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Focus Consultants

Burbage Millennium Hall

Business Case - Final

January 2015



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1.0 Introduction and Background

This document is the Business Case for the Burbage Millennium Hall to test whether it is financially viable for Burbage Parish Council to extend and refurbish the existing hall.

The Business Case has been informed by a detailed Needs Analysis which has sought to identify the potential demand for the Millennium Hall and the additional activities that could be delivered.

1.1 Background

Millennium Hall was opened in 2000, originally as a Parish Council Office with facilities for the residents of the village and changing rooms for the sports pitches on the Brittonia Recreation Ground. In 2011, a new Police Office was also opened in the building.

Whilst additional space has been added to the building over the last 12 years the configuration of the building and the space available is not suitable for the demand upon it.

Burbage Millennium Hall is used throughout the year for a range of activities which fall under a variety of programmes and services. A full overview of the activities at the Hall can be found in Section 2 of the Needs Analysis which is attached at Appendix 1.

1.2 Organisational Background

Burbage Millennium Hall is run by the Parish Council which incorporates 20 elected members, all of whom serve on a voluntary basis.

Burbage Parish Council meets on a monthly basis, usually on the first Monday of each month. The Council has two committees, details of each Committees responsibilities are given below:

Finance and General Purposes Committee: This Committee has delegated powers to decide all matters required to be determined by members (including all personnel and financial matters) including:

- Monitoring all the Council's financial matters
- Formulating and monitoring policies on financial risk management and internal controls
- Allocating grants and donations within the allocated budget
- Administering and maintaining the Millennium Hall and other properties owned by the Council
- Agreeing matters relating to events within the Village whether organised by the Council or other organisations
- Seeking of grants for Council projects
- Health & Safety
- Approving virements as necessary
- Resolving other matters referred to the Finance & General Purposes Committee by the full Council.

Planning Committee: This Committee has delegated powers to make observations to the Local Planning Authority on planning applications and like matters. The Committee also considers proposals for traffic regulation, associated highways issues and any other infrastructure matters.

The Council is advised and managed by the Principal Officer and Responsible Financial Officer Julie Perrin, who is assisted by part-time a Deputy Principal Officer, part-time Customer Service Officer and part-time Project Assistant.

Council offices at Burbage Millennium Hall are open Monday to Friday 9.00am to 12.00noon and if necessary appointments can be made at other times.

Two part-time caretakers are employed to look after the Millennium Hall and other sports changing facilities.

1.3 Project Vision and Objectives

The vision for the new project is:

“To alter and extend the existing community facility in order to respond positively to the identified needs of the local people of Burbage.”

The **strategic objectives** are to:

- Reduce social exclusion by providing people with social, physical and educational activities

- Improve social capital in the community, thereby enhancing voluntary and community group capacity
- Improve self-esteem and aspiration of members of the local community, through learning, social or cultural activities
- Improve access to, and take-up of, statutory services
- Improve the health of the local community by encouraging and facilitating exercise and healthier living
- Reduce crime and anti-social behaviour by providing improved range of activities for young people.

The planned improvements to the existing Centre will enhance the resources available to all residents of the village.

The **delivery objectives** are to:

- Create an enhanced provision of services for the people of Burbage
- Provide space for voluntary and community groups to meet
- Provide space for groups and agencies to deliver services and advice
- Provide training and learning activities, including both vocational and leisure courses
- Provide a new sustainable base for the local library?
- Provide community social facilities
- Achieve financial sustainability for the project
- Act as a catalyst for the wider engagement of the community of Burbage.

2.0 Needs Analysis

This section provides a summary of the Needs Analysis which has been undertaken to set the context in which the project is being developed and to demonstrate the demand for the project. The Needs Analysis examines the social and economic conditions of the project as it relates to national statistics and the strategic development agendas of local, regional and national bodies. In addition, it considers the opinions of the local community, users and stakeholders with regards to existing provision and the provision moving forward.

The full Needs Analysis can be found in Appendix 1 of this document.

2.1 Socio-Economic Review

A socio-economic analysis for Burbage has been undertaken to provide a snapshot of the location and conditions in the area as well as to highlight any particular relevant issues and identify areas of need, which Burbage Millennium Hall could potentially target or help. The key issues were:

- There are a greater proportion of people living in Burbage Sketchley and Stretton and Burbage St Catherine's and Lash Hill between the age of 45 and 90. This indicates that there will be a need for activities for the elderly.
- According to 2011 Census data for Burbage Sketchley and Stretton and Burbage St Catherine's and Lash Hill, 73% and 67% of people are economically active respectively. The latter is below the regional and national average, largely as a result of the ward's high retirement rate (20.2%). This suggests that, while there is a clearly a need in the local area for activities outside of working hours, there is also a need for activities aimed at retirees.

- The rate of unemployment among economically active 16 to 74 year olds is shown to be lower in Burbage Sketchley and Stretton (2.1%) and Burbage St Catherine's and Lash Hill (3.7%) compared to levels in the East Midlands (4.2%) and in England (4.4%).
- According to the Health Profile for Hinckley and Bosworth (DoH, 2012) the health of people in the area is mixed compared to the England average. Life expectancy is higher than the England average for both men and women, residents still suffer from obesity problems GCSE attainment is relatively low.
- The Active People Survey 7 by Sport England found that Adult participation in 30 minutes, moderate intensity sport was slightly higher than that for those surveyed in Leicestershire and higher still than for people in the East Midlands. Yet as it stands, levels of adult obesity are considerably worse than the England average. By promoting healthy lifestyles through fitness and sport activities and facilities, the Millennium Hall can help to combat problems of poor health in Burbage.

2.2 Strategic Review

The Burbage Millennium Hall project will contribute, to a number of development strategies at the local, regional and national levels whilst predominantly tackling a number of issues identified locally. As a result of the proposed services and activities identified through the needs analysis, the community centre will deliver against the following themes:

- Community Cohesion and Social Isolation
- Health, Fitness and Wellbeing
- Children and Young People
- Skills and Training.

The following strategies were reviewed:

- Hinckley and Bosworth Borough Council Core Strategy 2009-2026
- Hinckley and Bosworth Community Plan April 2010 – March 2015
- Bosworth and Hinckley Borough Council Corporate Plan 2013-2016
- Hinckley and Bosworth Culture and Sport Strategy 2012-2017
- Leicestershire Together, Leicestershire Sustainable Community Strategy 2008-2026
- Leicestershire Statistics & Research, Physical Activity and Sport Health Needs Assessment (HNA) for Leicestershire and Rutland, 2013
- Leicestershire County Council: Leicestershire's Health and Wellbeing Strategy 2013-2016
- Leicester and Leicestershire Local Enterprise Partnership (LLEP), Strategic Economic Plan
- The Big Society, 2010
- Sport England, Youth and Community Strategy: Creating a Sporting Habit for Life 2012 – 2017
- Department of Healthy: Healthy Lives, Healthy People 2010
- Cross Government Policy: Positive For Youth.

2.3 Consultation

Between May and July 2014 Focus Consultants undertook a consultation exercise with stakeholders and users of the Millennium Hall. Questionnaires were developed in consultation with Burbage Parish Council and aimed to establish an understanding of the needs of the community and to find out what future services and activities would be of most benefit to everyone.

A summary of the main findings from the consultation are outlined below:

- Space limitations were mentioned at all stages of the consultation process as a major issue. There is a high demand for additional rooms in order to accommodate for new groups and enable current groups to extend their booking hours.
- There is a clear lack of awareness among residents of what is on at the Millennium Hall. Several recommendations were made, including a clearly positioned timetable and an improved website.
- With additional space, there would be an opportunity for more classes on weekday evenings and at the weekend, with a significantly more respondents saying they would use the hall at these times than they currently do if activities were on of interest to them.
- There is a demand for cafe, especially to be used by parents waiting for classes to end, and additional car parking to tackle congestion on Britannia Road.

2.4 Competitor Review

The competitor review illustrated that there are no community facilities within a 2 mile radius of the Millennium Hall. Keeping in mind the new residential developments in the area and the high proportion of older people in Burbage, the hall is in need of development to improve both its capacity and its accessibility.

Additionally, there are limited sports venues in Burbage – consultation confirmed this, with some respondents commenting that people often went outside of the parish in order to play field sports.

2.5 SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • Excellent facilities available for private hire • Provision of a hall and a meeting room allows for multiple uses at any one time • Excellent feedback on Britannia Fields Playgroup • Variety of activities for different audiences • Provision of changing rooms for local sports groups to use • Having car parking on site for users is a real benefit • Rooms are well kept and clean • Provision of police surgery 	<ul style="list-style-type: none"> • Hard to navigate into and around the building • Lack of marketing / knowledge about activities happening there • Lack of activities evening and weekends – particularly exercise / health classes • Existing hall space is too small for larger groups • Changing rooms are considered by some to be too far from the pitches and this poses a security risk • Changing rooms take up a lot of space that, when not being used, could be utilised by other groups • Noise levels can be high when multiple activities take place

Opportunities	Threats
<ul style="list-style-type: none"> • Delivery of events and activities during the evening time and at the weekend to target audiences who are unable to access the hall during the day • Community cafe / bar, especially for parents waiting for children attending the playgroup • Closure of local library and post office – still demand for these services locally • Some interest from groups who currently cannot hire space in the hall • High demand for additional rooms within the facility • A lot of groups interested in holding new or extended activities at the hall • New housing being developed locally – increase in population to be accommodated by the hall • Age UK interested in using space • To be included into the Facilities Strategy of Hinckley and Bosworth Borough Council 	<ul style="list-style-type: none"> • Concern over potential development over green space • Developments to cause further congestion on Britannia Road • Other facilities locally that offer activities • Location within close proximity to residential area could cause problems with noise ect. • Disruption to current activities were construction to take place • Potential conflict of interest – increasing space available with losing outdoor green space used by groups • High rent has been a factor deterring some groups from using the hall – i.e. W.I and Age UK

3.0 Capital Build Analysis

This section details the capital works required to expand the existing building and expand the offer at the current Millennium Hall.

3.1 Design and Procurement Process

An indicative design has been produced based upon the initial sketch idea which was produced by the Client. This represents the feedback from the needs analysis work, and is seen as an optimum solution based upon likely interest and income streams

A more detailed design should be developed along with specification to take this to tender stage.

It is recommended that the construction element of the project be procured under a single stage traditional process using a restricted tender shortlist of Contractors from a Client approved list. The design will be developed to an advanced stage prior to final appointment of a contractor. The contractor would be appointed using a contract from the standard JCT suite.

3.2 Building Design

The internal spatial design layout of the Millennium Hall has been reconfigured and the proposed layout is included in the drawings at Appendix B.

The design provides the following facilities:

- Reconfigured entrance lobby with easy access into the reception and police office / small meeting room
- Extended meeting room to the front of the building
- New build area where the existing bin store is to create additional usable space. This area will house a small cafe and a relaxation space.
- Removal of the existing changing rooms to create an additional hall, kitchen and storage. Re-configuration of existing facilities for ease of access and greater usability.

- Creation of additional plant room at the rear of the building.

3.3 Fittings and Equipment Requirements

It is proposed that the facility will be completed as an empty unit apart from certain elements where fixed furniture and equipment shall be provided i.e. kitchens. A nominal allowance for general loose equipment has been made

3.4 Capital Budget

The budget cost estimate has been prepared to provide indicative costs for the proposed extensions and internal alterations to the village hall based on the proposed layout drawing

A full elemental budget has not been prepared as a more detailed feasibility study would be required with further investigations to enable this.

The total estimate capital project budget is £525,625. This assumes that construction commences sometime in Q4 of 2015, and that VAT will either not be applicable or will be rebated. The latter option may require a degree of short-term finance for cash-flow purposes, for which no allowance has currently been made.

The capital project budget breaks down into the following headings: -

Construction works	£396,500
Project development	£5,000
Professional fees	£59,475
Furniture and equipment	£25,000
Contingency	£39,650
Total	£525,625

4.0 Income and Expenditure

This section provides an overview of the income and expenditure projections for the Burbage Millennium Hall. The projected income and expenditure is based on existing use of the Hall and the consultation undertaken as part of the Needs Analysis.

4.1 Existing Income and Expenditure

In the financial year ending 31 March 2014 Burbage Millennium Hall received an income of £30,338.20 through lettings. This included both private hires and hire charges for activities within the Hall.

In addition, there is also income from the football pitches at the rear of the Hall and also the changing rooms within the Hall. There is no separate fee for income from the changing rooms this is incorporated into the hire of the football pitches.

The following lists sets out a very brief summary of existing expenditure at Burbage Millennium Hall:

Development	£7,105.86
Maintenance	£6,339.82
Water Supply	£2,417.91
Electricity Supply	£4,039.35
Gas Supply	£2,175.47
Business Rates	£1,008.05
Caretaking / Cleaning	£8,858.17
Replacement Alarm	£1,180.00
TOTAL EXPENDITURE	£33,124.63

It should be noted that the Caretaker also looks after a sports pavilion and their time spent on this is included in the cost above. It has been approximated that a total of £400 per year is attributable to the other venue.

4.2 Income

For the majority of events and activities, it is assumed that a room hire charge will apply which will continue to be the main source of income. Admission to the events and activities will unless otherwise stated go directly to the activity / class leader or instructor.

There are a number of basic initial income assumptions that underpin the hall hire charges:

- The baseline for the existing activities income projections is the use of the Millennium Hall at the current time over the period 2013-14. It is assumed that existing groups will continue to use the new hall and that new groups and activities will also be incorporated.
- The assumptions for future activities have been based on the results of the consultation undertaken and current enquiries to the Hall regarding delivery of activities.
- Based on the current charging policy all bookings must be for a minimum of two hours.
- Based on the current charging policy for single users and block bookings and taking into account inflation and the improved facility that will be available, it is assumed that current hire prices will increase by approximately 15%. This would create the charging policy overleaf:

	Existing Pricing Structure		Pricing Post-Development	
	For bookings of 6 or more sessions	For one off bookings	For bookings of 6 or more sessions	For one off bookings
Main Hall	£8.40	£10.60	£9.60	£12.20
New Hall	-	-	£9.60	£12.20
Meeting Room	£5.60	£8.00	£6.40	£9.20
Kitchen	£2.20	£3.20	£2.50	£3.70

- In cases where there are weekly activities, monthly income is calculated not on a four week month basis but rather on the basis of 52 weeks which is then divided by 12 to give an even payment per month (unless otherwise stated). For monthly activities, income is calculated on a 12 month per year basis.
- Where new activities are based on attendance, numbers are assumed on an average of the number of attendees to existing classes.

For year one of operation, post development, the following additional income projections have been assumed:

Britannia Fields Playgroup

Britannia Fields Playgroup currently hire the main hall every weekday morning. However, there is a desire to extend their existing hours and hold the playgroup on more afternoons during term time. This is currently not possible due to other hires using the hall during that period. The additional hall would enable other users to move into the new hall and the playgroup could then deliver additional sessions.

We have assumed that the playgroup will hire the hall for an additional two afternoons per week for a period of 3 hours during term time.

Year 1 Income: £1,094

Cafe

There is currently no identified operator for this service. The Café will however be one of the business opportunities that will arise as a part of the redeveloped Millennium Hall. Once the Hall re-opens a community operator will be sought and established to run this café.

Based on the charges at similar / comparator organisations, a rent of £250 per calendar month will be charged. This is exclusive of bills.

Year 1 Income: £3,000

Exercise Class with Creche

This activity would involve the use of both the new hall and potentially the meeting room. The hire would be for two hours per week for around 40 weeks per annum.

Year 1 Income: £1,280

Exercise class with music

The consultation highlighted a demand for this and there has been a number of enquiries about delivering sessions such as Zumba in the Millennium Hall. We have assumed an additional three sessions per week for two hours per session taking place throughout the year.

