure the Keswick community has to look outside the town because of the lack of facilities. It would be great to have a swimming pool in and for the town. Public transport is very expensive, as is living in Keswick. There are lots of younger people, but also older retirees in Keswick, all of whom would benefit from being able to swim on a regular basis.</p>
Scout Group	<p>The Scouts provide a range of activities for young people in and around Keswick.</p> <p>The would support the provision of a pool in the town and would use it as part of their overall offer for young people.</p> <p>They also stressed the importance of learning to swim, which is a life skill.</p>

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Other	
Stakeholder	Feedback
Community and other residents	<p>SLL conducted several consultation sessions with the wider community, speaking to around 180 individuals. The key points are summarised below:</p> <p>Individuals, especially young people do not have the same opportunity to access sport and leisure provision, as in other areas of Allerdale due to lack of indoor and suitable outdoor facilities. i.e., 3G pitches and sports hall. Winter sports face difficulties due to pitches with poor drainage and lack of floodlit facilities to play and train on. Many of the pitches, especially Keswick RUFC are situated on the flood plain.</p> <p>Lack of swimming facilities is a major issue for many in Keswick. The leisure pool did not meet the needs of the majority of people; however, it was a safe place for children to learn to swim and for older individuals to stay active. Many individuals, especially the elderly and disabled have been unable to exercise since the pool was closed. Most people want a tank pool, which is big enough to swim for fitness and train in, whilst also providing space to learn to swim, for clubs such as canoeing and for tourists when necessary.</p> <p>Lack of gym/fitness/studio space means people limited in what activities they can do to keep fit. There are facilities in the schools, but there are often booked up, and inaccessible for much of the year due to school holidays and exam provision.</p> <p>People, especially those with active children, having to travel significant distances, to access facilities in Penrith, Workington and Cockermouth. Public transport is expensive, so if there is no access to a car, then this is impossible for many.</p> <p>Older People</p> <p>Prime Time swimming had a very important social interaction role as well as the physical activity. The sessions had been going for 28 years. 30 people attended the sessions regularly before the pool closed.</p> <p>Swimming is an activity you can do at any age; this is not true of all activities – therefore there are older people in the town who used to swim but now do nothing. This is severely impacting their physical and mental health.</p> <p>‘Off comers’ choose to move to Keswick but often have no family or friends near; the ability to socialise becomes even more important once a couple becomes an individual</p> <p>The focus for leisure provision should be the local residents; activities and opportunities to take part provide a structure to life at all ages.</p> <p>A swimming pool in Keswick needs to be laned and not as deep so it provides better for learn to swim, lane swimming and sociable sessions. Life has become much more challenging now there is no pool.</p>

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Other	
Stakeholder	Feedback
	<p>Generally there needs to be much more physical activity provision aimed at older people in Keswick – 3 people in every 10 are older in the town (38%). This could be social swimming, pilates, stretching, yoga, chair-based exercise, balancing, moving every joint etc. This about population health, not just physical activity.</p> <p>Public transport is limited for those without a car; it is expensive and time consuming. Older people will not get on a bus, or drive for 30-45 minutes to swim e.g. Maryport is 40 minutes away; if there was pool in the town they would use it most days.</p> <p>There is also a gap in Keswick for activities for younger people.</p> <p>The cinema IS mainly a very small family-plus business - though the weekly Film Club showing, and Keswick Film Festival, are entirely run by volunteers (younger elderly and some still working). The theatre and Museum, however, really do rely on volunteers, as I understand it.</p> <p>The churches provide community, friendship, opportunities to contribute and participate, and support when members are going through a difficult time.</p> <p>As well as the benefits you mentioned, e.g. working on balance and strength, we tend to get an increasing number of aches, pains and stiffnesses as we age, and appropriate exercise classes can greatly help alleviate these.</p> <p>It would be very helpful if the Council (or someone) were to draw together, keep up to date, and publicise widely, all the activities that are available to older (and other) people in the town. I think it's quite dependent on chance whether people - particularly those new to the town - find out about things to do and get involved with.</p> <p>I'd like to see more (sensitively-designed and positioned) benches or seats along the lower level paths in the area. 2. The Primetime swimming sessions were very important not just for the physical activity but for the social interaction. There has been an impact on mental health due to the loss of these sessions.</p> <p>It was a mixed ability group but the instructor understood everyone's needs.</p> <p>After the swimming sessions we all used to go for a coffee; this group became a critical support network for those involved, some of whom have health challenges, and are now more isolated as a result of the pool closure.</p> <p>Keswick needs a modern pool, with lanes.</p> <p>Parents and Young Children</p>

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Other	
Stakeholder	Feedback
	<p>My primary school age children used to have lessons at Keswick Pool; now it's closed they have to go Penrith/Cockermouth. I cannot book both children into the same venue at the same time due to capacity.</p> <p>Their primary school now only takes year 6 swimming for 1 term only.</p> <p>Overall there is a lack of provision for young children in the town. There is no soft play – closest is Penrith.</p> <p>There is a need for a pool, an all-weather pitch and a modern gym in Keswick.</p> <p>Finding capacity to book lessons in Cockermouth or Penrith is very difficult and they are 30 and 20 minutes' drive away respectively.</p>

Public Health Consultation

Table 8: Public Health Consultation

Public Health	
Stakeholder	Feedback
Castlehead Medical Practice	<p>Keswick has a large elderly population, many of whom are active retirees. Key health challengers for these individuals are joint diseases which makes it harder for them to do the things they used to do. Falls in this age group are also common. Degenerative diseases and chronic conditions are also prevalent in Keswick.</p> <p>There should be indoor provision to enable older people to continue to be active in a safe environment; swimming is a great activity for this. Being active together is also beneficial from a mental health perspective.</p> <p>Living in Keswick is challenging if you do not have your own transport; public transport is limited and expensive.</p> <p>A swimming pool is also needed from a safety perspective to ensure young children learn to swim in a safe environment. Many local clubs e.g. canoe, triathlon etc used to use the leisure pool when it was open.</p> <p>There is a need for indoor activity space- it is lacking in the town.</p> <p>There is a GP referral Scheme in the town but there is nowhere to refer people for indoor activity. The GP Practice is leading health walks as that is all it is possible to offer.</p>

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Public Health	
Stakeholder	Feedback
North Cumbria Integrated Care NHS	<p>Keswick rehab teamwork with individuals on the ward, in the community and through sessions at the day hospital. Mostly work with short term patients. The team consists of physiotherapists, occupational therapists, rehab specialists and home care practitioners. Mainly deal with falls, Parkinson's, and general frailty. Many have multiple conditions consistent with old age, but often treat younger people. Programme is set up for anyone over the age of 18.</p> <p>Often it is difficult for individuals to maintain activity. Patients need to be able to access facilities to continue rehab. Resources are extremely stretched so links with other sectors could provide relief and extra capacity.</p> <p>Some patients would need seated exercise - this has been catered for through seated yoga in the past. Exercise needs to be adaptable for different abilities. Needs to be local and accessible within Keswick. A purpose-built facility with studio space, would allow for progression to gym and class use - possibly membership. Some patients lack the confidence to attend a formal gym, so GP referral to specific sessions or classes may help with this.</p>

4. Understanding Leisure Needs in Keswick

4.1. There are a number of key factors to consider in relation to leisure needs in Keswick. These are summarised below.

Consultation Feedback

4.2. **Key feedback from stakeholders can be categorised in three ways:**

- 1. There is a lack of formal indoor facilities for physical activity - specifically a laned swimming pool, an all-weather pitch; studios. sports hall and a large modern gym (functional equipment is the main element missing from the existing offer)**
- 2. There is a lack of formal outdoor facilities for formal sport and physical activity- specifically a 3G pitch; and**
- 3. There is a lack of transport to access facilities outside of Keswick**

4.3. The lack of good quality, accessible and affordable facilities of this type are impacting across the community, but particularly on younger children and older people.

4.4. The specific impacts are:

- **It is harder to learn to swim now; lessons can only be accessed by travelling if there is available capacity. Schools are taking fewer students, for shorter periods of time. Learning to swim is a life skill and children are no longer able to learn this skill as early as they used to.**
- **The lack of a pool which offers opportunity to swim as an individual or as a group; the latter has really hit older people hard due to the loss of regular physical activity (most previous attendees now do nothing) but also in terms of the loss of the social interaction. The mental and physical health and wellbeing is impacted.**

Geographical Considerations

4.5. Keswick and its hinterland equate to circa 9k population, with 5k being in the town itself. This population swells significantly due to high levels of tourism in the area. An average increase would be 30k people.