Year 1 Income: £1,068

Craft Club

A local craft group have expressed an interest in hiring space with the redeveloped hall to hold a weekly session. It is assumed that the meeting room and kitchen would be hired would for three hours per week and for 40 weeks of the year.

Year 1 Income: £1,068

Exercise Class (tbc)

The consultation highlighted that local people would like to see an additional classes such as Tai Chi class held at the Hall. We have therefore assumed an additional two hour booking per week for another exercise class.

Year 1 Income: £998

Play Group

A playgroup expressed an interest through the consultation to hire a large room suitable for playgroups, mums and tots, and parent sessions where we can give guidance and support to new mums. We have assumed this session would be held twice a week in the meeting room for three hours during term time.

Year 1 Income: £1,536

Children's Dance Classes

The consultation highlighted an interest in children's dance classes at the Hall. We have assumed that these would be held two evenings a week for four hours a time to accommodate different types of dance and different age groups during term time.

Year 1 Income: £3,072

History Group

We have assumed a history group would hire the Meeting Room for two hours once a month.

Year 1 Income: £154

Private Hires

It is assumed that the facility would be hired for birthday parties and other daytime events for 25 weekends per year at 3 hours each time (main hall and kitchen at the one off rate). In addition, the same spaces would be hired on 18 occasions per year for evening events lasting 4 hours.

Year 1 Income: £1,590

4.3 Expenditure

The assumptions detailed below are based on the Burbage Parish Council accounts for the year end 31 March 2014 and follow the expenditure lines as detailed in these accounts.

Maintenance

We have retained the existing maintenance expenditure for the project. However, this should be reduced in the first year due to the works that will have been undertaken on the existing Hall during the redevelopment.

Year 1 Expenditure: £6,000

Water Supply

The water costs have been based on the existing costs and increased by 20% based on creation of a new usable space within the hall and increased usage overall.

Year 1 Expenditure: £2,900

Electricity Supply

The electricity costs have been based on the existing costs and increased by 20% based on creation of a new usable space within the hall and increased usage overall.

Year 1 Expenditure: £4,846

Gas Supply

The gas costs have been based on the existing costs and increased by 30% based on creation of a new usable space within the hall and increased usage overall.

Year 1 Expenditure: £2,610

Business Rates

It is anticipated that the business rates should stay the same for the Millennium Hall as there will be no changes to the actual size or overall use of the building.

Year 1 Expenditure: £1,008

Caretaking Cleaning

We have kept this cost at the same level as the existing expenditure. Whilst the building will be being used more there will be support from a Centre Manager which should mean this workload is not increased.

Year 1 Expenditure: £8,858

Part-Time Centre Manager

A part-time Centre Manager would be employed and would be responsible for marketing and advertising the facility to potential users; taking bookings for the facility; helping users gain the most from their experience in using the facility; arranging specific requirements including catering or the provision of equipment; collating user data. We have based the salary on information provided on the mysalary.co.uk website.

Year 1 Expenditure: £9,192

Development

This expenditure line has remained in line with existing figures.

Year 1 Expenditure: £7,105

5.0 Risk Assessment

The main risks to the Parish Council and our approach to minimising the risks are outlined in the table below:

Nature of Risk	Probability of Risk (High/Medium/Low)	Potential Result	How the risk will be minimised
Objections to the project	M	<ul style="list-style-type: none"> Failure of project Failure to achieve proposed project Reconfigure vision and project Compromise solution 	<ul style="list-style-type: none"> Continue to undertake public consultation Regular feedback on project development through various communication channels Identification of key issue and development of mitigation strategies
Failure to maintain project continuity and momentum	H	<ul style="list-style-type: none"> Failure of project Delays to implementation 	<ul style="list-style-type: none"> Project partners to establish to ensure the continuation of the Trust Continued management and direction of project

Nature of Risk	Probability of Risk (High/Medium/Low)	Potential Result	How the risk will be minimised
Loss of key personnel	L/M	<ul style="list-style-type: none"> Potential delays Lack of continuity 	<ul style="list-style-type: none"> Implement succession planning approach Specific issues being undertaken by key personnel to be managed effectively and the responsibilities relocated as appropriate
Failure to secure capital funding	M/H	<ul style="list-style-type: none"> Failure of project Delays to implementation 	<ul style="list-style-type: none"> Work with relevant parties to ensure detailed and accurate applications are submitted to relevant funders Strong political representation and lobbying Ensure that the vision, technical feasibility and business plan for the project is fully considered and tested.

Nature of Risk	Probability of Risk (High/Medium/Low)	Potential Result	How the risk will be minimised
Failure to satisfy differing objectives of funders	L/M	<ul style="list-style-type: none"> • Failure of project • Failure to achieve vision and desired project • Reconfigure project and vision • Delays to implementation 	<ul style="list-style-type: none"> • Develop robust funding strategy and continually refine with changing funders objectives • Strong political representation and lobbying • Close liaison with funders
Outline Business Case and assumptions / projections	L/M	<ul style="list-style-type: none"> • Failure to achieve objectives • Potential need for revenue support • Over use of site / programme conflicts 	<ul style="list-style-type: none"> • Management team 'cut cloth to suit' • Adjust pricing policy to meet demand • Commitment to revenue support and assistance by key project partners in the event of shortfalls

Nature of Risk	Probability of Risk (High/Medium/Low)	Potential Result	How the risk will be minimised
Capital Project Technical and Financial Feasibility	M/H	<ul style="list-style-type: none"> • Increased project costs could lead to funding gap • Failure to achieve project vision and objectives due to potential down sizing 	<ul style="list-style-type: none"> • Further development work to confirm costs • Secure funding for all project elements
Failure to achieve statutory consents	L	<ul style="list-style-type: none"> • Failure of project • Failure to achieve vision and desired project • Reconfigure project and vision • Compromise solution 	<ul style="list-style-type: none"> • Consultation – involvement of statutory authorities and groups throughout the design development process • Undertake public consultation exercise • Identification of key issue and development of mitigation strategies

Nature of Risk	Probability of Risk (High/Medium/Low)	Potential Result	How the risk will be minimised
Inflation	M/H	<ul style="list-style-type: none">• Increased project costs could lead to funding gap• Failure to achieve project vision and objectives due to potential down using	<ul style="list-style-type: none">• Build in realistic inflation allowance• Close monitoring of inflationary trends• Regular updates for consideration by partners• Contingency allowances in cost plan

6.0 Funding Overview

The section has been developed to set out the proposed funding package and the timescales and process to achieve the funding for the project.

Focus has taken every effort to ensure that all the information provided within this Funding Strategy is correct and up to date at the time of issue.

6.1 Overview of Funding Themes

Funders usually specify the types of projects they are willing to fund through their programmes. It is therefore essential to understand the various themes related to Burbage Millennium Hall. These themes are most relevant to the capital funding. The three key project themes are outlined below:

- Community
- Sport and Recreation
- Health and Wellbeing.

The application process for the majority of funds will ask for detail as to how the project links to its themes and programmes. The relevance of each of the above themes to the Burbage Millennium Hall project is detailed below:

Community

Burbage Millennium Hall holds much importance in the lives of many local people. As the home of the Parish Council as well as the local police surgery, the Hall is a place where community issues and problems can be raised and dealt with.

The hall and meeting room at Burbage Millennium Hall are booked throughout the week for several different classes. However, the Needs Analysis has shown that these classes do not meet the needs of the residents of Burbage, particularly older residents and those in work who could only attend evening classes. Additional space would open up opportunities for new groups and events to take place at the Millennium Hall.

Sport and Recreation

The Millennium Hall holds a number of sport and leisure activities within the existing hall and it is anticipated that with the creation of a second hall will generate further opportunities for sports activities and there is a clearly a demand for this as demonstrated through the Needs Analysis.

Health and Wellbeing

Space both in and outside of the Burbage Millennium Hall is used to the benefit of the mental and physical health of local people. This includes sports groups using the field, as well as a number of fitness clubs using the hall such as Tai Ch, Ballet and Yoga. The Hall hosts a Stop! group for people who want to stop smoking.

The Needs Analysis revealed a clear need and demand in the community to facilitate healthy lifestyles. According to the Health Profile for Hinckley and Bosworth, the level of adult obesity is worse than the national average and 12.4% of year 6 children are classified as obese. Residents would like to see more fitness activities put on at the Hall to enable them to live healthier lifestyles.

6.2 Potential Funding Sources

This section looks at the potential funding sources for the Burbage Millennium Hall redevelopment project. The funds identified match the funding themes above. In the majority of cases the funds identified cut across two or more of the themes. In cases where only one theme is met this is identified in the funding overview.

For each of the funds identified an overview of the fund and its priorities has been detailed along with the available grant, application process and deadlines. At the end of the section a summary table is presented which illustrates the most important information.

6.3 Community

6.3.1 Reaching Communities England

Overview:

The Big Lottery want to fund projects that can help meet BIG's aim of improving communities and the lives of people most in need. A community can be people living in a local area or those with similar interests or needs. Grants can fund salaries, running costs, a contribution towards core capital costs and equipment.

The project must also achieve one or more of the following four outcomes:

1. People have better chances in life, with better access to training and development to improve their life skills.
2. Stronger communities, with more active citizens working together to tackle their problems.
3. Improved rural and urban environments, which communities are better able to access and enjoy.
4. Healthier and more active people and communities.

Application Process

Reaching Communities buildings has a two stage application process. Both stages are competitive.

Stage 1 – completion of an outline proposal form about the project, about the need for the project, what difference it will make and how much funding needed. Within six weeks of receiving a completed Stage One application, successful applicants will be invited to submit a Stage Two application.

Stage 2 – provision of more information about the project – the need for it, how it fits in with local, regional or national strategies, how it will be managed, the indicators that will be used to measure and track progress, how it will be evaluated, detailed costs, a capital checklist. The project will be assessed against two criteria; whether its outcomes meet an identified need and whether the organisation can manage the project well and achieve these outcomes. It is expected that applications will be returned within four months.

Grant Amount

Grants are available from £10,000 upwards and funding can last for up to 5 years. The grant can also fund up to £100,000 for land, buildings or refurbishment capital costs.

Deadlines

This programme has a rolling deadline.

6.3.2 Landfill Communities Funds (LCF)

Overview:

The innovative tax credit scheme enables operators of landfill sites to contribute money to enrolled Environmental Bodies (EBs) to carry out projects that meet environmental objects contained in the Landfill Tax Regulations.

The principle of the LCF is that it 'offsets' some of the negative impacts of living very close to a landfill site. This is done by allowing the LOs to pay a proportion of their landfill tax liability to not-for-profit organisations that deliver benefits to the general public, biodiversity or the environment. In order to receive LCF funds these organisations must become enrolled Environmental Bodies (EBs).

Objectives of the Landfill Communities Fund:

There are six main areas of work that can be undertaken when utilising LCF monies, these are called the 'objects'. The objective of the work must be actual physical works at an identified site. The most relevant objective to the Burbage Millennium Hall project is:

OBJECT D – the provision, maintenance or improvement of a public park or other general public amenity in the vicinity of a landfill site, including village halls and greens, public playgrounds and sports fields and facilities.

Accessing Funding

ENTRUST are the Government-appointed regulator of the Landfill Communities Fund (LCF) and do not fund any works. There are two methods of receiving funding through the LCF. These could be either:

- From an organisation that distributes the monies on a landfill operator's behalf. These are commonly known as distributive environmental bodies (DEBs). The applicants are far more likely to receive money via a DEB than directly from a waste management company; or
- Directly from a landfill operator (lo).

Grant Amount and Programmes

The programmes and size of grants will differ between DEBs and it is advised that the City Council researches the different opportunities on a project by project basis, this is particularly important as eligibility will differ as project location changes.

However, the two most relevant LCFs for the Burbage Millennium Hall project are Biffa Award and Veolia. Further details of these are outlined overleaf:

Biffa Award – Main Grants Programme – Community

Overview:

The Biffa Award Community Main Grants Programme provides funding for community projects that focus on improving quality of life and fostering vibrant communities. The main aim is to provide and improve community facilities to act as mechanisms for recreation, sporting achievement, lifelong learning and community involvement.

Priority will be given to projects that:

- Seek to innovatively expand the use of existing facilities to address a community need eg a drop-in cafe, providing internet access.

- Projects that improve the quality of, or create parks, play areas, green spaces, sports facilities for teenagers and children in order to improve quality of life.

Grants must be used for site-based improvement work, not equipment or core costs.

Grant Amount

Grants of £10,000 to £50,000 are available. Third party funders are required to provide 10% of the grant applied for.

Cannot fund projects with a total phase cost of more than £200,000.

Application Process

To apply, organisations should submit an online Expression of Interest, which will be assessed within three weeks.

Selected entries will be invited to complete a full application form, which must be submitted within three months.

Deadline

Applications can be made at any time

Contact Details

Tel: 01636 670000

Email: biffa-award@rswt.org

Web: <http://www.biffa-award.org/main-grants-scheme>

Veolia Environmental Trust

Overview:

The Veolia Environmental Trust was established in 1997 under the Landfill Communities Fund (LCF). They support a wide range of community and environmental projects throughout the UK. Veolia Environmental Services (UK) plc (Veolia) has supported the LCF by contributing £42m since it was established, which to date has been used to help more than 1080 projects.

Veolia work within four regions – Southern, London, Midlands and Northern. Each has a panel of representatives from local authorities, community and environmental organisations, and Veolia. These panels appraise applications prior to review by the Trustees who make up the Board of Directors. The Board meets quarterly to consider applications and decide which projects should be supported.

The Trust is committed to supporting community and environmental projects across the UK. These include improving community halls, creating new play areas and skate parks, and restoring green spaces.

Grant Amount

The maximum grant is £100,000 but this is only for exceptional projects. The average award is between £20,000 - £25,000. The Trust cannot accept applications for projects costing more than £500,000 in total. For projects costing more than £25,000, 20% match funding is required.

Match funding of at least 5% in cash of the total project cost must be secured before submitting a full application. Additionally, if the total cost of the project is more than £25,000, the applicant will need to have already obtained 20% of the total cost of the entire project before submitting an initial enquiry. Grants of £40,000 or more require a Third Party Contribution.

Further information on the fund can be found at the website below along with the initial enquiry form that will be enable the projects eligibility to be checked.

Grants cannot be used for:

- Projects with a total estimated cost of £500,000 or more
- The purchase or lease of land or buildings.

Application Process

An initial application is made online which is then assessed by the Project Board. Should this be successful, further application details will be sent to the applicant.

Initial application forms may be submitted at any time; full applications have quarterly deadlines. The next deadlines for full applications are 29 August 2014 and 14 November 2014.

Contact Details

Tel: 01902 794 677

Email: info@veoliatrust.org

Web: <http://www.veoliatrust.org/index.php>

6.3.3 SHIRE Community Solutions Grant

Fund Overview:

Leicestershire County Council have made £260,000 available in 2014-2015 to enhance the capacity of communities in Leicestershire to design, develop and deliver innovative solutions that enable them to support both themselves and other vulnerable individuals and families, thus reducing demand on public services.

The funding is available to support a disadvantaged or vulnerable group in the community through initiatives that held reduce the need for, and dependency on, high cost County Council services. It can be used for capital works if they will directly support this aim.

Projects should be completed within six months – the funding would more likely be tailored to the end of a project rather than to early stages. The funded work should directly translate into the desired outcomes.

It is expected that applications will be supported by the relevant local County Councillor(s).

Grant Amount

Grants of up to £10,000 are available. The maximum amount that can be awarded to one organisation in a single financial year is £15,000. A second application (within the same financial year) can be made for a different element of a previously approved project/activity or for an entirely unrelated project.

The grant is intended as match-funding. While no upper limit has been set in relation to the percentage of the total project costs that may be funded, it is expected that the applicant actively pursues additional sources of match funding.

Application Process

Organisations should first contact the Grant Officers to discuss their project proposal. If it is felt that the project is suitable for funding, they will be asked to complete and submit an Expression of Interest form, containing a description of the project, the level of funding required, why the project is needed and what it will achieve. Forms can be found on the Council's website:

www.leics.gov.uk/index/community/communities_strategy/shiregrants/shire_community_solutions_grant_fund.htm

If an Expression of Interest is approved, the organisation will be asked to complete and submit a full application form.

Deadline

Applications may be submitted at any time.

6.3.4 Orbit Heart of England Community Investment Fund

Fund Overview:

Orbit Heart of England is a member of the housing organisation Orbit Group. Through its Community Investment Fund grants are available to make a positive difference to their residents' lives and improve the quality of life in the neighbourhoods where their residents live.

Grants can fund projects requiring either capital or revenue funding or both. However, it cannot be used to support maintenance, repairs or upgrades to community buildings. For example, while it would not pay for the fabric of a building to be improved, capital spend could support community investment activities to take place in the building e.g. computers for an IT suite or equipment for a young persons' sport club.

Orbit Heart of England has four priorities:

- Worklessness
- Financial inclusion
- Tackling antisocial behaviour / youth inclusion
- Empowering independence.

Applications must address at least one of these priorities.

Grant Amount

There are two levels of funding:

- Grants of up to £500
- Grants of between 3500 and £5,000.

Match funding is required.

Application Process

Applicants should fill in an application form, found on the Community Investment Fund's website.

Groups are strongly advised to contact the Customer and Communities Team before submitting an application to discuss their project to ensure it meets the Fund's criteria.

Deadline

Applications may be submitted at any time.

Applications less than £500 will receive a decision within two weeks of receipt of complete application. Those between 3500 and £5,000 are considered every two months.

6.4 Sport and Recreation

6.4.1 Sport England Small Grants Fund

Overview:

Small Grants uses Lottery funding to make awards to not-for-profit organisations to help more young people (aged 14+) and adults take part and keep a sporting habit for life.

Projects that meet Sport England's strategic outcomes by eligible organisations are likely to be fundable if they meet the following criteria:

- Must fit with Sport England's Youth and Community Strategy
- Applications must be for between £300 and £10,000 and total project costs must not exceed £50,000.
- Projects must be deliverable in a 12 month period from the date of an award letter.
- Projects must be focused on sports that are recognised by Sport England.
- The project start date must be at least 10 weeks after submission of a complete application and supporting documents.
- The project must be for new activity and new costs delivering new sporting benefit.

The Small Grants Fund will not fund the following:

- Help with general running costs (e.g. rent, heating etc.)
- Replacement equipment
- An annual or previously run event
- Activity focused on children under 14
- Continuing an existing activity

- An individual
- Salaries for existing positions in your organisation
- Activity that the state is legally obliged to provide (e.g. school curriculum)
- A used road vehicle
- Building, construction, refurbishment or land improvement
- A project that requires planning permission that is not yet in place
- A project that has already started
- A higher risk sport, where you are NOT affiliated to an appropriate National Governing Body
- Sport England would support a project that follows a small-scale pilot or taster sessions. 'Pilot' can be defined as a small-scale project that evaluates the time, cost, feasibility and effects of running a particular project.

Grant Amount

Between £300 and £10,000.

Application Process

Submission of an application form at least three months before commencement of project. Decisions will be made within six weeks of application.

Deadlines

Applications should be submitted at least three months before a project is to start.

6.4.4 Community Sport Activation Fund

Overview:

The Community Sport Activation Fund is a £40 million Lottery revenue fund developed to support grassroots activity at a very local level.

The Fund was designed in response to demand and will aim to unlock potential and resources. They will not prescribe how projects will deliver but will invest in what works best in different areas, based on local evidence. This pot of funding could be used to fund project specific activities with the aim of engaging new groups of people in sport and leisure activities.

The kinds of projects they expect to fund include:

- Activities reflecting a broad range of sports
- Informal opportunities which could lead to regular participation
- Multi-sport activities which provide people with a range of choices and opportunities to suit them
- Family orientated activities with a focus on 14 plus age group
- Local activator roles that focus on directly organising and delivering new opportunities for participation.

The best projects for this fund will demonstrate the following key characteristics:

- A focus on a clearly defined geographical area and community
- Demonstrable understanding of sporting needs
- Evidence of what potential participants want or need in order to take part in sport once a week
- Local partners working together to deliver and help fund the project
- A clear and robust delivery plan
- Realistic, but ambitious, numbers for increasing and sustaining once a week participation.

Around 1/3 partnership funding is expected.

Grant Amount

Projects could be for up to three years and the grants will range from £50,000 - £250,000 with partnership funding required.

However, one third of each year's total project costs must be funded by the organisation or partners and at least half of that partnership funding is financial.

Application Process

There are four key questions in the application form where the applicant can tell the funder about the detail of the project. These relate to the programme's four assessment criteria that applications will be judged against. They also ask the applicant to complete a delivery plan, a financial forecast and some other project specific documents which can be uploaded into an online application.

Applications are completed online and applicants must register on the Sport England website.

Photocopies of a number of documents must also be uploaded.

Applications will only be assessed after the closing date of the round.

Sport England aim to give a decision within ten weeks of the deadline.

Deadlines

The two remaining funding rounds are shown below.

- Round 4 – Opening Spring 2015
- Round 5 – opening Spring 2016

6.5 Health and Wellbeing

There are currently no specific health and wellbeing funds available for the Burbage Millennium Hall. However, this is an important agenda and we would recommend that you keep up to date on potential funding sources which could fund such activities locally.

In addition, this theme also cuts across the other funding themes identified and some of the funds illustrated will also fund activities relating to health and wellbeing, including Reaching Communities,

6.6 Other Funding

6.5.1 Public Works Loan

Overview:

The Public Works Loan Board (PWLB) is a statutory body operating within the United Kingdom Debt Management Office, an Executive Agency of HM Treasury. Its function is to lend money from the National Loans Fund to local authorities and to collect the repayments.

Parish councils are eligible to receive a Public Works Loan. Applicants will need a borrowing approval from the Department for Communities and Local Government, for which they should approach their County Association of Local Councils.

Loans may be made to finance capital payments for which a council has a formal loan sanction.

Loan Amount

Loans are regularly made to parish councils. Over the last six months, they have ranged between £10,000 and £500,000.

Application Process

There is a specific application form for parish councils. Completed forms, with borrowing approval, should be sent to the Board two weeks before the loan is required.

Deadlines

Loan applications may be submitted at any time.

Appendix 1

Needs Analysis

Regeneration
Project Management
Construction and Property Services
Energy Carbon Sustainability



Create and Deliver

Focus Consultants

Burbage Millennium Hall

Needs Analysis

January 2015



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Date: January 2015

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APPENDICES

Appendix A - Beneficiary Questionnaire

Executive Summary

This report examines the need for improvements to the Millennium Hall in Burbage, highlighting the developments required for the Hall to better meet the needs of the local community.

In order to provide a comprehensive analysis of the needs of the Burbage, the report is informed by a methodology encompassing the strategic and socio-economic context within which the project will take place; consultation with the local community and stakeholders; and a review of competitors.

Burbage Millennium Hall is used throughout the year for a range of activities as well as providing an office for the local police.

Additionally, there are a number of high profile events that are put on throughout the year including Burbage Carnival, Burbage Fireworks and the Burbage Community Arts Festival.

Between May and July 2015 Focus Consultants undertook a consultation exercise with the community of Burbage. A questionnaire was developed in consultation with Burbage Parish Council aimed at understanding the needs of the community and finding out what future services and activities would be of most benefit to everyone.

Focus Consultants attended the Burbage Farmers' Market, Burbage Carnival and activity sessions at the Millennium Hall, as well as distributing the questionnaires around the locality.

In addition, stakeholders and group organisers were consulted with in order to gauge their opinion on the project.

Some of the recurring themes to arise from consultation were:

- There are serious space limitations preventing the increase in use of the Hall by current and potential group organisers.
- Awareness of what's on at the Millennium Hall among the local population is poor and requires an effective marketing and engagement strategy.
- There is a lack of activities outside working hours, meaning that a high proportion of the local community is unable to attend activities at the Hall.
- Residential developments in Burbage will decrease the capacity of the Hall to meet the needs of the local community.
- Facilities with the highest demand are a cafe, the library (if re-located) and additional car parking.
- The current sports provision is inadequate; the changing rooms are too far away from the playing field and the main hall is not suitable for indoor sports.

A socio-economic analysis for Burbage has also been undertaken to provide a snapshot of the location and conditions in the area as well as to highlight any particular relevant issues and identify areas of need, which Burbage Millennium Hall could potentially target or help. The analysis found that:

- There are a greater proportion of people living in Burbage Sketchley and Stretton and Burbage St Catherines and Lash Hill between the age of 45 and 90. This indicates that there will be a higher need for facilities and activities for the elderly.
- According to 2011 Census data for Burbage Sketchley and Stretton and Burbage St Catherines and Lash Hill, 73% and 67% of people are economically active respectively. The latter is below the regional and national average,

largely as a result of the ward's high retirement rate (20.2%). This suggests that, while there is a clearly a need in the local area for activities outside of normal working hours, there is also a need for activities aimed at retirees.

- The rate of unemployment among economically active 16 to 74 year olds is shown to be lower in Burbage Sketchley and Stretton (2.1%) and Burbage St Catherines and Lash Hill (3.7%) compared to levels in the East Midlands (4.2%) and in England (4.4%).
- According to the Health Profile for Hinckley and Bosworth (Department of Health, 2012) the health of people in the area is mixed compared to the England average. While life expectancy is higher than the England average for both men and women, residents still suffer from obesity problems GCSE attainment is relatively low.
- The Active People Survey 7 by Sport England found that Adult participation in 30 minutes, moderate intensity sport was slightly higher than that for those surveyed in Leicestershire and higher still than for people in the East Midlands. Yet as it stands, levels of adult obesity are considerably worse than the England average. By promoting healthy lifestyles through fitness and sport activities and facilities, the Millennium Hall can help to combat problems of poor health in Burbage.

A Strategic Analysis was undertaken to look at how development of Burbage Millennium Hall might fit with local, regional and national policy. The analysis has shown that development for the benefit of the community complements strategy on all levels.

As a result of the proposed services and activities identified through the needs analysis, the community centre will deliver against the following themes:

- Community Cohesion and Social Isolation
- Health, Fitness and Wellbeing
- Children and Young People
- Skills and Training
- Rural Community Development.

A competitor review has been undertaken to identify the services and facilities offered at community venues within two miles of Burbage Millennium Hall. The aim of this review was to identify gaps and potential duplication in service provision through the development of the community centre.

It was found that there are currently no community facilities within a two mile radius of the Millennium Hall. Keeping in mind the new residential developments in the area and the high proportion of older people in Burbage, the Hall is in need of development to improve both its capacity and its accessibility. It was also found that there are limited sports venues in Burbage; several respondents commented that people often went outside the parish in order to play field sports.

The report concludes that while Burbage Millennium Hall is well used there are serious limitations which prevent it from fully meeting the needs of both current users and the wider population of the parish. The development of the Hall would provide a higher capacity facility that, coupled with an effective marketing and engagement strategy, would be able to better serve the current and new residents of Burbage.

Following the Needs Analysis, an Options Appraisal is to be developed to look at the future development of the Millennium Hall. After the Options Appraisal, a Funding Strategy will be drawn up to highlight possible funding opportunities for the site. Finally, an outline Business Plan will be developed to test whether the financial viability of the extension and refurbishment of the existing hall.

1.0 Introduction

This report outlines the consultation and research undertaken to identify the need for and to inform improvement works to Burbage Millennium Hall, a multipurpose community centre.

The Burbage Millennium Hall is located in the civil parish of Burbage, within the larger urban area of Hinckley which resides in Hinckley and Bosworth borough.

The needs analysis has been informed through the following methodology:

- Strategic policy review – through analysing local, regional and national policy we have looked at how the project aligns with existing policies as well as highlighting gaps in provision that could be met
- Socio-economic review – analysis of local, regional and national socio-economic statistics to enable us to understand the market that may use the community centre / green space and to highlight any social, economic and environmental issues that need to be addressed
- Community Consultation – qualitative consultation was undertaken with the local community through questionnaires to understand the needs of the local community
- Stakeholder Consultation – we have spoken to a number of stakeholders to gauge their opinion of what is needed at the Millennium Hall
- Competitor Review – we looked at the services and activities already on offer in the local area to ensure that any future changes at the community centre did not overlap with existing provision.

The sections of this report provide further detail on the above and demonstrate the main findings.

2.0 Current Usage of the Building

Burbage Millennium Hall is used throughout the year for a range of activities which fall under a variety of programmes and services. This section of the report demonstrates the current usage of the building.

2.1 Regular Activities

There are a number of activities that occur almost every day throughout the year, with many regular activities taking place on a weekly basis. They attract a number of regular users to the Centre as demonstrated by Table 2.1 below.

Table 2.1 Regular Activities

	Activity	Frequency	Time
Monday	Parish Council Meeting	1 st Monday of the month	19:30
	Planning Meeting	Fortnightly	18:30
	F & GP Meeting	Monthly	19:30
Tuesday	Line Dancing	Weekly	13:30-15:30
	GKR Karate	Weekly	17:30-19:30
	Dog Training	Weekly	19:30-22:30
Wednesday	Zumba Gold & Pilates	Weekly	13:00-15:00
	Pilates	Weekly	13:00-15:00
	Guides	Weekly (term time)	18:30-20:30 or 21:30

Table 2.1 Regular Activities

	Activity	Frequency	Time
	Community Safety Forum	Various	15:30-
Thursday	Stop!	Weekly	16:45-18:45
	Rosemary Conley Diet & Fitness Classes	Weekly	17:30-19:30
	Millennium Tai Chi Chuan	Weekly	19:30-21:30
	Burbage Craft Club	Weekly	13:30-15:30
	Baby Massage	Weekly	13:00-15:00
Friday	Yoga	Weekly	12:30-14:30
	M G Martial Arts	Weekly	15:30-17:30
	Relaxing Sound Bath	Weekly	18:30-20:30
	Easy Steps Dog Training	Weekly	18:00-20:00
Saturday	Baby Ballet	Weekly	8:30-12:30

Table 2.1 Regular Activities

	Activity	Frequency	Time
	Papercrafting Class	2 nd Saturday of the month	9:30-11:30
	Police Surgery	1 st Saturday of the month	11:00-15:00
Sunday	Easy Steps Dog Training	Weekly	9:30-11:30
Multiple	Britannia Fields Playgroup	Monday – Friday in term times	9:00-12:00 / 13:00 / 15:00 depending on day
	Jo Jingles	Monday – Friday	All days: 9:30-11:15 or 12:30 Monday: 13:00-15:00

There are two groups that provide support for pre-school children, Britannia Fields Playgroup and Jo Jingles. Furthermore, there is an antenatal course – ‘Baby Dolly’ - that runs at various times across the year.

2.2 Other Events

There are a number of other high profile events that take place at the community centre or on the grounds. This includes:

- Burbage Carnival – Annual event held in June which raises money for local good causes
- Burbage Fireworks – Annual event held in November which raises money for local good causes
- Burbage Community Arts Festival – Annual event held in May, holds an eclectic mix of music, art, drama and comedy.

2.3 Private Functions

The Community Centre has a number of spaces on offer for a variety of occasions including the main hall, the meeting room and kitchen. Records for (2013) show that there were:

- Children's Birthday Parties: 91
- Adult Birthday parties: 2
- Other events: Gang show rehearsals, summer play scheme, football training, archaeology exhibition, Dementia Friends Workshop, Elections, Parish Council Open Day, Antiques valuation event, gold buying event, theatre group rehearsals, resident meetings, bowls club meeting, travel exhibition, anger management course, first aid course, dog club AGM.