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The Need for Leisure Facilities in Keswick

- 4.6. Key geographical factors impacting leisure needs, and particularly indoor provision, and outdoor pitches that allow play in all weathers, include:
- **Travel times to nearest other facilities - minimum 20-30 minutes**
 - **Limited and expensive public transport**
 - **A beautiful landscape, very hilly with many bodies of water, part of a World Heritage site and a National Park**
 - **Without private transport Keswick can be relatively remote and un-connected**
 - **The schools have large catchment areas and the travel logistics for individuals mean there is limited ability to provide or take part in, after school sport and physical activity**
 - **Poor weather – on average it rains for 245 days per annum**

Health and wellbeing of the community

- 4.7. 1 in 3 people in Keswick is over the age of 65 - swimming is the best form of physical activity as the water is weight-bearing. This means one can swim for much longer than one can run, hike, cycle, and in some cases, walk easily.
- 4.8. Given the ageing population, loneliness and isolation is a key issue for many; this has been exacerbated by the pandemic. Swimming is an activity one can do on one's own, but be in the company of other people, or one can swim in a group. The social interaction is critical and can contribute to reducing loneliness and thereby have a very positive impact on mental ill-health.
- 4.9. There are several bodies of water in the Keswick area; learning to swim is a life skill and at the moment, many young people in Keswick are disadvantaged in this respect. Primary schools have told us they have to travel out of Keswick to swim; because this is both expensive and time consuming, instead of taking 2-3 classes, they only take one. This means fewer young people are learning to swim from an early age and may only have lessons when they reach Key Stage 2 (Year 6) unless their parents can take them to a pool. There is clearly a risk in this situation, and potentially a health and safety issue which could result in a fatality.
- 4.10. Existing public sector fitness facilities in the town are very limited; equally there are few private sector offers. The existing fitness suite, even in its limited state, attracts young people; a larger fitness suite, with better quality, and more varied equipment, would attract more people, across all age ranges, and generate increased income.

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The Need for Leisure Facilities in Keswick

- 4.11. Existing grass pitches in Keswick often flood due to poor drainage (located on a floodplain); this means competitive play for football, rugby and hockey is frequently adversely impacted by the weather, and participants lose the opportunity to be physically active and enjoy some social interaction. Keswick Football Club train outside Keswick to access an artificial surface and Keswick Rugby Club can only train when the grass is suitable for play, this is often negatively impacted by flooded pitches. Engaging younger people in physical activity from an early age sets a lifestyle pattern of behaviour; constant cancellations and the inability to participate, so that one can improve skills, feel better and meet friends, has the impact of discouraging involvement in sport and physical activity. Sedentary behaviour from a young age leads to obesity and can result in wider ill-health issues.
- 4.12. The Allerdale PPOSS 2021 identifies the need for 0.25 of a 3G pitch in the town as well as the fact that existing grass pitched at all ages are at capacity. There are no existing 3G pitch facilities in the town.
- 4.13. Growing levels of obesity in both younger and older people in Keswick is also a challenge, as are joint-related conditions, and falls in the elderly. Being active for longer in life, from an early age can help to mitigate these conditions.

Affordability

- 4.14. The cost of accessing leisure activities is a key factor for the majority in Keswick. Low wages impact on affordability and available disposable income. Affordability relates not just to the cost of the activity, but how one travels to the activity.
- 4.15. If there was a pool in Keswick, as well as other improved leisure facilities, more people would use them, and importantly use them more regularly, because they are available locally. Affordability relates both to the cost of the activity and travel.

Accessibility

- 4.16. Without a car it is a challenge to access the pools closest to Keswick. Public transport is expensive, limited and the times that buses run do not always enable one to use leisure facilities.
- 4.17. Even if one can access another pool, using private transport, it is not always possible to access the activity one wants, e.g. the available times do not always meet the ability of parents to travel for swimming lessons.
- 4.18. There was significant feedback to the effect that individuals would swim daily, or 3-4 times per week if they could do this in the town and it took up a couple of hours. Having to travel a round trip of an hour to swim is too much of a barrier to do every day.

Social and Demographic Factors

- 4.19. Despite Keswick having the appearance of an affluent area, there are in fact significant issues of deprivation. This a consequence of a number of inter-related factors such as:
- **Whilst there is pretty much full employment, Keswick has a low wage economy. People are employed but these are low paid jobs, predominantly in the hospitality and retail sector, wages are also impacted by the nature of tourism in the area;**
 - **In many households, those in work have two jobs;**
 - **As a result of the above, many parents are time poor, and really struggle to have the capacity to drive to the nearest pools, the closest of which is circa 15 miles distance from Keswick;**
 - **Although car ownership is relatively high, the challenge is that if a car is needed to get a parent to work, it is not available to transport their children to swimming, or indeed any other leisure activity;**
 - **There are very high numbers of young people living in households on low income; this is evidenced by the high numbers allocated free school meals at secondary school level;**
 - **Incidence of mental ill-health is increasing amongst young people; provision of leisure facilities has an important role to play in mitigating this by getting young people involved and active, with their peers;**
 - **The lack of good quality indoor and outdoor leisure facilities in the town means that from an early age, young people in Keswick have fewer life opportunities and chances than their peers elsewhere in Allerdale and in the wider UK; and**
 - **Many residents prefer walking, cycling, and using public transport wherever possible. Working in line with Allerdale Borough Council's Climate Change Action Plan, reducing the need to use private transport should be considered wherever possible. Residents are choosing not to drive to facilities further afield to reduce carbon emissions.**

Quantitative

- 4.20. The 2014 ABC Leisure Facilities Needs Assessment identified that Allerdale has a slight over-supply of water space; this assessment included Keswick Leisure Pool.

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4.21. The FPM from the Maryport work (2020) stated:

Swim England has provided an analysis of the observations in the FPM for Allerdale. The analysis indicates there is currently a water surplus of 443 m² identified for the area. (For context 250m² is equivalent to a 25m pool x 4 lanes -depending upon width). Swim England considers the provision of water in the Allerdale area to be plentiful by the standards it tries to meet to ensure that facilities are viable.

4.22. The above included Netherhall as closed but with the new Workington LC open with increased water space compared to the figures in the 2014 report and Wigton fully open and running – which was limited and uncertain in the 2014 report. In addition, since the 2020 report a new pool is being built in Maryport (20m x 4 lanes) which is bigger than the original Maryport facility.

4.23. This means that in quantitative terms there will be a surplus of water space in the Borough.

4.24. This situation is positive for the Borough as a whole, but it ignores the very specific accessibility and affordability challenges faced by the Keswick community.

- **A low wage economy**
- **Private transport is not always available for leisure use because it is needed for work**
- **Two parents working further reduces time and capacity to ferry children to activities such as swimming**
- **Public transport is limited and expensive**
- **Capacity in alternative facilities to meet demand at the time Keswick residents can access them is not guaranteed**
- **High levels of tourism and poor weather mean there is a need to provide indoor facilities to continue to attract the family market to the area**

Tourism

4.25. Keswick has attracted tourists for over 100 years and therefore has a long track record in terms of visitor numbers. The provision of an indoor leisure facility contributes significantly to the town's visitor offering, particularly in wet weather, of which there is a lot.

4.26. The Keswick Town Plan identifies that there is scope for improved leisure provision in the town to maximise the offer to residents and tourists

Other Factors

Condition Survey

- 4.27. The 2018 condition survey undertaken on Keswick Leisure Pool identified the need to spend £332k. The 2018 Condition Survey report states the following:

The building was constructed in 1987 and was designed with a 25-year life expectancy.

GLL have incurred relatively significant expenditure for the general upkeep and maintenance of the existing building, including wholesale replacement of the atrium rooflight positioned above the swimming pool area.

Based on our inspection, we consider that the subject building is in poor condition, significantly thermally inefficient and possibly beyond economical repair. For example, it is understood that the pool tank and/or associated infrastructure is currently leaking water. This issue is believed to cost around £5000 per year.

In addition, the existing roof coverings exhibit widespread issues resulting in rainwater ingress within many areas of the building.

It is understood that the belowground drainage system frequently requires specialist contractors to remove blockages.

The windows surrounding the pool and gymnasium are deemed to be in very poor condition and should be considered for replacement within the next six-month period. Furthermore, given the rainwater ingress and deteriorated building fabric within the gymnasium, we suggest an alternative location within the building should be chosen for this facility. Alternatively, refurbishment of the existing area should be sanctioned.

In summary, the subject building was designed to comply with building regulations during the late 1980s. Since this time, the requirement for thermal insulation within buildings has significantly changed. On this basis, and in view of the defects identified, it is believed that the subject building is currently beyond the end of its useful life and should be considered for replacement.

- 4.28. Following the survey in 2018, a number of improvements have been carried out on the building, particularly around the fitness suite roof and windows and the changing rooms amongst other works.

Allerdale Borough Council

The Need for Leisure Facilities in Keswick

GLLContract

- 4.29. The existing GLL contract finishes in 2024. ABC is currently working with Copeland Borough Council to look at bringing both the GLL contracts into line, so that timescales align to the implementation of the local government re-organisation (LGR). This approach could be a significant opportunity to link investment in provision in Keswick, if this is chosen as the way forward, with a new operating contract. This model is used extensively across the UK for leisure facilities and could have the potential to lever in capital funding potentially from an operator.
- 4.30. Taking a strategic approach to development of future provision in Keswick, as set out in 'Next Steps' could provide a way of linking investment and delivery, and securing some external capital funding. This assumes that the need for leisure provision is both demonstrated in this report and then supported by the relevant decision-making bodies.

Usage and Operating Costs

- 4.31. GLL records 2018-2020 illustrate the operational challenges of the existing Keswick Leisure Pool in terms of expenditure and financial loss.

Table 9: Summary of GLL Financials Keswick Leisure Pool 2018-2020

Year	2018	2019	2020
Overall Loss £000s	240	301	265

- 4.32. GLL usage reports for 2018-2020 illustrate that overall usage for both swimming (all categories) and gym membership increase significantly between 2018-2019. Usage across the board declined in 2020; Covid will have influenced this.

Table 10:

Year	2018	2019	2020
Overall Usage (inc. showers, admission, etc)	59,985	64,623	13,658
Overall usage swimming (all types)	51,311	46,161	8,886 (members using other pools)
Overall usage gym	6,135	16,537	4,404

- 4.33. As previously mentioned, swimming numbers were highest during the school holidays, particularly the summer holidays, given the nature of the leisure pool. The figures above (2018 and 2019) include 14 weeks of holiday swimming activity which equates to around 60% of the pool usage.

Summary

Swimming Pool

4.34. The interesting aspect of these usage figures is that they are somewhat at odds with the overall feedback, particularly in relation to swimming i.e. usage is relatively low (outside of holiday periods) yet there appears to be very high demand for swimming – latent and unmet. It appears there is a real demand to be able to swim regularly for health and social benefits and to enable children to learn to swim in the town; the nature of the existing pool just simply does not facilitate this because it is not fit for purpose:

- **Pool widths and lengths are not naturally evident;**
- **Some areas of the pool are very deep; and**
- **The flume takes up a significant amount of space within the water area.**

4.35. The level of usage for the pool, is typically focused within the school holiday periods. If a swimming facility is provided in the future it is suggested it needs to be a laned pool to better meet the articulated needs of residents. A laned pool, perhaps with a splashpad would also address the needs of tourists.

Fitness Suite (Gym)

4.36. Similar observations as above apply in relation to the existing gym. It is too small, and does not provide a modern offer, nor user experience. There is significant potential, in line with the views on swimming above, for an alternative offer to generate increase usage and income.

4.37. There are five other main priorities identified from the research and consultation in terms of leisure needs in Keswick. These are identified below:

- **All -Weather Pitch** – existing pitches, club, community and education-based are poor quality and do not drain well. This means their capacity for use – training and competition- is limited. Provision of a 3G pitch catering for a range of pitch sports and education need would be of benefit in the town in ensuring more young people could be more active more regularly.
- **Sports Hall** – there is an identified need for additional indoor sports hall space in the town. The Keswick School sports hall is 3 badminton court size and is not always accessible by the local community due to education requirements. Also this facility is predominantly used by clubs and groups not individuals on a pay and play basis.

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The Need for Leisure Facilities in Keswick

- **Studios** - there is a lack of studio/multi-purpose space in Keswick; the impact of this is that there are very limited opportunities for the community to take part in any form of group exercise classes. Such classes can offer important physical and mental health and wellbeing benefits through taking part in activity with others. Specific classes such as pilates/yoga offer low impact activity which would be beneficial for those with long term health conditions e.g. joint pain, and classes such as Zumba enable individuals to have fun and be active simultaneously.

4.38. In addition to the above it is important to highlight other suggestions that have been highlighted through the consultation undertaken for other ways of improving overall provision of leisure in Keswick. These include:

- **Better promotion of what is available, where and when;**
- **A list of local clubs/activities available for residents and visitors;**
- **Increased seating along walking routes; and**
- **Potential for co-located services.**

5. Conclusions, Recommendations and Next Steps

5.1. The overall conclusions of the study are:

On the basis of qualitative feedback there is a need for improved leisure facilities in Keswick.

The various factors impacting on Keswick also support the need for facilities and specifically a swimming pool, although in quantitative terms, the Borough has sufficient water space. The key issue is that existing water space is not in the right location to meet the clear needs of the Keswick population and this means their health and wellbeing is not as well provided for as other Allerdale residents who live in other towns.

There is a need for a swimming pool in Keswick (laned, not leisure); ideally there would be a main pool and a learner pool. The latter is rated the most important facility to provide in the online community survey.

There is also a need for :

- **an all-weather pitch (3G surface),**
- **improved fitness facilities – fitness suite and studios,**
- **and a sports hall**

5.2. This is a result of a number of key factors, which are covered in detail in the report. They include:

- **Health and wellbeing of the community- physical and mental;**
- **The need for young people to acquire important life skills which have a health and safety impact;**
- **Wet weather for much of the year which makes being active outdoors very challenging;**
- **Affordability;**
- **Mobility and Accessibility, or lack of it;**

- Quantitative;
- Social and Demographic Factors;
- Visitor numbers; and
- The nature and condition of the existing facilities.

Recommendations

5.3. On the basis of the above, the research and consultation undertaken to inform this report it is recommended that:

Recommendation 1 ABC recognise the need for improved and additional leisure facilities in Keswick

Recommendation 2 ABC approve the need to undertake feasibility work to inform:

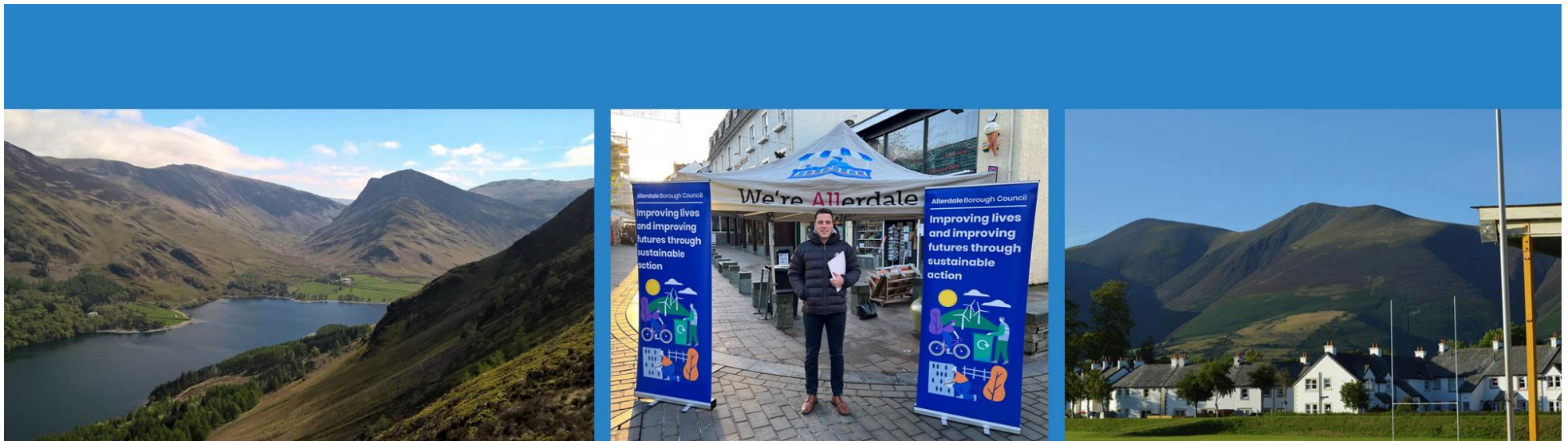
- Facility scale and mix
- Location (s) for facility development
- Explore the potential for co-location of future provision in the town
- Capital cost
- Revenue modelling
- Examine the potential and impact of linking investment to a re-procured operational contract
- Identify funding sources and potential for this to be secured
- Prepare an outline business case

5.4. The above would build on the strategic need identified in this report.

Next Steps

- 5.5. If the above recommendations are accepted, the immediate next steps would be to commission the feasibility work. SLL would recommend that the Sport England (SE) Strategic Outcomes Planning Guidance (SOPG) approach is followed as this would be required to have any dialogue with Sport England about capital funding.
- 5.6. ABC could commission feasibility work direct, or it could procure this through the SE Framework.
- 5.7. A brief would need to be developed prior to procuring the feasibility work.

Appendix 1: Community Survey (Online) Response Summary (undertaken November and December 2021)



○ Keswick Leisure Needs

Appendix 1 – Consultation Survey Analysis

December 2021

Allerdale Borough Council

The Need for Leisure Facilities in Keswick

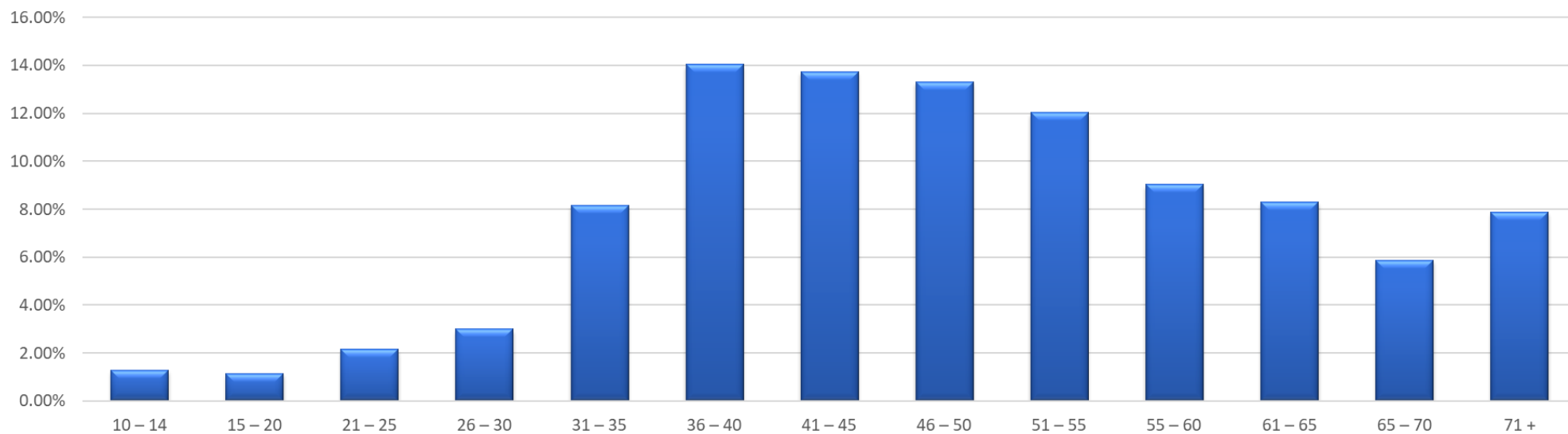
Appendix 1

Allerdale Borough Council - Keswick Leisure Needs

Response rate by individual question

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Responses	697	696	632	700	683	697	696	700	646	687	696	698	694	696	698	694	405
Skipped	4	5	69	1	18	4	5	1	55	14	5	3	7	5	3	7	296
Total	701																