2.4 Hire Charges

The Main Hall is available for functions 7 days a week 8:30am – 11pm. The capacity of the hall is up to 170 people and the cost of hire is £8.40 per hour for bookings of 6 or more sessions and £10.60 per hour for one off bookings.

The meeting room has a capacity of 30 and can be hired at £5.60 per hour for bookings of 6 sessions or more or £8.00 per hour for one off bookings.

The Kitchen can be hired in conjunction with main hall or meeting room hire (but must be hired for the same period of time) for £2.20 per hour for bookings of 6 or more sessions and £3.20 per hour for one off bookings.

2.5 Demographics

It is thought that the majority of people who attend activities or events at the community centre are local people.

2.6 Britannia Fields

The field and changing rooms are currently used infrequently by sports clubs and generally at the weekends. There are currently 5 football teams and 1 rugby teams that use the field.

Furthermore, Britannia Fields is used informally for training and general recreation by individuals and groups.

2.7 Play Area

There is a play area located alongside the community centre next to Britannia Fields and this is well used by local children.

3.0 Consultation

Between May and July 2014 Focus Consultants undertook a consultation exercise with stakeholders and users of the Millennium Hall. Questionnaires were developed in consultation with Burbage Parish Council and aimed to establish an understanding of the needs of the community and to find out what future services and activities would be of most benefit to everyone.

The questionnaire was also disseminated within the community centre to certain groups and posted online. Furthermore, direct consultation was done with some of the residents in Burbage at the Burbage Farmer's Market and the Burbage Carnival.

3.1 Stakeholder Consultation

As part of the consultation process, a number of stakeholders were spoken to in relation to the project to gauge their opinion on what was needed. Consultees included:

- Graham Chilvers, Health and Recreation Manager at Hinckley and Bosworth District Council
- Mrs R Jackson, Representative from Age UK in Hinckley and Bosworth
- Wendy Gilliver, Hinckley and Bosworth Police
- Sheena Denton, Burbage Farmers' Market
- Julie Botterill, Britannia Fields Playgroup
- Sam Preston, Jo Jingles

3.1.1 The Current Hall

The consultation confirmed that while the current facilities at the Millennium Hall are adequate for users, there are serious space limitations preventing it from accommodating the needs of the local community

One stakeholder commented that the hall was missing a medium sized room which could accommodate groups with a larger membership. Another said that they were unable to expand their current activities at the hall because of the high demand on its facilities.

The close proximity of rooms in the hall can also cause issues in terms of noise – one consultee commented that some activities required silence but could easily be disturbed from nearby rooms.

In terms of sports, it was stated by one stakeholder that the Hall in its current form was more of a community centre than a sports facility – the changing rooms are limited, the main hall is too low for badminton or short tennis and the sports field is underused.

The price of renting the hall was thought to be too expensive by one stakeholder. It was felt that if the Hall's facilities were used on a long term weekly basis, especially for groups catering to the vulnerable residents of Burbage, there should be more of a reduction on the costs.

3.1.2 Need

All but one of the stakeholders agreed that the Hall was currently not being used to its full potential and that there was a need for change. Many of them came to the conclusion that this was for two reasons: firstly, the lack of an effective marketing and engagement strategy and secondly, the lack of adequate facilities.

Another stakeholder commented that there were definitely more people in the area who would use the hall but an improved marketing and engagement strategy would be essential for engaging with them.

As one respondent said:

“It’s a matter of engaging people, having the systems in place to engage the local population”

It was suggested that user groups should meet every couple of months to talk about ideas and improvements for the hall, ensuring that it is community-led.

Furthermore, it was noted that with the current space limitations, it would be hard to accommodate for the needs of all residents in Burbage.

One stakeholder said that there is a potential to orientate the Hall more towards sports. In order to do this, they said it would be good to start bringing together a sports strategy, consulting with local teams in order to obtain a good estimate of how many people they could get involved.

Finally, a frequent theme to emerge was the impact of the new residential developments in Burbage on the Millennium Hall. It was felt by several stakeholders that the Hall would need more capacity in order to accommodate an increased population.

3.1.3 Services and Facilities

As suggested above, the main improvements recommended by stakeholders were more space and a better engagement and marketing strategy.

Within the hall, one stakeholder stated that a small room for private conversations would be beneficial.

One stakeholder commented that the Hall had a lot of potential – if it were able to recruit more volunteers to help with the groups, it could provide some real benefits to the local community, especially those who were vulnerable.

It was felt by one respondent that the car park should be open earlier on days when village events are taking place.

The changing rooms were mentioned as another area in need of change – either an extension of the current changing rooms or moving them. To ensure they are well used, there should be more junior sports teams at the Millennium Hall – these, it was commented, draw people in and from here the Hall can grow to accommodate far more in the community.

It was commented that there is a need to maintain some sort of separation within the hall due to the frequent children’s activities that take place there. Furthermore, the same respondent felt very strongly that the green space next to the main hall should not be lost.

Finally, the point was raised that if developments were to take place, there should be adequate provisions for groups to carry on as normal while development was carried out.

3.2 Beneficiary Consultation

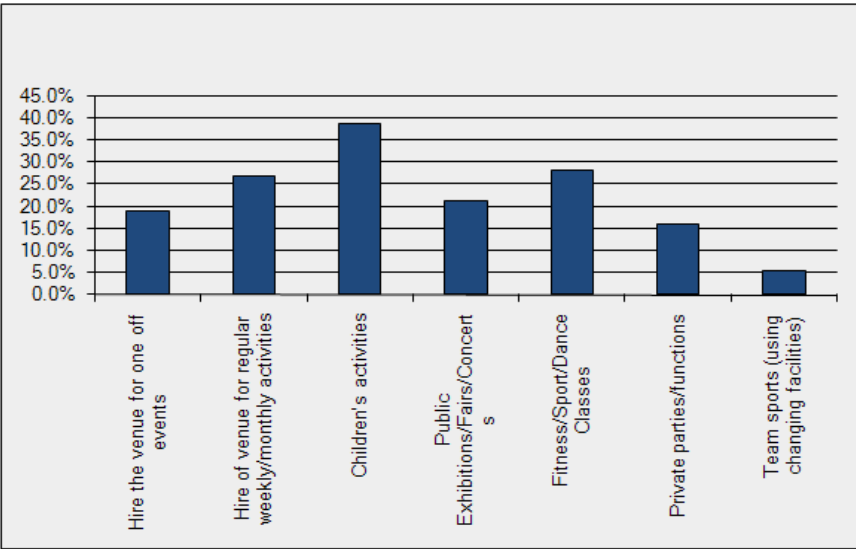
In total, 113 people responded to the beneficiary questionnaire. This section of the report provides an analysis of their answers. A copy of the questionnaire and the full responses are included at Appendix A.

3.2.1 Activities users take part in

Respondents were asked whether they used the existing Millennium Hall. 76.1% said they did.

Respondents to the questionnaire were asked to provide details of the activities they take part in at the Millennium Hall.

Figure 3.1 Activities



Source: Survey Monkey (41 respondents skipped this question)

As Table 3.1 demonstrates, the most popular use of the hall is for children's activities, with 38.7% of respondents using it for this purpose. This could be partially explained by the fact that a lot of surveys were completed at the Britannia Fields Playgroup and the Jo Jingles class.

The second and third most popular uses of the hall are 'Fitness/ Sports/ Dance Classes' (28%) and 'Hire of the hall for regular weekly / monthly activities' (26.7%).

The remaining activities in order of popularity were 'Public Exhibitions / Fairs / Concerts' (21.3%), 'Hire of venue for one off events' (18.7%), 'Private parties/ functions' (16%) and 'Team sports' (5.3%).

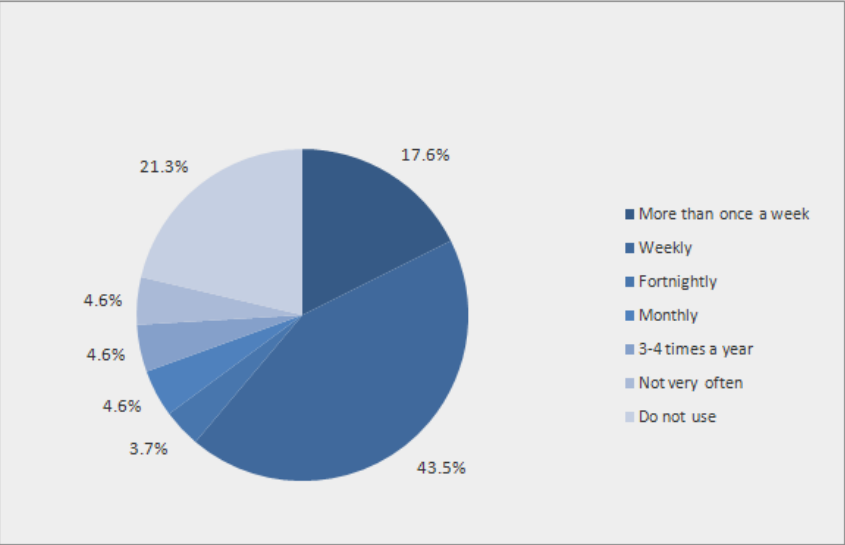
Respondents were given the opportunity to add any additional activities they partook in. These included:

- Dog training
- Meetings
- The Police Surgery
- Non-smoking clinic

3.2.2 Frequency of Use

Respondents were asked how often they, or any other member of their household, used the hall.

Figure 3.2 Frequency of Use



Source: Survey Monkey (8 respondents skipped this question)

As shown in Table 3.2, the largest proportion of respondents (43.5%) used the hall weekly. Furthermore, 17.6% used it more than once a week. 21.3% of respondents did not use the hall at all.

Respondents were then asked what time of the day / week they tended to use the hall. The most popular time was weekday evenings, selected by 36.3% of respondents. Following this, the hall is used by 30% of respondents on weekday afternoons and 28.8% on weekday mornings.

Looking collectively at choices across the morning, afternoon and evening, we can see that respondents 84.9% of respondents used the hall on weekdays whereas only 15.1% used it on the weekends. This might reflect the fact that popular activities such as yoga and pilates are only on during in the morning and afternoon of weekdays and are thus unavailable to working residents.

3.2.3 Reasons for not using the Hall

Respondents who do not use the hall were asked why. 33 comments were made. A selection of their answers is listed below:

- “There’s nothing for me”
- “I don’t know what’s on”
- “Used to use it for my children but they grew out of the groups. I don’t use it because there is nothing I know of interest there for me. Also, I don’t always know what’s going on there”
- “It isn’t suitable for sports events and exists only as a facility that is hired out for private parties. Hinckley has more appropriate facilities which, for large parts of Burbage, are no further away than the hall which is on the extremities of the village.”
- “Have only been in to vote today. Haven’t been in for at least 5 years prior to this for an event (only to vote in between times). Not aware of any classes etc that are on offer”
- “Lack of advertising”
- “Lack of time”

Overall, out of the 33 comments made as to why respondents did not use the hall, 11 said that they did not know what was on and 9 said there was nothing on at the hall that interested them.

3.2.4 Meeting the needs of users

Respondents were asked whether the facilities at the Millennium Hall have met their needs in the past and what improvements are needed to make it more suitable. 57 comments were made.

A selection of their comments are listed below:

"Non slip floor required"

"Children's party – always enjoyed using the hall for children's parties pre-school – Britannia Fields is perfect for our children"

"When we are waiting for Baby Ballet to finish it would be nice to have somewhere to have tea or coffee"

"Fine for small events but Burbage needs a much bigger venue for same events"

"I feel all the facilities meet my needs"

"The room used for Jo Jingles is good for the number in the group. A cafe as a means of sitting to have refreshments afterwards to stay longer with other and to enjoy whatever else is on offer"

"Both the large hall and the meeting room have been suitable for our use, although the meeting room has proved small and can become stuffy"

"We need a larger hall"

"Changing rooms would be better placed outside"

"Playgroup was great, although there was nowhere for me to wait before picking up"

"It's good, but could be confusing for someone who hadn't been in there before to get around"

"From what I remember, it could have done with a bar to make it more sociable and better for evening events"

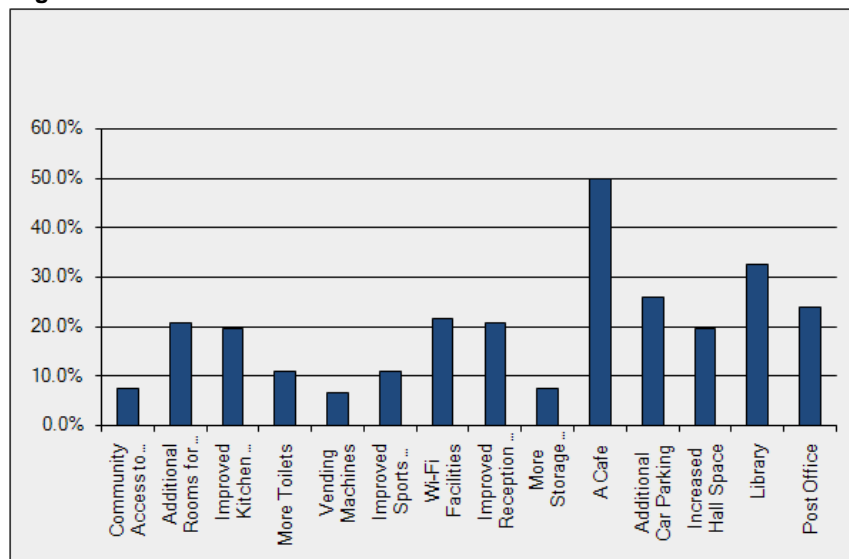
"Would be a great wedding reception facility if licensed. Could be a good club house as well for football and rugby teams. Become more of a village 'social club'"

"Facilities are quite dated - it would be nice at parties to be able to have an outdoor space for bouncy castle etc. and then a smaller room for the party too"

3.2.5 Additional Facilities and Services

Respondents were asked what additional facilities and services they thought were needed at the Millennium Hall. The results are shown in Figure 3.3.

Figure 3.3 Additional Facilities and Services



Source: Survey Monkey (24 respondents skipped this programme)

As shown, the most popular choice was a cafe, chosen by half of the respondents. The second most popular choice was the library, chosen by 32.6%. Additional car parking came third with 26.1%, with many respondents complaining that the lack of parking currently caused congestion.

Following the three most popular choices, the others ranked as follows:

4. Post Office (23.9%)
5. Wi-Fi Facilities (21.7%)
6. Improved Reception (20.7%)
6. Additional Rooms for Hire (20.7%)
7. Improved Kitchen Facilities (19.6%)
7. Improved Hall Space (19.6%)
8. More Toilets (10.9%)
8. More Storage Space (7.6%)
9. Community Access to Computers (7.6%)
10. Vending Machines (6.5%).

Respondents were given the option of making additional suggestions. A selection of these comments is listed below:

“A bar area to create a village hub”

“Better signage and someone right inside the entrance to help”

“Another Hall”

“A separate area for the playgroup”

“Post office would be too expensive to run – security and other costs”

Respondents were then asked if there were any specific activities they would like to see provided at the hall and whether or not they would use them. 68.5% said that there were specific activities they would like to be provided.