What is your age range:



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The Need for Leisure Facilities in Keswick

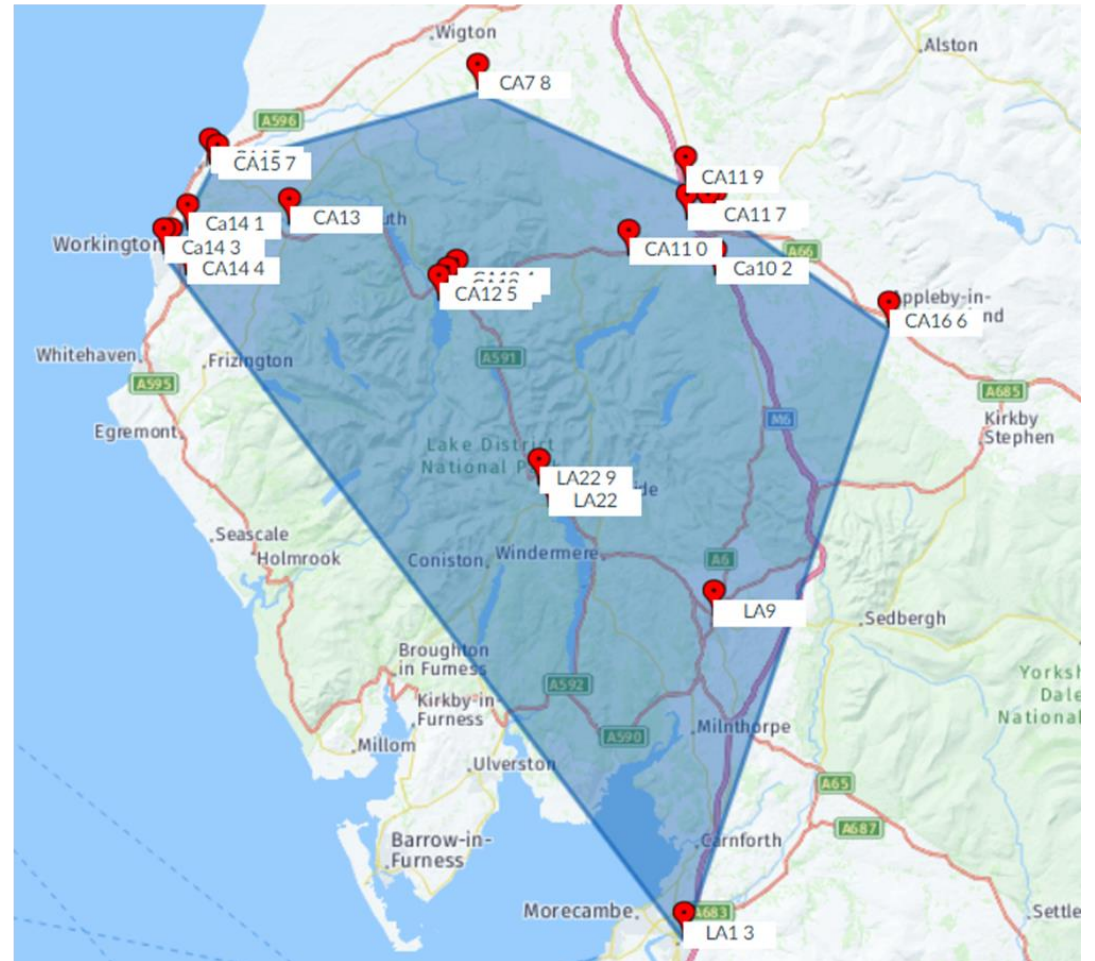
Appendix 1

Allerdale Borough Council - Keswick Leisure Needs

What are the first 5 characters of your postcode?

The highest number of respondents are from the postcodes:

- CA12 4
- CA12 5



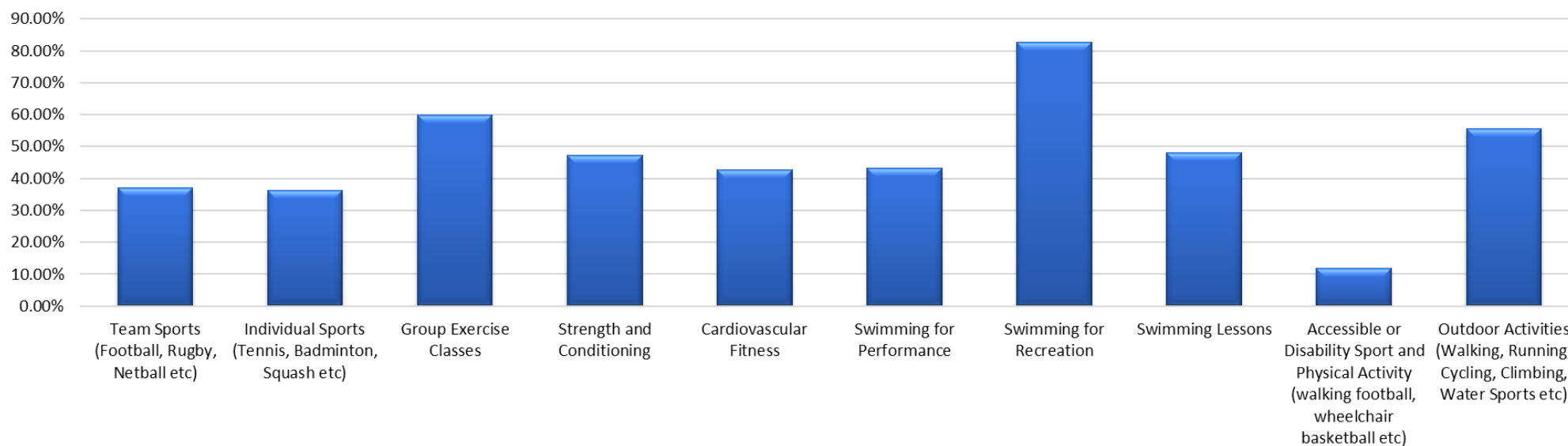
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The Need for Leisure Facilities in Keswick

Appendix 1

Allerdale Borough Council - Keswick Leisure Needs

In which specific activities would you like to participate in Keswick?



Of the responses other specific activities mentioned are:

- Ice skating
- All weather sports pitch
- Bowls
- Women's only gym

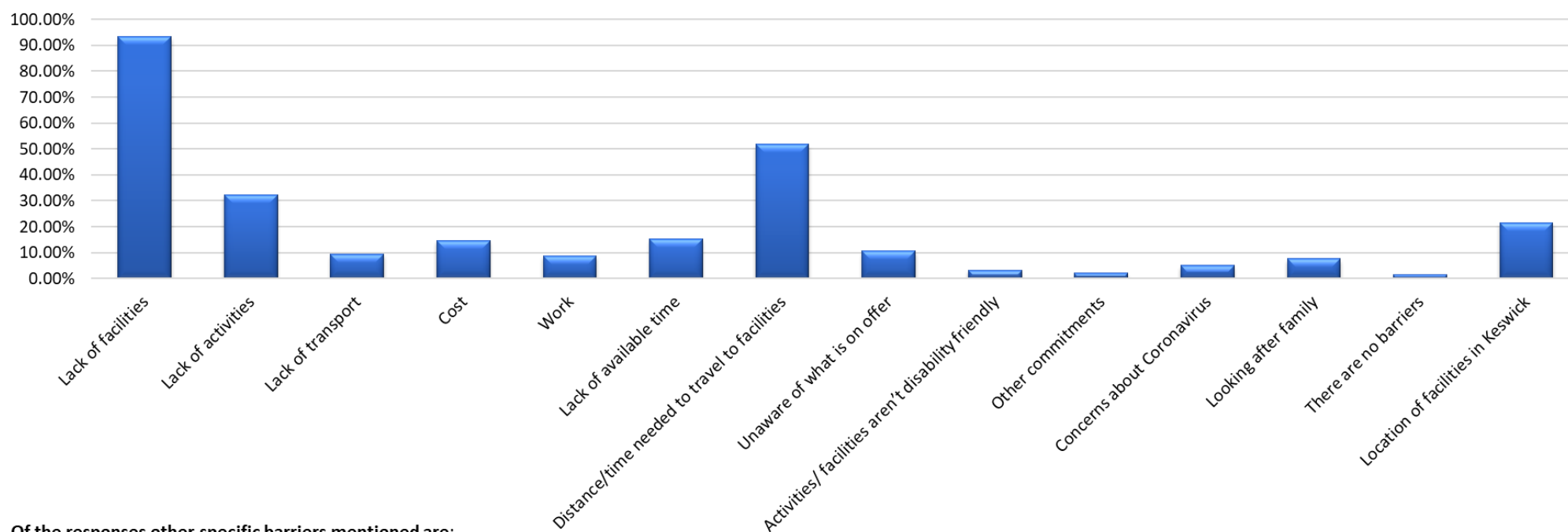
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The Need for Leisure Facilities in Keswick

Appendix 1

Allerdale Borough Council - Keswick Leisure Needs

What are the main barriers stopping you taking part in more physical activity?