A collection of these is listed below:

“Timetable displayed”

“More fitness classes at weekends”

“Burbage needs a youth club”

“Latin American dance class, Foreign Language Tuition”

“More keep fit or dancing for OAPs”

“A cafe would be very welcome for an afternoon snack offering an opportunity to meet others from the village. Currently, there are only pubs and one restaurant”

“More evening classes”

“Tennis – especially if there were outside courts that could be used by adults and for children’s holiday clubs”

“A position inside or out for the Burbage Granite Rock Map”

“Nothing specific – but some evening activities (perhaps craft groups or keep fit for any age)”

“Networking events for businesses. Bingo for the elderly (social groups etc) – would help to organise this”

“Exercise classes, more community events – the hall only seems to be used infrequently for bigger events such as BCAF, baby clinics, more space for smaller clubs to get together”

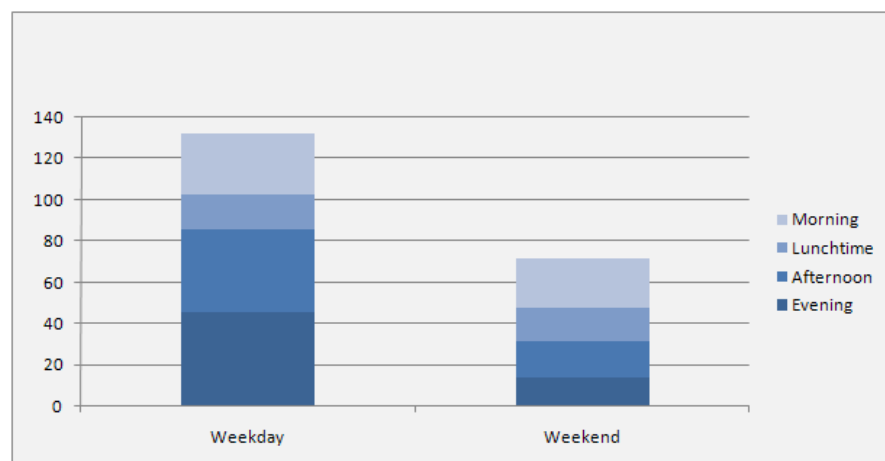
Those who indicated support for an additional facility or activity were asked if they would use them. 76.3% said yes, 7.9% said no and 15.8% said maybe.

Respondents were asked how often, with these improvements, they thought they would use the hall.

Only 1.1% said they would still not use the hall, compared with 21.3% who currently do not use it. 49.5% said they would use the hall weekly, compared with the 43.5% that currently do so. Finally, 18.7% of respondents said they would use the hall monthly, compared to the 4.6% who currently do so.

Respondents were then asked what time of the day / week they thought they would use the hall the most.

Figure 3.4 Frequency of Use



Source: Survey Monkey (27 respondents skipped this question)

As can be seen in Table 3.4, of the 89 respondents over half said they would use the hall on weekday evenings. Furthermore, 45% said they would use it on weekday afternoons and 32.6% said they would use it on weekday mornings, reflecting the high proportion of retired people in Burbage.

27% of respondents said they would use the hall on a weekend morning, compared to the 5% that currently use it. A similar shift can be seen in for lunchtimes, afternoons and evenings at the weekend.

Comparatively, the highest proportion (64.7%) of respondent choices was still focused on weekdays, but a far higher proportion said they would use the Millennium Hall on weekends compared to its current usage – 35.6% compared to 15.1%.

3.2.6 Groups

Respondents were asked if they knew of any groups who would want to organise events or activities at the Millennium Hall. 23.9% said that they did.

They were given a space to provide details. These are listed below:

- “Tai Chi and Clinical Aromatherapy – homeopathy”
- “Heart of England boxing club for boxing tournaments if big enough”
- “Playgroup Dance lessons”
- “Zheebz – looking for halls for weekly hire in Hinckley / Burbage (they run fun football classes”
- “WI – we use the school hall at the moment and have inquired previously about using the hall but the rates were too high”
- “Hinckley Natural History Society when they lose existing hall in Methodist Chapel – once a month 3rd Wednesday”
- “A guy called Darren who is looking to do an Insanity Class nearby – he’s a keep fit instructor at David Lloyd”
- “Would like to set up a Patchwork / Quilting group – mornings only”
- “Ourselves possibly on a weekend”

"Britannia Fields Playgroup – afternoon"

"Arts Festival – only has 1 night in the Main Hall because they struggle to book it"

"Pilates teacher"

"Possibly – I think the facilities need improving to attract more diverse opportunities for revenue"

"Training sessions – psychology lectures"

3.2.7 Comments

Respondents were asked if they had any other comments about the development of the Millennium Hall.

A selection of their answers are listed below:

"It should cater for a wide range of activities including dog training"

"More car parking is essential, particularly at weekends when people are forced to double park along Britannia Road"

"Walking and running tracks around the fields so it can be used in the evenings"

"Move either the community police station or the room next door in which 'quiet' activities take place, occasional loud conversations in the police room impinge on the meditative activity next door – i.e. Friday 5.45pm – Sound Bath"

"Parking on the road is a problem. There is too much traffic in Britannia Road and this is a growing problem"

"A good timetable would be useful"

"I think it's good as a leisure centre, but I'm not keen on it being used for parties as it's in a residential area"

"I'd be very interested if it had another hall with a high roof structure and was of a size that at least one badminton court could fit"

"Better playground for younger children outside. Could move the library to the Millenium Hall if extended"

"The playground that runs at the Hall is fantastic and any proposals to improve their facilities are always welcome"

"Improved website to show clear timetable of activities, prices etc."

"I live on the next road (Freemans Lane) and both of my children attend playground and parties. It needs a bit more character and separate rooms for different activities"

"If the approach project involves an extension of the hall, I hope this does not mean any existing green space for children to play around in will be taken away (i.e. Britannia Fields). The greatest need the village has at the moment is better access to doctors' facilities / services. Perhaps this can somehow be built into the plans"

"Sports field should be improved"

"It would be nice to have community events locally – but we need groups to facilitate"

3.2.8 Respondent Information

35% of respondents were over the age of 65, 33% were between 30-49 and 24.3% were between 50-64.

99% of respondents described themselves as White British.

3.3 Group Organiser Consultation

As part of the consultation, a survey was sent out to the organisers of regular group activities at the Millennium Hall. In total, we received 11 responses. Of those, 10 were active organisers at the hall while 1 had an interested in organising a group at the hall.

3.3.1 Activities

Respondents to the questionnaire were asked to provide details of the activities they organise at the Millennium Hall.

The majority (60%) said their main use of the hall was the 'Hire of venue for regular weekly / monthly activities'.

30% said they organised 'Fitness / Sport / Dance Classes' and a further 30% said they organised 'Team Sports (using changing facilities)'. Finally, 10% of respondents organised 'Children's activities at the Millennium Hall',

The respondent who did not organise an activity at the hall was asked why they did not current do so. Their response was that 'all the rooms are currently being hired and there is no space for us'.

3.3.2 Meeting the needs of organisers

Respondents were asked whether the facilities at the Millennium Hall have met their needs in the past and what improvements are needed to make it more suitable. 7 comments were made.

These are listed below:

"The Jo Jingles group has been using the same room for 10 1/2 years and it meets our needs. If I had a wish list, the room could be 4ft bigger in every direction, but generally this isn't an issue. I am satisfied with the current room"

"We would like to hold the playgroup on more afternoons, but the main hall is currently booked up by other classes. Were the hall to be developed, the main improvement we would want to see would be additional rooms so that we could increase the time we use the main hall"

"The Changing Rooms for the sports pitches are too far from the pitches. There is no visual contact from the pitches to the door of the changing rooms and this has meant that on several occasions that break-ins have occurred and people's money and goods have been stolen. Also the entrance to the individual changing rooms is a shared area with a kitchen and an area that young children store coats and bags. It is not ideal to have footballers/rugby players walking through that area, covered in mud. Ideally, new changing rooms should be built away from the existing hall and located between the rugby and football pitches, which would allow for better security during games and keep the sports areas away from the main hall. The football pitches need to be improved, both from a quality of surface, e.g. needs leveling in places and better drainage and also the standard of service given,

such as the painting of white lines, height of goal posts. Also, with a more dedicated team responsible for the pitches, these could be hired out over a longer period of time, i.e. during the summer, for sports tournaments"

"We use the hall and kitchen on a weekly basis during term time. The hall meets our needs but we don't always need all the facilities that we have to pay for in hiring the kitchen. a small kitchenette would be fine for us when we are just using sinks for water for drinks and washing up"

"The Hall is fantastic, well kept and clean and a nice bright room. The size is perfect for what we use it for and the parking facilities for our customers are great"

"The facilities meet with our needs"

"The hall works well for my needs although sometimes it is a little noisy and if there were ever to be a reason for me to go elsewhere it would be due to the meeting room being next to the community support office meaning that on occasions the noise levels have been very distracting to my group, this is also becoming a problem at times with the dog training group that now runs at the same time. I understand this is mainly due to the specialist nature of the group I run and not necessarily something that could be easily rectified, but it does cause problems at times and I have had people not return due to this issue"

3.3.3 Frequency

Respondents were asked how often they currently used the Millennium Hall.

55% said that they used the Hall weekly; 18% said they used it 'More than once a week'; 9.09% said they used it 'Fortnightly' and 'Not very often'; and 9.09% said they 'Did not use' the Hall at all.

Respondents were then asked what time of the day/week they tended to use the Millennium Hall. They were asked to tick all days and times that applied.

In total, 7 respondents organised activities on weekdays and 4 respondents organised activities at the weekend.

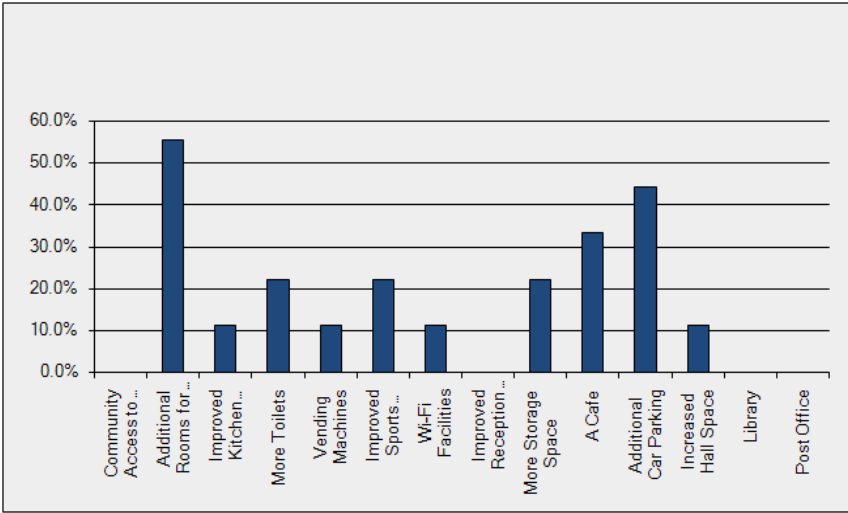
On weekdays, 27% of respondents used the Hall in the morning, at lunchtime, in the afternoon and in the evening.

At the weekend, 27% of respondents used the Hall in the Morning while 9% used it in the afternoon.

3.3.4 Additional Facilities and Services

Respondents were asked what additional facilities and services they thought were needed at the Millennium Hall. The results are shown in Figure 3.5.

Figure 3.5 Additional Facilities and Services



Source: Survey Monkey (2 respondents skipped this question)

The most popular option was 'Additional Rooms for Hire', picked by 55.6% of respondents. Second most popular was 'Additional Car Parking' which was picked by 44.4%, followed by 'A Cafe', chosen by 33.3%.

'More Toilets', 'Improved Sports Changing Rooms' and 'More Storage Space' were each chosen by 22.2% of respondents.

'Improved Kitchen Facilities', 'Vending Machines', 'Wi-Fi Facilities' and 'Increased Hall Space' were each picked by 11.1% of respondents.

Respondents were given the opportunity to leave a comment on this question. Comments included:

“We could do with an area in which we could talk to parents privately”

“Car parking is a particular problem when there are several sports games on, plus people parking there and visiting the wedding outlet in Britannia Buildings. If new changing rooms were provided I would hope that this would also include a small kitchen area where drinks/snacks could be offered (for purchase) to visiting players”

“A room that I could hire that's big enough in the week would be perfect as there is currently no availability to do so due to the play group being in the hall”

Respondents were then asked if there were any specific activities they would like to see provided at the Millennium Hall. Only one respondent said ‘yes’, stating that the Hall would benefit from ‘More fitness classes’.

All respondents said they would use the additional facilities or services they had indicated support for.

Asked how often they thought they would use the Millennium Hall with these improvements, the majority of respondents (62.5%) said ‘More than once a week’ and 37.5% said ‘Weekly’.

Respondents were then asked what time of the day / week they thought they would use the Millennium Hall most.

In total, 7 respondents said they would use the Hall on weekdays while 3 said they would use it on weekends.

On weekdays, 45% of respondents said they would use the hall in the morning and at lunchtime; 54% said they would use it in the afternoon; and 18% said they would use it in the evening.

At the weekend, 18% of respondents said they would use the hall in the morning and afternoon; and 9% said they would use it at lunchtime and in the evening.

3.3.5 Other Groups

Respondents were asked if they knew of any groups who would want to organise events or activities at the developed Millennium Hall. 5 respondents said that they did and left comments. These are listed below:

“NKF United football teams would look to develop youth, junior and female teams”

“Other Girl Guiding groups that meet within the village”

“Little explorers playgroup would like to hire a large room suitable for playgroups, mums and tots, and parent sessions where we can give guidance and support to new mums such as breastfeeding”

“Baby Ballet classes, parties and events”

"If there were space in order to run mid-sized workshops, in which the main hall is much too large but the meeting room is too small, myself and my colleague would be interested in running sound therapy workshops, art therapy workshops, and various other workshops of that nature that require a bit more space"

3.3.6 Comments

Respondents were asked if they had any other comments about the development of the Millennium Hall. Three comments were made which are listed below:

"My main worry about this development would be that access to the building would be postponed during construction which would prevent me from doing my classes. Also, I need use of one room for the class - a partitioned room would not work because of the noise"

"The main issue for us is accessibility - we would like it if the main hall was more accessible to us in the afternoons. However, we wouldn't want to lose any of the facilities we currently have, for instance, the grassy area used by the children. More time in the hall is more important to us than facilities"

"With the increase of housing in the nearby area, facilities for parents and families and needed and expansion of an existing facility would prove useful for all"

3.3.7 Respondents

Of those who responded, 11.1% were aged 19-29; 55.56% were aged 30-49 and 33.3% were aged 50-64.

88.9% of respondents described themselves as 'White British' while 11.1% said they came from a 'Mixed Background'.

3.4 Summary

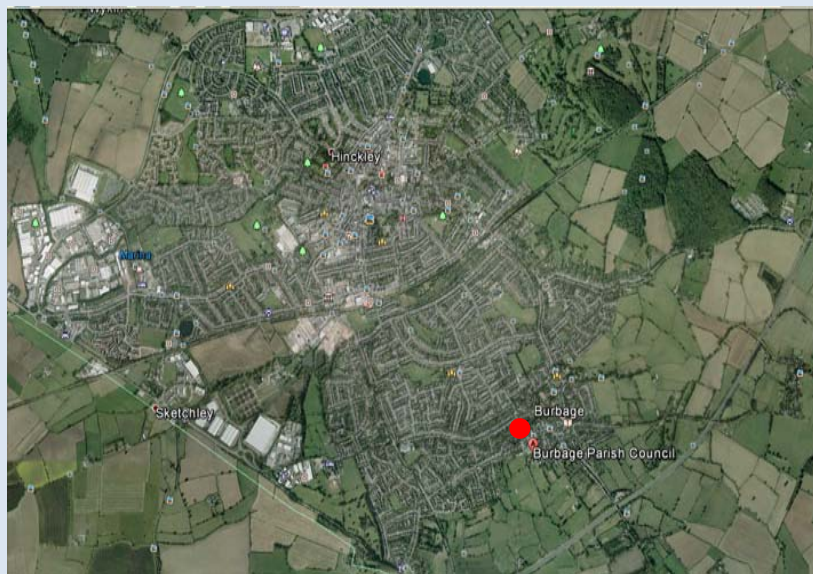
- Space limitations were mentioned at all stages of the consultation process as a major issue. There is a high demand for additional rooms in order to accommodate for new groups and enable current groups to extend their booking hours.
- There is a clear lack of awareness among residents of what is on at the Millennium Hall. Several recommendations were made, including a clearly positioned timetable and an improved website.
- With additional space, there would be an opportunity for more classes on weekday evenings and at the weekend, with a significantly more respondents saying they would use the hall at these times than they currently do if activities were on of interest to them.
- There is a demand for a cafe, especially to be used by parents waiting for classes to end, and additional car parking to tackle congestion on Britannia Road. Furthermore, were the library to close a high proportion of respondents (32.6%) would like to see it relocated into the Millennium Hall.
- Several respondents wanted to see improvements to the changing rooms – either an extension or the movement of the changing rooms closer to the football and rugby pitches.