Of the responses other specific barriers mentioned are:

- Affordability
- Travel
- No facilities swimming facilities within Keswick
- No Ice rink
- Lack of facilities
- Timings

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The Need for Leisure Facilities in Keswick

Appendix 1

Allerdale Borough Council - Keswick Leisure Needs

What activities do you currently participate in, but cannot access in Keswick?

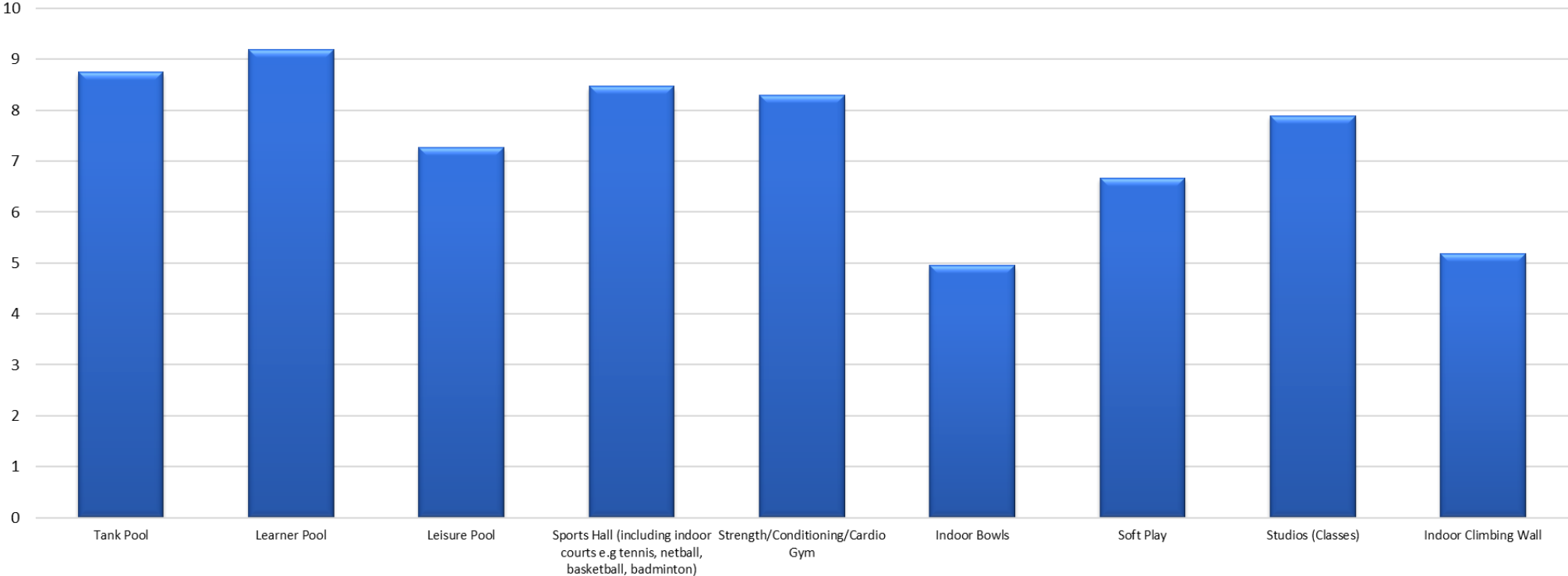


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The Need for Leisure Facilities in Keswick

Appendix 1

Allerdale Borough Council - Keswick Leisure Needs

Rate the indoor facilities below in terms of importance to Keswick (1 = not needed - 10 = very important)



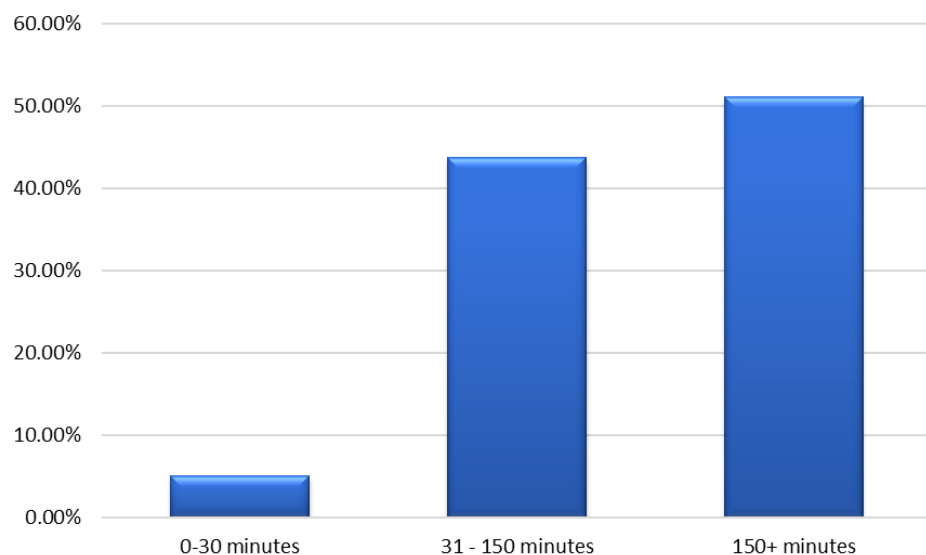
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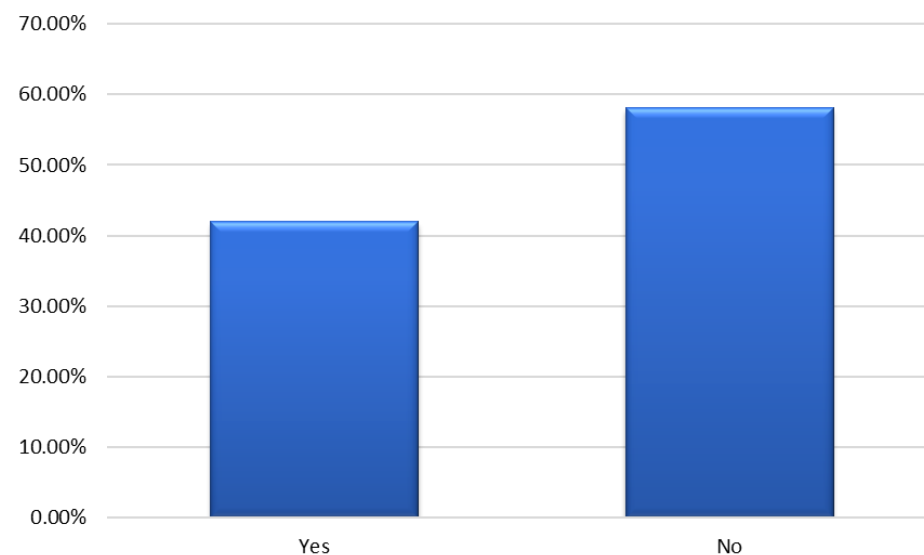
Appendix 1

Allerdale Borough Council - Keswick Leisure Needs

For how many minutes do you participate in sport or physical activity per week?



Are you a regular user of any current sport and leisure facility? (member or non member)



If yes, please specify which one and the location (the top 5 are):

1. Cockermouth leisure centre
2. Keswick Rugby club
3. Penrith Leisure pool
4. Workington leisure pool
5. Armathwaite Hall

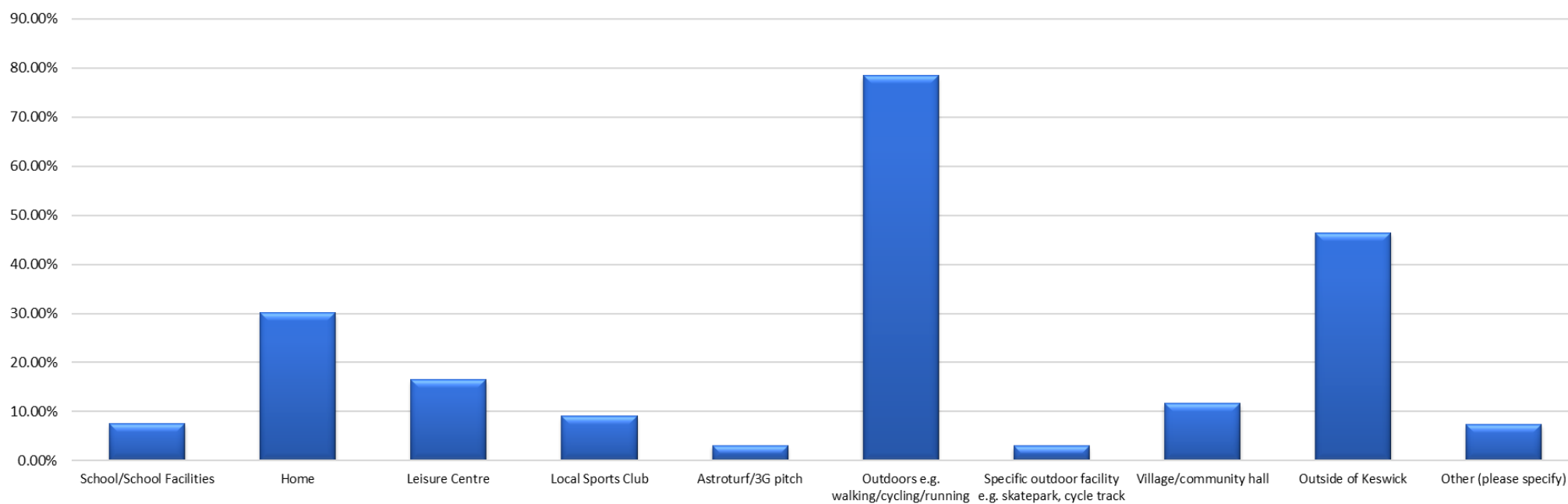
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The Need for Leisure Facilities in Keswick

Appendix 1

Allerdale Borough Council - Keswick Leisure Needs

Where do you do most of your sport/physical activity?