4.0 Socio Economic Analysis

A socio-economic analysis for Burbage has been undertaken to provide a snapshot of the location and conditions in the area as well as to highlight any particular relevant issues and identify areas of need, which Burbage Millennium Hall could potentially target or help.

This analysis is based on data from a range of sources including the office of national statistics (ONS) Census data from 2011 and Census estimates, any updated data as well as information from Nomis (2011). The data mainly looks at Hinckley and Bosworth district of which the civil parish of Burbage is located.

Map 4.1 Location of Burbage Millennium Hall



Source: Google Maps 2013

4.1 Resident Population and Age

Hinckley and Bosworth is an average sized borough, according to 2011 Census data there was a population of 105,300 people. Burbage Sketchley and Stretton, the ward within which Burbage Millennium Hall is located, had a population of 8,862 in the same year. Burbage St Catherines and Lash Hill, the next closest ward, had a population of 5,706. Table 4.1 contrasts the age profile at ward, district and regional levels to national data. This report will use data from ward and borough levels in analysing the needs of the local community.

The age profile of Hinckley and Bosworth reflects that of the East Midlands and also the national profile. However, notably there is a larger proportion of older people over the age of 45 and, on the reverse side, less young people compared to national figures.

This difference is magnified in the wards of Burbage Sketchley and Stretton and Burbage St Catherines and Lash Hill wards. The proportion of 45-64 year olds in Burbage Sketchley and Stretton is 32%, much higher than the regional (26.4%) and national (25.4%) figures. Furthermore, the proportion of 65-89 year olds in Burbage St Catherines and Lash Hill (24.9%) is significantly higher than the national figure (15.6%).

This would indicate a high need for services targeted at supporting older people. While the Millennium Hall does provide these, it is assumed that the shortages in its current marketing and engagement programme – as pointed out in consultation – would be intensified in terms of older people who might not be as outgoing as younger residents. With this in mind, the hall's development should include provision for a targeted engagement strategy for older people. This could be bolstered if Age UK were to start using its facilities.

Table 4.1 Age Profile

	Overall population	0 - 14 (%)	15 - 24 (%)	25 - 44 (%)	45 - 64 (%)	65 - 89 (%)	90 + (%)
England	53,012,456	17.7	13.1	27.5	25.4	15.6	0.8
East Midlands	4,533,222	17.2	13.3	25.9	26.4	16.3	0.7
Hinckley and Bosworth	105,078	16.6	11	25	29	17.7	0.7
Burbage St Catherines and Lash Hill	5,706	15.2	9	22	27.7	24.9	1.2
Burbage Sketchley and Stretton	8,862	16	9.8	23	32	18.6	0.6

Source: ONS 2011

4.2 Employment and Economic Activity

According to 2011 Census data for Burbage Sketchley and Stretton and Burbage St Catherines and Lash Hill, 73% and 67% of people are economically active respectively. While the percentage for Burbage Sketchley and Stretton is very similar to that of the region (72.8%), economic activity in Burbage St Catherines and Lash Hill is considerably lower than both the region and national statistics (69.9%). Rather than relating to high unemployment, this statistic reflects the high proportion of retired people living in the ward (20.2%) compared to the national average (13.7%). This further bolsters the need for increased and improved services to support older residents.

Table 4.2 Economic Activity

	Burbage Sketchley and Stretton (%)	Burbage St Catherines and Lash Hill (%)	Hinckley and Bosworth (%)	East Midlands (%)	England (%)
Economically active	73	67	72.8	69.4	69.9
In employment	70.9	63.3	69.7	65.2	65.5
Employees	57.9	51.7	57.3	53.2	52.3
Self employed	10.5	9.8	10	8.7	9.8
Unemployed (model-based)	2.1	3.7	3.1	4.2	4.4
Full time student	2.5	1.8	2.4	3.3	3.4
Economically inactive	27	33	27.2	30.6	30.1
Retired	18.8	20.2	16.6	15	13.7
Student (Including Full Time Student)	3.2	3.7	3.4	5.6	5.8
Looking after home or family	2.7	3.6	3.2	4	4.4
Long-term sick or disabled	1.5	3.9	2.8	4.1	4
Other	0.8	1.6	1.2	1.9	2.2

Source: ONS 2011 Census

4.3 Ethnicity

Table 4.3 shows that Hinckley and Bosworth is significantly less diverse than the East Midlands (89.4% White) and the national figures (85.6% White). However, the percentage of people in Hinckley and Bosworth who are white (98.2%) is much higher than that for Leicestershire (91.4%).

Table 4.3 Ethnicity

	Total population	White (%)	Mixed /multiple ethnic group (%)	Asian/Asian British (%)	Black/African/Caribbean/Black British (%)	Other (%)
England	53012456	85.6	2.3	7.7	3.4	1
East Midlands	4533222	89.4	1.9	6.4	1.7	0.6
Hinckley and Bosworth	105078	96.4	1	2.2	0.2	0.2
Burbage St Catherines and Lash Hill	5706	97.4	0.7	1.5	0.4	0
Burbage Sketchley and Stretton	8862	96.5	0.8	2	0.3	0.4

Source: ONS 2011 Census

4.4 Crime

According to police.uk in the year ending 30 September 2013, crime rates in Burbage were about the same as the average crime rates across similar areas and considerably lower than average for the Leicestershire force area.

Furthermore, while crime rates in Hinckley and Bosworth dropped in the quarter ending 30 September 2013, those in Leicestershire rose slightly.

Further provision for the police at the Millennium Hall would contribute to greater security, both in the wider area and specifically at the Hall itself.

4.5 Health

According to Health Profile for Hinckley and Bosworth (Department of Health, 2012), the health of people in the area is mixed compared than the England average. Deprivation is lower than average. However, about 2,400 children live in poverty. 12.4% of Year 6 children are classified as obese and the level of GCSE attainment is worse than the England average. Furthermore, the estimated level of adult obesity is worse than the England average. Life expectancy for both men and women is higher than the England average.

Life expectancy is 4.7 years lower for men and 4.9 years lower for women in the most deprived areas of Hinckley and Bosworth than in the least deprived areas.

Over the last ten years, all cause mortality rates have fallen. The early death rate from heart disease and stroke has fallen and is better than the England average.

About 12.4% of Year 6 children are classified as obese, lower than the average for England. Levels of GCSE attainment are worse than the England average.

Alcohol-specific hospital stays among those under 18 and smoking in pregnancy are both similar to the England average.

Estimated levels of adult 'healthy eating', smoking and hospital stays for self harm are similar to the England average, although the level of adult obesity is worse. Rates of smoking related deaths are significantly lower than the England. The threat of sexually transmitted infections and violent crime rates are lower than the England average.

Priorities include giving children the best start in life, managing the shift to early intervention and prevention, and supporting the ageing population.

All three of these priorities would be contributed towards through the development of the Millennium Hall. The already excellent services for children provided at the Hall could be extended; healthy lifestyles would be promoted; and elderly residents would be better supported.

4.6 Participation in sporting activity

The Active People Survey 7 by Sport England published June 2013 found the following:

- 15.3 million adults (aged 16 and over) participated in sport at least once a week for 30 minutes at moderate intensity during the period April 2012 to April 2013 (35.2% of the adult population in England), representing a 1.4m increase from the Active People Survey 1 (2005-2006);
- During the same period, 7.3 million adults (aged 16 and over) participated in sport three times a week for 30 minutes at moderate intensity;

- Comparison of the 2011/12 Survey and the latest results shows that four sports (swimming, snowsport, basketball and boxing) have seen a statistically significant increase in participation rates.

The Survey found that in Hinckley and Bosworth, adult participation in weekly sessions of 30 minutes, moderate intensity exercise was notably higher than for those surveyed in Leicestershire and in the East Midlands. Table 4 demonstrates this below.

Table 4.4 Active People Survey

Area name	% who participate in one session of 30 moderate intensity sport each week	Base
Hinckley and Bosworth	37.8%	508
Leicestershire	36.5%	3,466
East Midlands	34.4	19.855

Source: The Active People Survey 7

While results from the Active People Survey 7 are encouraging, there is a lack, as found through consultation, in junior sports teams in the area and fitness activities available for those unavailable during normal working hours.

4.7 Index of Multiple Deprivation

The Index of Multiple Deprivation (IMD) is a standard measure of deprivation at small area level across England. The IMD is based on seven domains including barriers to housing and services.

IMD LSOA data shows that it is clear that while much of Burbage is relatively wealthy, some of its north is particularly deprived.

E01025829, Hinckley and Bosworth, Burbage North West
 E01025827, Hinckley and Bosworth, Burbage North
 E01025828, Hinckley and Bosworth, Burbage North East
 E01025830, Hinckley and Bosworth, Burbage East
 E01025836, Hinckley and Bosworth, Burbage Centre
 E01025831, Hinckley and Bosworth, Burbage West
 E01025832, Hinckley and Bosworth, Burbage South West
 E01025834, Hinckley and Bosworth, Burbage South
 E01025833, Hinckley and Bosworth, Burbage South East.

One LSOA (E01025829) is within the most 19% deprived nationally in terms of education. This ward is also in the most 29% deprived for health in the top 22% in terms of employment. Another LSOA in Burbage (E01025827) is within the most 30% deprived for education and employment.

Two of the above LSOAs (E01025827 and E01025829) have also been identified as priority areas by Leicestershire County Council.

4.8 Summary

- There are a greater proportion of people living in Burbage Sketchley and Stretton and Burbage St Catherines and Lash Hill between the age of 45 and 90. This indicates that there will be a higher need for facilities and activities for the elderly.
- According to 2011 Census data for Burbage Sketchley and Stretton and Burbage St Catherines and Lash Hill, 73% and 67% of people are economically active respectively. The latter is below the regional and national average, largely as a result of the ward's high retirement rate (20.2%). This suggests that, while there is a clearly a need in the local area for activities outside of normal working hours, there is also a need for activities aimed at retirees.
- The rate of unemployment among economically active 16 to 74 year olds is shown to be lower in Burbage Sketchley and Stretton (2.1%) and Burbage St Catherines and Lash Hill (3.7%) compared to levels in the East Midlands (4.2%) and in England (4.4%).
- According to the Health Profile for Hinckley and Bosworth (Department of Health, 2012) the health of people in the area is mixed compared to the England average. While life expectancy is higher than the England average for both men and women, residents still suffer from obesity problems GCSE attainment is relatively low.
- Furthermore, the Active People Survey 7 by Sport England found that Adult participation in 30 minutes, moderate intensity sport was slightly higher than that for those surveyed in Leicestershire and higher still than for people in the East Midlands. Yet as it stands, levels of adult obesity are considerably worse than the England average. By promoting healthy lifestyles through fitness and sport activities and facilities, the Millennium Hall can help to combat problems of poor health in Burbage.

5.0 Strategic Context

This section of the report outlines relevant national, regional and local strategies and how the Burbage Millennium Hall project could support the delivery of these strategies.

The Burbage Millennium Hall project will contribute, potentially, to a number of development strategies at the local, regional and national levels whilst predominantly tackling a number of issues identified locally.

As a result of the proposed services and activities identified through the needs analysis, the community centre will deliver against the following themes:

- Community Cohesion and Social Isolation
- Health, Fitness and Wellbeing
- Children and Young People
- Skills and Training
- Rural Community Development.

Within this context, Burbage Millennium Hall will relate to and support strategies at various levels. The contribution of the centre to these strategies is set out below with short explanations of the objectives of each strategy and the project's relationship to them.

5.1 Local Strategies

Hinckley and Bosworth Borough Council Core Strategy 2009-2026

The Core Strategy sets out the overarching strategy and core policies to guide the future development of the borough up to 2026.

The Strategy envisions that in 2026, 'Hinckley and Bosworth will be a thriving, successful borough exemplifying green sustainable development across the East Midlands'. This will involve enhancing the public realm across the district so people want to spend more time in them.

The Strategy breaks down issues facing the Borough into two overall challenges:

1. Extending the relatively good quality of life experienced by the majority of the population to the whole of the community through the careful targeting of improved services and better access to those services.
2. Anticipating and responding to global changes by:
 - Improving access to services and facilities
 - Tackling pockets of high deprivation in Burbage, most prevalent in relation to education, skills, training, income, environment, health, crime and employment.
 - Building stronger communities.

Under the heading 'Community' there are six spatial objectives. The most relevant are listed below.

- Strong and Vibrant Rural Communities
 - "To ensure rural communities have access to a range of shops, education, community, leisure facilities and employment opportunities in the Key Rural Centres to support, enhance and improve the sustainability, vibrancy and vitality of our rural areas."

- Infrastructure Provision
 - “To ensure that development contributes to the necessary infrastructure required by new development, through provision of new, or where appropriate, enhancement of existing infrastructure (for example through appropriate developer contributions).”

- Healthier Active Communities
 - “To develop healthier and stronger communities by improving access to, and the provision of, community, sports and cultural facilities, green infrastructure and walking and cycling routes integrated with local public transport. Whilst there are localised areas where additional community, sports and cultural facilities are required, overall, provision is generally sufficient across the borough, but the quality of these facilities needs to be improved.”

- Stronger Safer Communities
 - “To develop strong and safe communities by designing out crime, sensitively locating development and encouraging community involvement and positive interaction, particularly in the areas experiencing multiple deprivation.”

Specifically, the Strategy points to Burbage as an area with areas of deprivation in Burbage St Catherine’s and Lash Hill Ward, particularly in relation to health deprivation and disability and education, skills and training. It also points out that this area has a higher than average proportion of older people and a lower proportion of people who are economically active compared to the rest of the borough.

Furthermore, the Local Strategic Partnership has identified Burbage as an area as a ‘priority neighbourhood’ with targeted actions to improve the area.

The development of the Millennium Hall will embody the challenge of carefully targeting improved services and providing better access to those services. Its development will be informed by the needs of the community and one of the key aims involved is to improve access to the hall – both for private and group activity hire.

The developed hall will contribute to the strength and vibrancy of Burbage and will accommodate for the new residential developments near the hall. Furthermore, as shown above there is strong demand for more fitness groups – particularly those outside of normal working hours – the provision of which will have a positive effect on residents’ health.

Hinckley and Bosworth Community Plan April 2010 – March 2015

The Community Plan sets out the issues, concerns and major challenges facing the Borough.

The Priority of the Plan is:

‘to improve the quality of life in priority neighbourhoods’

The Plan points to several areas in the Borough that are experiencing particularly high levels of deprivation, one of which (Lash Hill ward), is in Burbage.

Six outcomes are listed:

- Healthier neighbourhoods
- Safer neighbourhoods
- Cleaner and greener neighbourhoods
- More cohesive and engaged communities

- Increased number of people gaining access to employment, education and training
- Young people's needs identified and met.

The Lash Hill Ward in Burbage is within close proximity to the Millennium Hall and would benefit from its development. With a large elderly population, activities at the hall – such as the Age UK group if it were to meet there – could improve the quality of life of these people.

As shown by this report, an activity programme more responsive to residents' needs and a better community engagement strategy are both required at the Millennium Hall. These will contribute to a community which is not only more cohesive, but also more engaged in determining the operation of its local facilities.