Of the responses other specific venues mentioned were:

- Online pilates and aerobic classes
- Outside of Keswick due to no facility
- Armathwaite Hall Hotel / Private facilities
- Travel to Penrith or Cockermouth to swim
- Gym in Workington

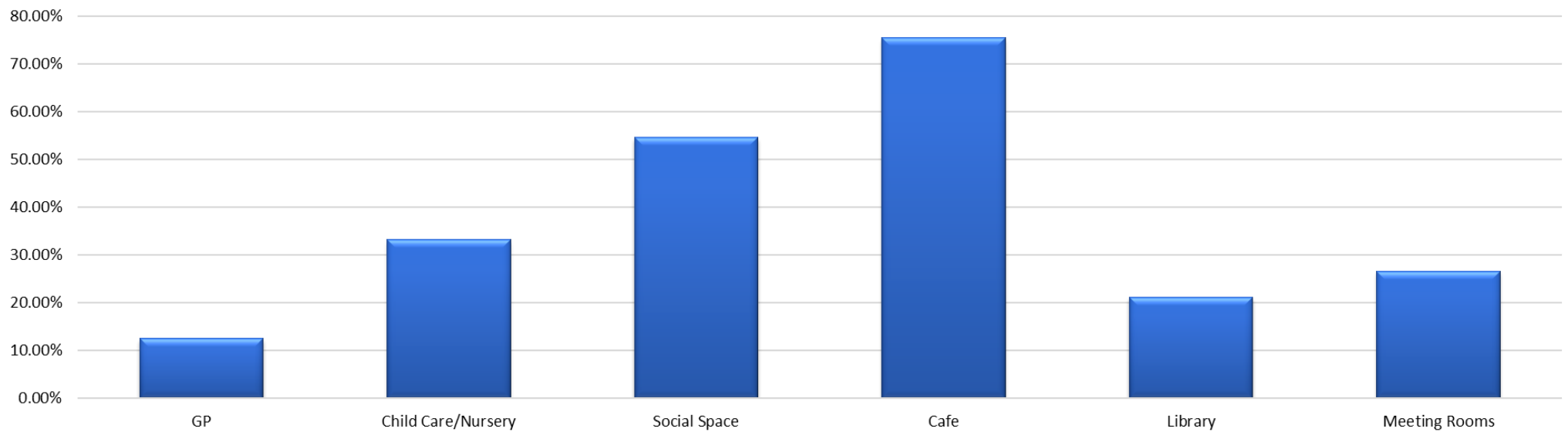
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The Need for Leisure Facilities in Keswick

Appendix 1

Allerdale Borough Council - Keswick Leisure Needs

If other services were to be co-located with leisure, which ones would you like to see included?



Of the responses other specific services mentioned were:

- Soft play
- Youth club
- Physio
- Citizens Advice Centre
- Spa / sauna

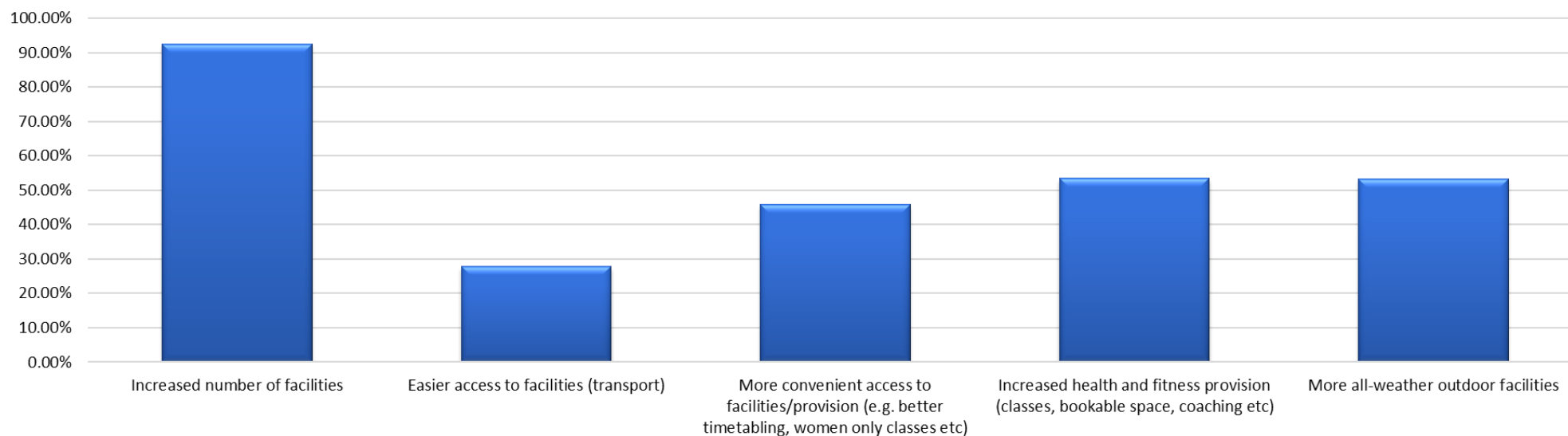
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The Need for Leisure Facilities in Keswick

Appendix 1

Allerdale Borough Council - Keswick Leisure Needs

In your opinion, what would encourage more people to engage in sport and physical activity in Keswick?



Of the responses other specific engagement ideas mentioned were:

- A proper swimming pool (or pools - learner / leisure / adult)
- Classes specifically aimed at older but active people
- 4G Pitch for the winter months
- More indoor facilities for poor weather alternatives

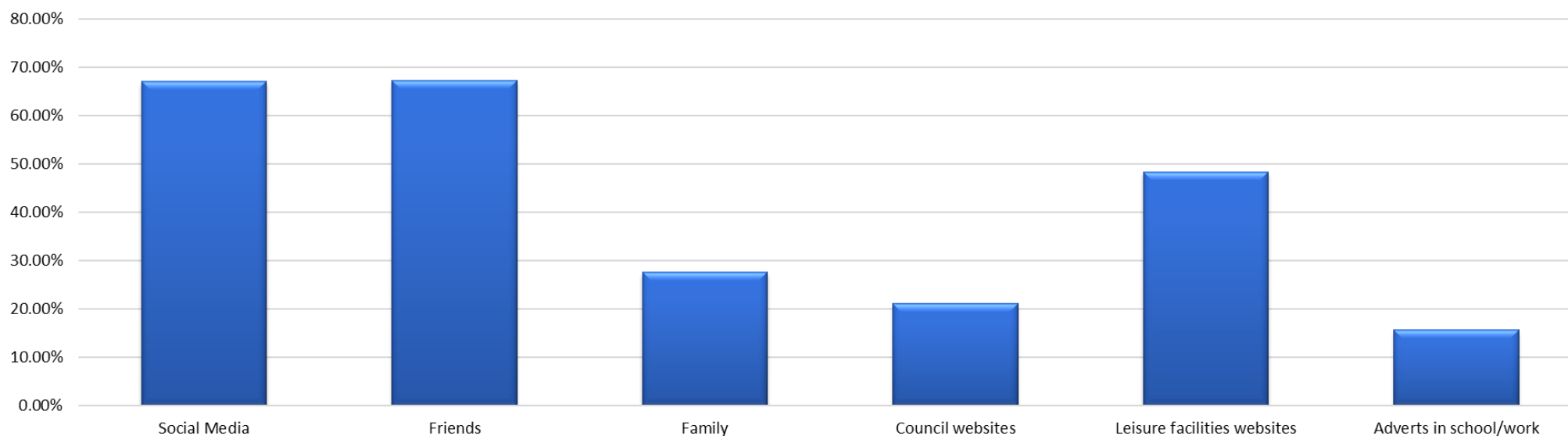
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The Need for Leisure Facilities in Keswick

Appendix 1

Allerdale Borough Council - Keswick Leisure Needs

How do you find out what is available in your local area in relation to physical activity?



Of the responses other specific communication lines mentioned were:

- Word of mouth
- Local newspaper
- Promotion of local sports clubs
- Google searches

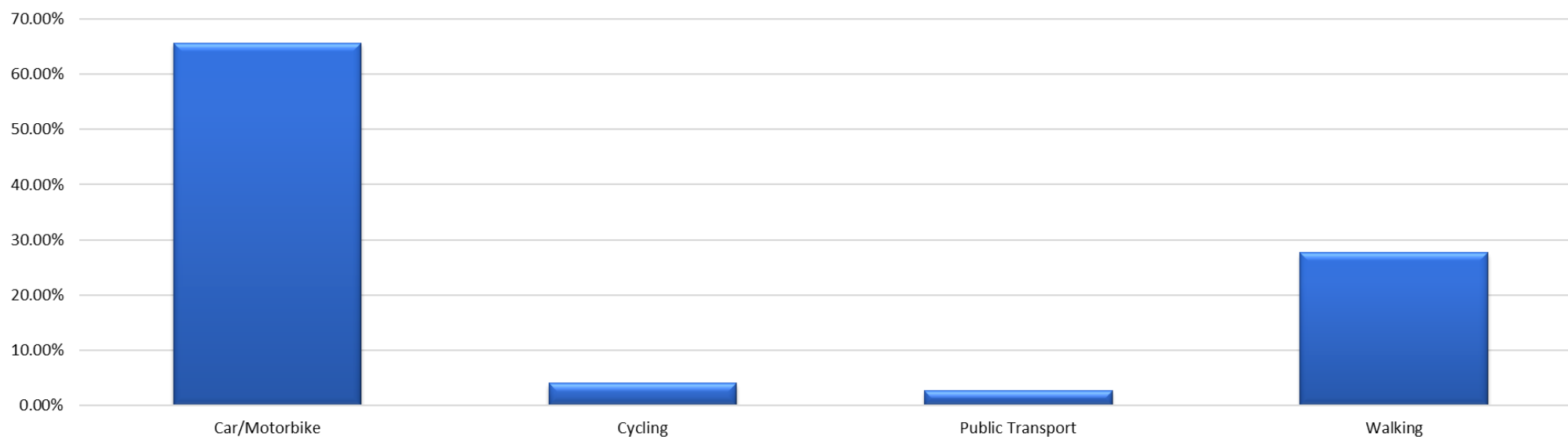
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The Need for Leisure Facilities in Keswick

Appendix 1

Allerdale Borough Council - Keswick Leisure Needs

What is your main method of transport?