Bosworth and Hinckley Borough Council Corporate Plan 2013-2016

The Plan envisions making Hinckley and Bosworth 'A Borough to be proud of'. It sets out four key aims to achieve this vision:

1. Creating a vibrant place to work and live
 - Sustaining economic growth
 - Recognising distinct communities.
2. Empowering communities
 - Improving health and wellbeing
 - Creating and supporting an effective voluntary and community sector
 - Improving confidence, perception and pride in communities.
3. Supporting individuals
 - Identifying and supporting the most vulnerable people

- Reducing the impact of poverty to improve health and wellbeing
- Identifying and planning to meet the needs of the aging population
- Giving children and young people the best start in life
- Encouraging responsible citizenship.

4. Providing value for money and pro-active services

- Efficient, effective and pro-active services
- Accessible services for all
- Valuing diversity.

The Development of the Millennium Hall would contribute to all of the Corporate Plan's aims. Notably, underlying this project is the desire to empower the local community to take a more active role in deciding what it wants from its facilities – providing pro-active services accessible to all. As part of this, it has been shown that there is strong demand for more fitness classes which would improve health and wellbeing in the area.

Furthermore, it is anticipated that the developed hall would continue to provide – and improve upon – the services it offers to children and the elderly.

Hinckley and Bosworth Culture and Sport Strategy 2012-2017

The Strategy sets out its vision as being:

“We will strive to enrich the lives of residents and visitors to the Borough by providing an excellent quality Cultural offer that is effective and represents value for money. We will continually improve our services by engaging with the community and our partner organisations”

It identifies several key themes which underpin the strategy, the most relevant of which are:

- Increasing participation in the arts
- Supporting children and young people
- Reducing health inequalities
 - Adjusting our offer for an ageing population
 - Tackling obesity in Adults and Children
 - Enhance mental health wellbeing opportunities
- Encouraging play
 - Raising profile of the importance of play in children’s development and educational attainment.
- Developing sports opportunities
 - Provide a quality sports offer
 - Increasing participation in sport & physical activity.

Again, it is anticipated that the developed hall would contribute to the themes identified above by increasing the facilities and services offered, including its offer for children, the elderly and sports teams. At the core of the Millennium Hall project is the desire to pro-actively provide the services desired by local residents and to make them accessible to all.

5.2 Regional Strategies

Leicestershire Together, Leicestershire Sustainable Community Strategy 2008-2026

The Strategy envisions the in 2026, Leicestershire will be made up of thriving, sustainable and secure communities and be recognised locally, regionally and nationally for:

- The strength of social capital in its towns, villages and suburbs with:
 - Integrated and cohesive places
 - Strong parish councils and community organisations that work together to empower and engage local people to shape the future of their own settlements.
- Its engaged, informed and optimistic people who:
 - Actively engage in the life of their communities
 - Seek to protect vulnerable people within their communities and support them to live independent lives
 - Feel safe in their communities without the fear of crime
 - Are generally satisfied with the public services they receive.
- Its attractiveness as a place to live and work because
 - There is good access to sport and recreational facilities and opportunities.

A developed Millennium Hall would improve the attractiveness of Burbage as an area to live – providing good facilities for its residents and soon residents-to-be. It would actively engage itself in the local community and would further provide for the local police which would increase the security of the community. Finally, it would enable the Parish Council to better provide for, engage and empower residents to shape the future of community facilities and services in Burbage.

Leicestershire Statistics & Research, Physical Activity and Sport Health Needs Assessment (HNA) for Leicestershire and Rutland, 2013

The HNE points out that levels of participation in physical activity decreases with age for both men and women and that Leicestershire (at 18%) has higher levels of people aged 65 or older compared to England (16%).

The research revealed some key themes:

- Most people in Leicestershire and Rutland are not participating in enough physical activity to significantly benefit their health outcomes or to increase their life expectancy
- Deprivation is not a key predictor for achieving recommended levels of physical activity for adults
- Adult and childhood obesity is a continuing problem for all areas – whilst obesity is greater in areas of deprivation it is not unique to deprived areas

The provision of sporting activities in hours suitable for working people has been flagged up as a key area in which the current Hall is lacking. A developed Millennium Hall would provide increased sporting activities accessible to all local residents.

Leicestershire County Council: Leicestershire’s Health and Wellbeing Strategy 2013-2016

The Strategy aims to “add quality and years to life by improving health throughout people’s lives, reducing health inequalities and focusing on the needs of the local population.”

To do this, the Council has identified a number of priorities:

- Getting it right from childhood
 - Supporting positive outcomes for children and families through early years support; early intervention and prevention; and continuing health programmes to develop.

- Managing the shift to early intervention and prevention
 - Maintaining or increasing the number of children and adults who are a healthy weight.
- Supporting an ageing population
 - Planning for an ageing population
 - Maximising the independence in older people.

The Britannia Fields Playgroup and the Jo Jingles classes have been extolled by local users and it is anticipated that, with more space in the Hall, these services could be extended in terms of their hours and their accessibility. This would improve in tangible terms the support offered to children in Burbage.

On a higher level, increased fitness activities and the provision of more junior sports clubs would have a positive impact on both general health and wellbeing and the targeted intervention and prevention of childhood and adult obesity.

Finally, with increased services and an improved engagement and marketing strategy, the developed hall would be better set to support an ageing population

Leicester and Leicestershire Local Enterprise Partnership (LLEP), Strategic Economic Plan

The LLEP envisions that they will:

“Create a vibrant, attractive and distinctive place with highly skilled people making Leicester and Leicestershire the destination of choice for successful businesses”

By 2020, they intend to create 45,000 new jobs, lever £2.5bn of private investment and increase GVA by £4bn from £19bn to £23bn.

The LLEP will achieve this vision by investing in place, businesses and people. Relevantly, Hinckley is located within one of their five Growth Areas – South West Leicestershire – and there are plans for the creation of 2,000 direct high value jobs and over 3,000 indirect jobs in the area. From this, 4,000 new homes will be built in the area.

The rural economy of Leicestershire is identified as having an important role to play in the future of the county.

Their Growth Deal with central government includes the creation of 13,300 new jobs and 14,000 new homes.

The Plan identifies as a major threat Leicestershire's ageing population, stating that it could prove challenging for service providers, particularly in the more rural and remote areas of the county.

While framed in economic terms, underpinning the LLEP's Strategic Economic Plan is the desire to ensure that Leicestershire's rural areas remain vibrant, attractive and distinctive – making it a desirable place to live and do business. The development of the Millennium Hall will ensure that Burbage will remain an attractive location and will be able to accommodate the impending increase in the area's population.

Furthermore, the developed hall will be better set to provide services for the elderly population of the area.

5.3 National Strategies

The Big Society, 2010

The Coalition Government's vision for the Big Society is to empower communities and give groups the opportunity to run public services such as post offices, libraries, transport services and shape housing projects. They also plan to use dormant bank accounts to fund projects and enable some of the most dynamic charities, social enterprises and voluntary groups to take over the running of public services.

In terms of the Millennium Hall project, the most relevant strands from the Big Society plan are:

Give communities more powers

- The introduction of new powers to help communities save local facilities and services threatened with closure, and give communities the right to bid to take over local state-run services.
- To train a new generation of community organisers and support the creation of neighbourhood groups across the UK, especially in the most deprived areas.

Encourage people to take an active role in their communities

- A range of measures to encourage volunteering and involvement in social action, including launching a national 'Big Society Day'.

- The introduction of a National Citizen Service. The initial flagship project will provide a programme for 16 year olds to give them a chance to develop the skills needed to be active and responsible citizens, mix with people from different backgrounds, and start getting involved in their communities.

The role of the community centre directly supports the delivery of the government's proposals for the Big Society. The centre could provide a focal point for the delivery of a range of community and public services. The delivery of these services will generate a range of volunteering opportunities for different age groups which could be linked to the Big Society's National Citizen Service.

Sport England, Youth and Community Strategy: Creating a Sporting Habit for Life 2012 – 2017

The Strategy envisions that by 2017, sport in England will have been transformed “so that sport becomes a habit for life for more people and a regular choice for the majority”.

Sport England aims to:

- See more people taking on and keeping a sporting habit for life
- Create more opportunities for young people
- Provide the right facilities in the right places
- Support local authorities and unlock local funding
- Ensure real opportunities for communities.

Key to the Strategy is to ensure that there exists a smooth transition between sport in schools and outside of schools.

As shown in the above report, it has been identified that Burbage does not have enough sports groups for young people. The development of the Hall will provide the facilities to enable this and, as shown in the Organiser Consultation, groups

already exist to provide this service. Furthermore, as advised by one stakeholder, more youth teams tend to increase overall usage of community facilities, bringing in parents who then become involved

Department of Healthy: Healthy Lives, Healthy People 2010

The White Paper outlines the Department of Health's radical shift in the way they tackle public health challenges. It places itself in the context of many lifestyle-driven health problems reaching alarming levels in Britain.

It promotes the importance of local leadership in improving health and wellbeing across the country: “Localism will be at the heart of this new system”. It will encourage local support for mental health, active lifestyles and engaging older people.

The development of Burbage Millennium Hall will encapsulate this move towards local leadership in tackling health problems. The new Hall will be purpose-built to accommodate for the needs of the local community – importantly the need to provide accessible services for the large elderly population and the need for more fitness groups to support healthier lifestyles.

Cross Government Policy: Positive For Youth

The Policy paper envisions ‘young people having a strong sense of belonging’ and providing them with ‘supportive relationships’, ‘strong ambitions’ and ‘good opportunities’.

According to the paper, local authorities have “the primary responsibility for improving young people's outcomes and commissioning appropriate services”.

It is highlighted that young people's experiences outside the classroom are also crucial in helping them form and pursue their ambitions. The Paper states that a local system of support is important, as well as local services that improve young people's health and wellbeing.

A developed Millenium Hall will provide more services for young people – including sports teams important for building team skills and healthy lifestyles – and opportunities to volunteer and increase their engagement with the local community.

6.0 Competitor Review

A competitor review has been undertaken to identify the services and facilities offered at community venues within ten miles of the Burbage Millennium Hall. The aim of this review is to identify gaps and potential duplication in service provision through the development of the community centre.

The existence of these venues was identified through desk top research and community consultation. Google maps were then used to plot the distance between them and the current Community Centre.

Table 6.1 Community Facilities

Name	Address	Distance from Burbage Millennium Hall (miles)	Facilities / Services
Westfield Community Centre	Rosemary Way, Hinckley Leicestershire LE10 0LN	2.3	Functions and Parties, Meeting Rooms, Large Hall, Clubs for the elderly, those affected by strokes and pre-school and nursery services. The hall costs £30/hour.

Name	Address	Distance from Burbage Millennium Hall (miles)	Facilities / Services
St Francis Community Centre	Tudor Road, Hinckley, Leicestershire LE10 0EQ	2.7	Training and Conference Space, Party Hire, Community Events, Groups for those suffering with cancer, weight loss groups. The hall costs £18 / hour. Non profit making community groups can rent it at a reduced rate (£15).
Sharnford Evergreen Village Hall	Leicester Road Hinckley Leicestershire LE10 3PZ	3.2	Hall Hire, Playschool, Fitness Classes, Environment Group, Social Mornings. Casual use costs £10/hour, day sales are £150 and charity events cost £1.50/hour.
The George Ward Centre	Church Lane, Barwell, Leicestershire, LE9 8DG	4.2	Meeting and Conference room, IT Suite and Free Wi-Fi, Library, Function Room Hire, Sports Hall, Coffee Shop, clubs for French, Weight Loss, Drama, Painting. Facilities can be hired at £15 / hour

Name	Address	Distance from Burbage Millennium Hall (miles)	Facilities / Services
St Nicolas Community Centre	Vicarage Street Nuneaton Warwickshire CV11 4AZ	6.7	Large hall, Meeting Room, Kitchen, Courtyard, Room Hire, Classes for those suffering mental distress, Fitness Classes, Children's Contact Centre, Over 50s Club, and the Lucy Faithful Foundation. The hall costs £15/hour plus an extra £5 to use the kitchen.
Stockingford Community Centre	Haunchwood Road Nuneaton Warwickshire CV10 8DY	8.3	Small and Large Hall for Hire, Brownies, Guides and Rainbows, Crafts Club, Fitness Club, Community / Annual Events. Hire for small and large hall is £8 and £9 per hour respectively. Charities and public services get a reduced rate (£5).

Name	Address	Distance from Burbage Millennium Hall (miles)	Facilities / Services
Thurlaston Village Hall	5 Church Street Thurlaston Leicestershire LE9 7TA	9.3	Meeting Space, Kitchen, Playschool, Village Events, Private Hire, Fitness Clubs, and Children's Clubs. The hall can be hired at £15/hour

6.1 Community Sport Venues

The information in this table has been informed through the public consultation process and includes facilities that local people currently travel to use.

Table 6.2 Community Sport Venues Competitors

Name	Address	Distance from Burbage Millennium Hall (miles)	Facilities / Services
Hinckley Leisure Centre	Coventry Road Town Centre Hinckley LE10 0JR	2.2	Swimming pool, squash courts, fitness suites, a wide range of health and fitness classes, a crèche, a café and a conference room
Lutterworth Sports Centre	Coventry Road Lutterworth Leicestershire LE17 4RB	6.0	Swimming pool, sports hall, meeting room, rehabilitation clinic and a range of health and fitness classes
Pingles Leisure Centre	Pingles Leisure Centre Nuneaton Oakham CV11 4LX	6.9	Competition, leisure, baby and outdoor pool, snack bar, fitness suite, exercise studio, athletics stadium, tennis court, crèche and a range of health and fitness classes

Name	Address	Distance from Burbage Millennium Hall (miles)	Facilities / Services
The Pavillion Leisure Centre	Sportsfield Lane Huncote Leicestershire LE9 3BN	7.6	Sports hall, squash courts, fitness suite, two outdoor pitches, BMX track, function room and a range of health and fitness classes
Bedworth Leisure Centre	Coventry Road Bedworth Warwickshire CV12 8NU	8.4	Main and learner pool, snack bar, fitness suite, ladies only gym, exercise studio, crèche, party hire and a range of health and fitness classes
Hinckley Town Cricket Club	Leicester Road Hinckley LE10 3DR	2.8	Cricket ground
Hinckley Rugby Club	Leicester Road Hinckley Leicestershire LE10 3DR	3.2	Rugby field, function room

Name	Address	Distance from Burbage Millennium Hall (miles)	Facilities / Services
Hinckley Wharf Cricket Club	Clarendon Park Hinckley Leicestershire LE10 0XP	3.0	Cricket ground

6.2 Summary

As Table 6.1 shows, there are no community facilities within a 2 mile radius of the Millennium Hall. Keeping in mind the new residential developments in the area and the high proportion of older people in Burbage, the hall is in need of development to improve both its capacity and its accessibility.

Table 6.2 demonstrates that there are limited sports venues in Burbage – consultation confirmed this, with some respondents commenting that people often went outside of the parish in order to play field sports.

7.0 SWOT Analysis

A SWOT analysis is a guide used to develop a full awareness of the situation within which a project takes place. By undertaking one, we can identify and evaluate the strengths, weaknesses, opportunities and threats involved in the development of Burbage Millennium hall.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Excellent facilities available for private hire • Provision of a hall and a meeting room allows for multiple uses at any one time • Excellent feedback on Britannia Fields Playgroup • Variety of activities for different audiences • Provision of changing rooms for local sports groups to use • Having car parking on site for users is a real benefit • Rooms are well kept and clean • Provision of police surgery 	<ul style="list-style-type: none"> • Hard to navigate into and around the building • Lack of marketing / knowledge about activities happening there • Lack of activities evening and weekends – particularly exercise / health classes • Existing hall space is too small for larger groups • Changing rooms are considered by some to be too far from the pitches and this poses a security risk • Changing rooms take up a lot of space that, when not being used, could be utilised by other groups • If multiple activities are happening at one time, noise levels can be quite high

Opportunities	Threats
<ul style="list-style-type: none"> • Delivery of events and activities during the evening time and at the weekend to target audiences who are unable to access the hall during the day • Community cafe / bar, especially for parents waiting for children attending the playgroup • Closure of local library and post office – still demand for these services locally • Some interest from groups who currently cannot hire space in the hall • High demand for additional rooms within the facility • A lot of groups interested in holding new or extended activities at the hall • New housing being developed locally – increase in population to be accommodated by the hall • Age UK interested in using space • To be included into the Facilities Strategy of Hinckley and Bosworth Borough Council • Provision of a private room for the police 	<ul style="list-style-type: none"> • Concern over potential development over green space • Developments to cause further congestion on Britannia Road • Other facilities locally that offer activities • Location within close proximity to residential area could cause problems with noise etc. • Disruption to current activities were construction to take place • Potential conflict of interest – increasing space available with losing outdoor green space used by groups • High rent has been a factor deterring some groups from using the hall – i.e. W.I and Age UK

8.0 Key Conclusions

This Needs Analysis has drawn together evidence from a range of sources to show where the community most needs support in terms of the services provided at Burbage Millennium Hall. There is strong evidence of need for improvements to the Hall.

Burbage Millennium Hall is well used but there are some serious limitations which prevent it from fully meeting the needs of both current users and the wider population of the parish.

Consultation has shown widespread support for improvements to the Hall. Stakeholders identified additional spaces and an effective marketing and engagement strategy as essential for its development. Through consulting with residents of Burbage it became clear that many were unaware of what activities were available at the hall. Furthermore, there was significant support for the development of a cafe, particularly for parents waiting for their children. Finally, group organisers felt that the changing rooms and the limited hall space as areas in need of development.

The socio-economic analysis has demonstrated the need for more activities promoting healthy lifestyles – a proposal also supported by residents. Furthermore, due to the high proportion of retired residents in the area, the hall should improve the support services available to the elderly.

It has been found that improvements to the Millennium Hall would support the delivery of local, regional and national strategies.

Finally, a review of local competitor community facilities and sports venues has shown that both are lacking in the near area.

The development of the Millennium Hall would provide a higher capacity facility for a wider range of groups. Coupled with an effective marketing and engagement strategy, it would be able to better serve the current and new residents of Burbage.

8.1 Recommendations

Recommendation One: Investigate the opportunities to provide a cafe facility at the Millennium Hall. As the most popular additional service, the incorporation of a small cafe into the Millennium Hall could provide an additional income stream and a comfortable waiting point for parents. Furthermore, it could bring more people into direct contact with the hall.

Recommendation Two: Develop an improved and more accessible timetable. Occupying a prominent position both at the Hall and on the website, an improved timetable would increase local awareness about what activities are available.

Recommendation Three: Review the gap in activities and services. Taking into account the frequency of use analysis, it is clear that the offer of the Hall to working residents in Burbage is limited. By reviewing the current activities and services, gaps can be identified and a more proactive approach can be taken in future developments.

Recommendation Four: Set up a Steering Group made up of existing user groups. This group would be support in the delivery of the Millennium Hall and would incorporate both local representatives and groups. This would help to ensure appropriate marketing was undertaken, spaces in the Hall were being utilised to their best potential and the needs of the local community are continuing to be met.

Recommendation Five: Reassess current rental costs for non-profit groups.

Age UK and the W.I. have both shown an interest in using the facilities at the Millennium Hall but cannot afford the hire rates. By reducing the rental cost for charities and public services, the Millennium Hall could develop a long term relationship with these groups and provide a positive service for the community.

8.2 Next steps

The next steps will include the development of an Options Appraisal, Outline Business Plan and Funding Strategy, both of which will take into account the results of this Needs Analysis. The Options Appraisal will look at the costs of the plans already developed and the potential to combine the most desirable parts of these plans. Following this, the Funding Strategy will look at the possible funding opportunities for the site.

Appendix 1

Beneficiary Questionnaire

Burbage Parish Council is embarking on a project to develop Burbage Millennium Hall in order to better facilitate for the demands of the local community.

In order to achieve this, we need to demonstrate to funders that this development will meet the needs of the local community. Please help us by completing this short questionnaire providing your views about the proposed improvements to the hall and what you would like to see offered within it.

The closing date for completing the questionnaire is 15th June 2014.

Completed questionnaires can be returned to Burbage Millennium Hall or returned to the following Freepost address: FREEPOST RSLA-HJUU-AEAU, Focus Consultants 2010 LLP, Focus House, Millennium Way West, Phoenix Business Park, Nottingham, NG8 6AS

Use of personal data: All details will be held in accordance with the Data Protection Act 1998. Data collected will be used and retained by Focus Consultants. Your details will not be disclosed to any third party.

1. Do you use the existing Millennium Hall in Burbage?

- Yes
- No

If YES please tick the activities you take part in below

If NO please tell us the reasons why not below

Activities:

- | | |
|--|--|
| <input type="checkbox"/> Hire the venue for one off events | <input type="checkbox"/> Fitness/Sport/Dance Classes |
| <input type="checkbox"/> Hire of venue for regular weekly/monthly activities | <input type="checkbox"/> Private parties/functions |
| <input type="checkbox"/> Children's activities | <input type="checkbox"/> Team sports (using changing facilities) |
| <input type="checkbox"/> Public Exhibitions/Fairs/Concerts | |

Other (please state)

Reasons for not using the hall:

2. If you organise or take part in an activity held at the Millennium hall, or have hired the rooms for a party or event please tell us whether or not the facilities met your needs? What need to be improved to make the Millennium Hall suitable for your needs?



3. How often do you, or any member of your household, currently use the Millennium Hall?

- More than once a week
- Weekly
- Fortnightly
- Monthly
- 3-4 times a year
- Not very often
- Do not use

4. What time of the day/week do you tend to use the Millennium Hall most often? Please tick all that apply.

	Morning	Lunchtime	Afternoon	Evening
Weekday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weekend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. What additional facilities and services do you think are needed in the Millennium Hall? Please tick all that apply.

- | | |
|---|--|
| <input type="checkbox"/> Community Access to Computers | <input type="checkbox"/> Improved Reception Area |
| <input type="checkbox"/> Additional Rooms for Hire | <input type="checkbox"/> More Storage Space |
| <input type="checkbox"/> Improved Kitchen Facilities | <input type="checkbox"/> A Cafe |
| <input type="checkbox"/> More Toilets | <input type="checkbox"/> Additional Car Parking |
| <input type="checkbox"/> Vending Machines | <input type="checkbox"/> Increased Hall Space |
| <input type="checkbox"/> Improved Sports Changing Rooms | <input type="checkbox"/> Library |
| <input type="checkbox"/> Wi-Fi Facilities | <input type="checkbox"/> Post Office |

Other (please state)

6. Are there any specific activities that you would like to see provided at the Millennium Hall?

Yes

No

If yes, please state

7. If you have indicated support for any additional facilities and activities in questions 5 and 6 would you use these yourself?

Yes

No

Maybe

Don't Know

8. With these improvements, how often do you think you would use the Millennium Hall? Please tick.

More than once a week

3-4 times a year

Weekly

Not very often

Fortnightly

Would not use

Monthly

Not sure

9. What time of the day/week do you think you would use the Millennium Hall most?

Please tick all that apply.

	Morning	Lunchtime	Afternoon	Evening
Weekday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Weekend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Do you know of any groups who would want to organise events and activities at the developed Millennium Hall?

- Yes
 No

If yes, please give details (who, when and for what type of activity)

11. Do you have any other comments you would like to make about the development of the Millennium Hall?

12. What age bracket do you fit into?

- 0-11 11-18 19-29 30-49 50-64 65+

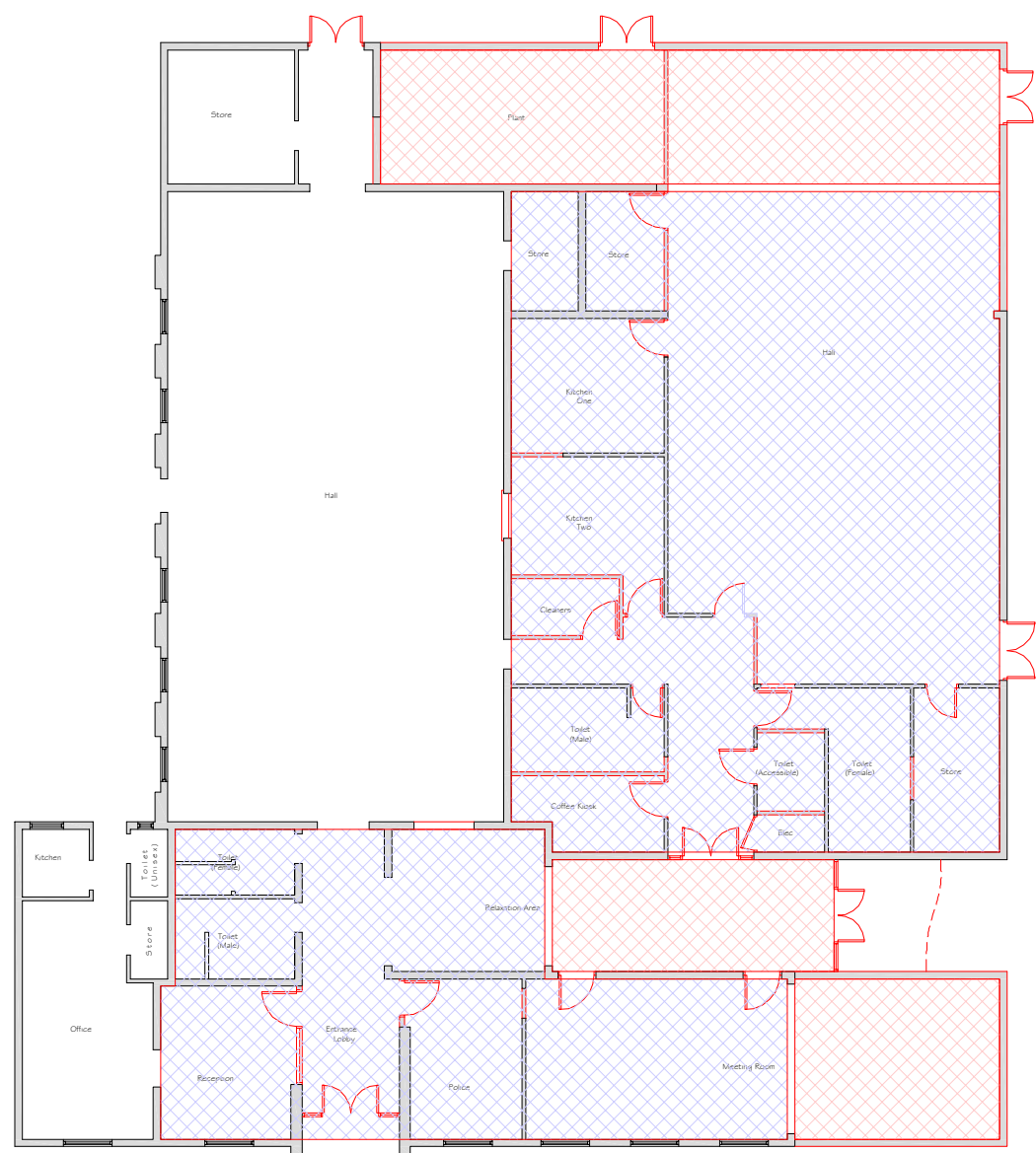
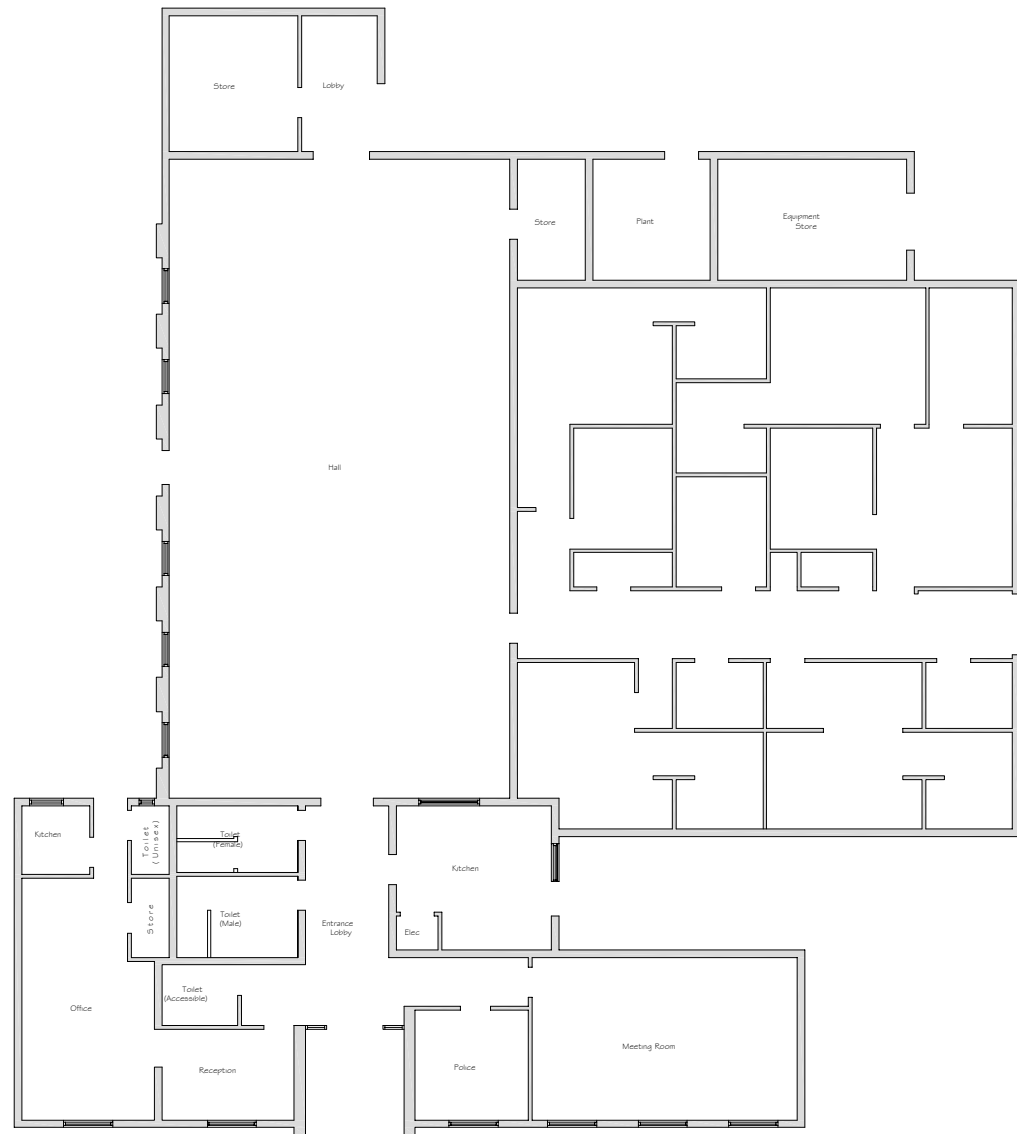
13. What is your ethnic group?

- White British Black or Black British
 White European Chinese
 White Other Mixed Background
 Asian or Asian British Other ethnic group

14. What is the first line of your postal address? How many people live at this address?

Appendix 2

Proposed Building Layout



 **New Construction**

 **Interior Modification**

Drawing Issue Notes:
 Rev Issue Date Revision Notes:
 0

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 Focus House, Millennium Way West,
 Phoenix Business Park,
 Nottingham NG6 6AS
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 Facsimile 0115 979 5151
 Website www.focus-consultants.co.uk
 Email enquiries@focus-consultants.com

Project
 Double-click-here

Client

Drawing Title

Revision	Date
Scale	@ A3
Drawing No.	Drawn
	Checked

Preliminary	For Approval	
Planning Issue	Building Reg. Issue	
Tender Issue	Construction Issue	
As Built		