Of the responses other specific modes of travel mentioned were:

- We have 1 car but most days my husband uses it.
- No driving licence. That's why we need our swimming pool back.
- Parents driving me
- Mobility scooter
- Buses are far too expensive round here

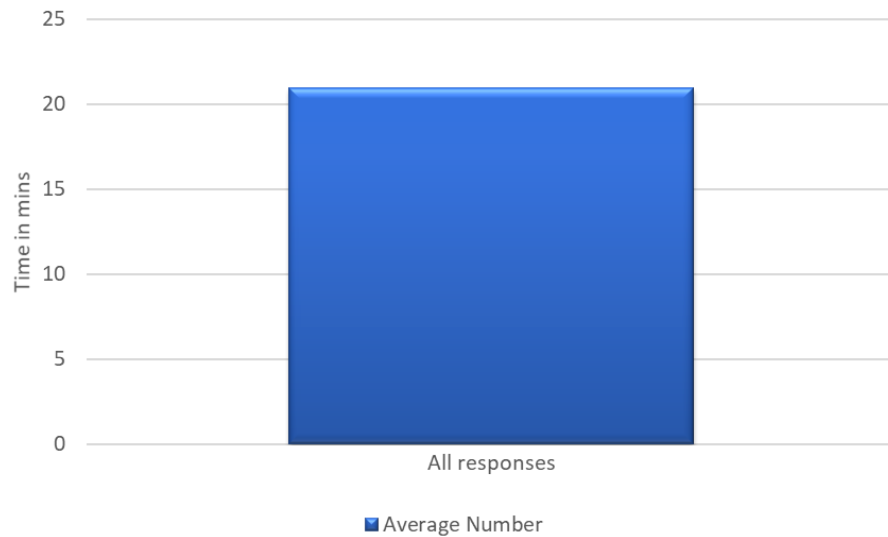
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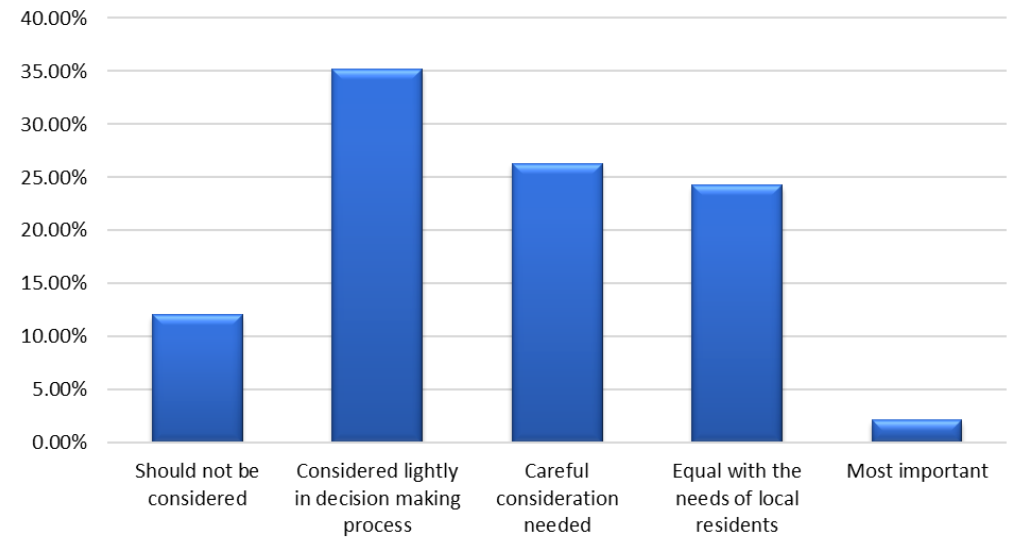
Appendix 1

Allerdale Borough Council - Keswick Leisure Needs

What is an appropriate travel time for you to access physical activity/leisure facility?



How important is tourism in the decision making behind any new leisure/physical activity facility?



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The Need for Leisure Facilities in Keswick

Appendix 1

Allerdale Borough Council - Keswick Leisure Needs

Is there any other information you would like to give in relation to physical activity in Keswick? (A summary)

- A pool in which young children can learn to swim, and which older children can use to develop their skills and for leisure is of greatest importance in Keswick. Both my children learnt to swim at the leisure centre but now there is no facility at all. With the best will in the world, many parents will struggle to have the time or the ability to travel to take their children to pools in towns further afield. In a town next to a lake where children WILL play, having a generation of children who will not have the facilities necessary to develop their swimming skills in order to get themselves out of trouble in water is an accident (or many accidents) waiting to happen.
- A pool is a necessary facility needed for pupils to learn at school. At a school like Borrowdale CE Primary school, the drive to and from Penrith is simply too far and takes valuable time out of the curriculum to go. A learning suitable pool would support and facilitate the local children to learn an important life skill
- A pool is definitely needed for Keswick. Class facilities should also be available as every other town in Cumbria has these facilities.
- There is the ongoing issue that ABC rape Keswick for income to fund your activities else where, yet you give NOTHING back to Keswick , and you have now taken away the last provision you had that gave a positive health & wellbeing benefit to the town. What would happen if the car parks were blockaged and you stopped receiving any revenue income from Keswick.
- As a town we are perplexed as to why we aren't provided with a swimming pool that would be clearly used by residents and tourists alike. Where are our children supposed to learn the basic skill of swimming? How are retired or disabled people able to keep fit? Why has Workington and Cockermouth got proper pools and sports facilities. It appears as though we aren't treated with the same regard as the rest of Allerdale? Out town still has a population that needs these provisions and it's utterly ridiculous we are being Ignored.
- As an adventure hub of the Lake District, Keswick has such poor facilities it's actually embarrassing for Allerdale. It's unfair Keswick residents are made to travel to access anything decent when there is a decent local population and tourism that would use facilities. Keswick needs to be invested in as the town brings so much money to Allerdale! Keswick residents fundraised for the old pool and to shut it without any consultation on the future facilities is disgraceful! People in the town need a proper pool not a leisure pool that only caters for tourists. We shouldn't have to travel for hours to access decent facilities and many people can't or won't travel that far. People come to Keswick for physical activity and there are so many clubs etc that can't run without decent facilities in place. Keswick also shouldn't be penalised because we don't hit a 'poverty' scale for support.
- GLL's apparent low priority for accessible facilities
- Facilities affordable & use for locals
- I'd like my children to have equal opportunities to the surrounding towns. Therefore good leisure facilities similar to Penrith and Workington. And for my own personal use I'd like more availability for classes such as spinning and yoga with an appropriate studio.

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The Need for Leisure Facilities in Keswick

Appendix 2: Copy of Online Community Survey



Allerdale Borough Council - Keswick Leisure Needs

Strategic Leisure Limited (SLL) has been appointed by Allerdale Borough Council to work with the community in Keswick to understand the local leisure needs. We would like to talk to all residents directly to understand:

- What you think about existing sport, leisure and recreation provision in Keswick - facilities and services
- What you think are the key issues and why?
- What the local needs are and why?
- Are there any gaps in provision - specific facilities? specific sports? Specific locations/areas? What are the priorities in your view?
- Are there any specific needs for particular groups in the community eg younger people/families/older people/sports clubs/ those with life limiting conditions or a disability/those challenged by mental health issues?
- Your views on providing for tourists and visitors to the area?
- Your views on how things might best be addressed and why?

It is important to stress that working with you we want to look forward to understanding local community need, and develop an approach in Keswick that will facilitate access to a wide range of physical activities and opportunities.

The consultation will comprise of:

- Community survey - online
- Wednesday 24th November 6-8pm at Keswick Rugby Football Club - Open drop-in session for Keswick residents (specific groups and clubs)
- Thursday 25th November - 9am - 1pm Keswick Town Centre - Open drop-in session for Keswick residents

This survey is due to close on Sunday 12th December.

Privacy Notice

General Data Protection Regulation 2016 (GDPR) / Data Protection Act 2018 (DPA) - Privacy Notice. Strategic Leisure Ltd is the Data Controller and we hold your data lawfully to GDPR and DPA guidelines. This is an anonymous survey. We will hold the data collected for 12 months, but it will not be linked to any individual.

1. Which specific activities would you like to participate in in Keswick?

<input type="checkbox"/> Team Sports (Football, Rugby, Netball etc)	<input type="checkbox"/> Swimming for Performance
<input type="checkbox"/> Individual Sports (Tennis, Badminton, Squash etc)	<input type="checkbox"/> Swimming for Recreation
<input type="checkbox"/> Group Exercise Classes	<input type="checkbox"/> Swimming Lessons
<input type="checkbox"/> Strength and Conditioning	<input type="checkbox"/> Accessible or Disability Sport and Physical Activity (walking football, wheelchair basketball etc)
<input type="checkbox"/> Cardiovascular Fitness	<input type="checkbox"/> Outdoor Activities (Walking, Running, Cycling, Climbing, Water Sports etc)

Other (please specify)

2. What are the main barriers stopping you taking part in more physical activity?

<input type="checkbox"/> Lack of facilities	<input type="checkbox"/> Unaware of what is on offer
<input type="checkbox"/> Lack of activities	<input type="checkbox"/> Activities/ facilities aren't disability friendly
<input type="checkbox"/> Lack of transport	<input type="checkbox"/> Other commitments
<input type="checkbox"/> Cost	<input type="checkbox"/> Concerns about Coronavirus
<input type="checkbox"/> Work	<input type="checkbox"/> Looking after family
<input type="checkbox"/> Lack of available time	<input type="checkbox"/> There are no barriers
<input type="checkbox"/> Distance/time needed to travel to facilities	<input type="checkbox"/> Location of facilities in Keswick

Other (please specify)

3. What activities do you currently participate in, but cannot access in Keswick?

-
-
-

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4. Rate the indoor facilities below in terms of importance to Keswick (1 = not needed - 10 = very important)

	1	2	3	4	5	6	7	8	9	10
Tank Pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learner Pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leisure Pool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports Hall (including indoor courts e.g tennis, netball, basketball, badminton)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strength/Conditioning/Cardio Gym	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indoor Bowls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Soft Play	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Studios (Classes)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Indoor Climbing Wall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

5. Rate the outdoor facilities below in terms of importance to Keswick (1 = not needed - 10 = very important)

	1	2	3	4	5	6	7	8	9	10
Improved Grass Pitches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Artificial Grass Pitch (3G)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cycling Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suitable Running/Athletics Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tennis Courts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bowling Green	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multi-Use Games Area (MUGA)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skate Park	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

6. For how many minutes do you participate in sport or physical activity per week?

- 0-30 minutes
 31 - 150 minutes
 150+ minutes

7. Are you a regular user of any current sport and leisure facility? (member or non member)

- Yes
 No

If yes, please specify which one and the location

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8. Where do you do most of your sport/physical activity?

- School/School Facilities
- Home
- Leisure Centre
- Local Sports Club
- Astro turf/3G pitch
- Outdoors e.g. walking/cycling/running
- Specific outdoor facility e.g. skatepark, cycle track
- Village/community hall
- Outside of Keswick
- Other (please specify)

9. If other services were to be co-located with leisure, which ones would you like to see included?

- GP
- Child Care/Nursery
- Social Space
- Cafe
- Library
- Meeting Rooms

Other (please specify)

10. In your opinion, what would encourage more people to engage in sport and physical activity in Keswick?

- Increased number of facilities
- Easier access to facilities (transport)
- More convenient access to facilities/provision (e.g. better timetabling, women only classes etc)
- Increased health and fitness provision (classes, bookable space, coaching etc)
- More all-weather outdoor facilities

Other (please specify)

11. How do you find out what is available in your local area in relation to physical activity?

- Social Media
- Friends
- Family
- Council websites
- Leisure facilities websites
- Adverts in school/work
- Other (please specify)

12. What is your main method of transport?

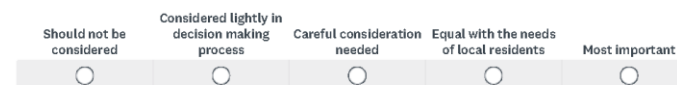
- Car/Motorbike
- Cycling
- Public Transport
- Walking

Other (please specify)

13. What is an appropriate travel time for you to access physical activity/leisure facility?



14. How important is tourism in the decision making behind any new leisure/physical activity facility?



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15. What is your age range:

- | | |
|-------------------------------|-------------------------------|
| <input type="radio"/> 10 - 14 | <input type="radio"/> 46 - 50 |
| <input type="radio"/> 15 - 20 | <input type="radio"/> 51 - 55 |
| <input type="radio"/> 21 - 25 | <input type="radio"/> 55 - 60 |
| <input type="radio"/> 26 - 30 | <input type="radio"/> 61 - 65 |
| <input type="radio"/> 31 - 35 | <input type="radio"/> 65 - 70 |
| <input type="radio"/> 36 - 40 | <input type="radio"/> 71 + |
| <input type="radio"/> 41 - 45 | |

16. What are the first 5 characters of your postcode?

17. Is there any other information you would like to give in relation to physical activity in Keswick?

Appendix 4: ABC Leisure Survey

Background to the Survey

Allerdale Borough Council undertook a Leisure survey in late 2021 with a range of stakeholders. A lot has changed in the way people participate in sport and physical activity over the years, so we wanted to be sure any future commissioning of services took into account what was important to residents.

Goal of the Survey

Engagement with residents has enabled the council to get a broader view on what a (local authority) leisure offer should look like to meet the needs of the people who live here. 701 residents took part in the survey.

Responses

All responses were anonymous.

Benefits of access to leisure activities

Question 1 in the survey asked **whether participation in sports and physical activity is important.**

The response was that it is overwhelmingly important to residents (541 responses or 96% of respondents said it is important to them).

In question 2, when asked about **why it was important** overwhelmingly 100% of respondents, who gave a reason, cited health, including mental health and or wellbeing/fitness/weight management for adults and children, young and old as the main reasons people took part in sports and physical activity.

Others cited being a good role model to family, patients, being an 'essential part of community life'. Others how sports makes you feel' swimming makes you feel good, 'gives a sense of belonging'. One respondent feels it was a crucial reason for moving to Cumbria.

Others cited the benefits of sports in managing long-term conditions and keeping active to prevent further deterioration. Benefits for children in learning to swim not just physical benefits but in keeping children safe around water.

Membership and current experience

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Question 3 asked about **membership of the existing provider** of leisure centres in Allerdale GLL. Of the respondents, 186 are members (33%) and 377 are not (66%). It was important to us that we asked people their views who were both members and non-members of the existing provision in order to get a broad view of opinions.

The following question provides an insight to the **breakdown of membership areas**, with 41% using Cockermouth, 34% in Workington, 17% in Keswick and the remaining 8% covering Maryport and 'other'. It is important to gain this understanding so we can be clear on users' location when responding to further questions. In expanding on 'other', people described attending centres in Penrith and Whitehaven.

When the survey asked **how happy people were with the current offer available** and their specific experience at GLL managed gyms, this scored an average of 3.06 out of 5 (61.2%).

Non Membership feedback

In question 8, when asked if they were **users of any other gyms/leisure centres or pools**, of the 563 replies 20% said that they are. As an insight into the breakdown of alternative facilities used, people mentioned CrossFit, Xtreme Fitness and other independent gyms. Also included are the use of private swimming pools in Allerdale, some of which are in hotels across the borough. The reasons described for choosing to use these alternative facilities include closer to home, bespoke, smaller facilities and because Keswick pool had closed.

When asked in question 11, **'If you don't use a leisure centre/gym for your sport and leisure activity, where/how do you take part?'** – 56% cited walking/running/cycling/climbing as a group or individual. Interestingly, just 4% said they don't take part in any active leisure.

When asked **why they don't take part in a leisure activity**, some commented that their use is more infrequent now due to access within certain hours, classes being cancelled and the closure of Keswick pool had meant no swimming available.

Behaviour post pandemic

It was important that we gained some understanding of the way in which the pandemic has affected the way in which our residents access leisure activities now. We asked **how regularly people had used the facilities following the pandemic** – and of the 175 responses, 69% answered 'yes' they had used the facilities regularly since the centres had re-opened.

When asked if their **sport and leisure activity patterns had changed following the pandemic**, of the 563 responses, 64% confirmed that they had changed, including taking more outdoor exercise particularly walking, running and cycling as a direct result of the pandemic and that they had more time to devote to exercise. Some commented that they had become less active due to availability of classes, Keswick pool closure and reluctance to exercise indoors or in crowds. A selection of responses include:

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General feedback

There were 563 responses to **'Is there anything that would encourage you to engage more in a leisure activity?'** There was a broad mix of responses to this question - including reduced membership rates for families and pensioners with promotional deals and the introduction of skateparks, indoor/outdoor running tracks, indoor tennis, and increased number of cycleways. There was also a call for better access to more evening and weekend availability of classes. From Keswick residents, the overwhelming recommendation is for better facilities and a pool in their area.

A selection of responses include:



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And finally, we asked **do you have any other thoughts about the future of leisure in Allerdale?** There were 567 responses. It's an emotive subject and this gave respondents a chance to go into more detail about their thoughts.

The overwhelming response is about Keswick, requesting to have better access to leisure facilities, across a range of activities including a fit for purpose leisure centre, 3G pitches, cycle tracks and a sports hall for residents in the town.

This was closely followed by the following key themes:

Accessibility in all its interpretations are high on people's priorities:

- Financially accessible
- Physically accessible in terms of being able to access the right slots at the right time with longer opening hours; facilities in the right place, local and relevant, and appropriate for those with disabilities.
- Customer service – accessible and personal – not reliant on the digital.
- Updated/new facility in Cockermouth
- Better use, quality, maintenance of outdoor facilities (tennis courts, cycle tracks, pitches)
- Higher quality facilities overall.

