



LEVELLING UP FUND

HADEN HILL LEISURE CENTRE

August 2022



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CONTACTS:

Planning Regeneration Team

Regeneration and
Growth Directorate
Sandwell MBC
Sandwell Council House
Freeth Street
Oldbury
B69 3DE

For further information contact:

Gemma Ryan
Business Manager for Sport &
Leisure
gemma_ryan@sandwell.gov.uk



INTRODUCTION

1. INTRODUCTION

Haden Hill Leisure Centre is an important facility for the people of Cradley Heath. The facility is well used and has a loyal membership. The government's Levelling Up Fund has created the opportunity to finance the construction of a replacement leisure centre which will offer the latest leisure facilities in a modern building.

Replacing the current facility will encourage more people to take up exercise. Sandwell has a greater incidence of obesity in adults and children than the national average, and lower life expectancy for men and women. The annual cost to the NHS of physical inactivity in Sandwell is estimated at £6.5 million.

Regular exercise can have many health benefits, such as reducing the risk of cardiovascular disease, depression and diabetes.

A new modern facility will be an asset for the local community. It will have a greater capacity for members and will inspire more people to play sport and exercise regularly. Replacing the current leisure centre will improve access for disabled users and increase privacy in swimming areas.

In addition, the replacement leisure centre will create a modern and attractive building in the heart of Cradley Heath. This will improve the look of the area and increase the pride that the local community has for its town.



LEVELLING UP FUND

2. LEVELLING UP FUND

The Levelling Up Fund is Government's flagship initiative to increase wealth and opportunity across the UK by investing in infrastructure that improves everyday life. The £4.8 billion fund is supporting town centre and high street regeneration, local transport projects, and cultural and heritage assets.

The proposal to develop a replacement leisure centre in Haden Hill wholly aligns with the 'cultural' theme of the Fund. The proposal for a replacement leisure centre will help deliver three of the missions of the Government's Levelling Up White Paper.

Living Standards: The new Haden Hill Leisure Centre will provide access to state of the art health and leisure facilities

at an affordable cost. The new centre will be accessible to all groups of the community and provide an inclusive facility for individuals to partake in sport and leisure activities. Good access to leisure facilities supports improved living standards through an increase in uptake and participation, contributing towards positive health and wellbeing outcomes and ultimately improved living standards.

Health: The new Haden Hill Leisure Centre will support improved health outcomes through the provision of sport and leisure facilities which are attractive and accessible to the local community. Currently, Sandwell has above average levels of obesity and associated health issues. Increased uptake of sport and leisure activities

could improve people's health. The new centre will be fully accessible for disabled users, making it an inclusive space which is accessible for all, further supporting improved health outcomes.

Wellbeing: The new Haden Hill Leisure Centre will support improvements to wellbeing for the local community and wider borough through access to new sport and leisure facilities. This will encourage residents to participate in positive physical activities. Exercise is proven to contribute to improved physical and mental wellbeing.



THE VISION

3. THE VISION

Sandwell Vision 2030

In 2030, Sandwell will be a thriving, optimistic and resilient community.

It's where we call home and where we're proud to belong - where we choose to bring up our families, where we feel safe and cared for, enjoying good health, rewarding work, feeling connected and valued in our neighbourhoods and communities, confident in the future, and benefiting fully from a revitalised West Midlands.

Sandwell Vision 2030

Sandwell's 2030 Vision identifies the importance of investing in health and wellbeing by improving leisure centres and developing a place where people can live healthy and longer lives, to support 'strong resilient communities'. A key focus is on the need to produce greater opportunities for residents to participate in sport and exercise. The new leisure centre will futureproof health and leisure provision for Cradley Heath.

Sandwell Corporate Plan 2021-25: Big plans for a great place

The new leisure will help deliver on the following objectives of the council's Corporate Plan 2021-25.

1. Strong Resilient Communities - Sandwell will become a welcoming place for young people, where they will have jobs, activities, and facilities as part of a local community,
2. Strong and inclusive economy – Sandwell council aims to strengthen the business sector, benefiting local people from creation of stable jobs. In 2020/21, 64% of the total staff (424 in 2021) employed at leisure centres in the area were Sandwell residents.

Sandwell Regeneration Strategy (2022-2027)

The delivery of a new leisure centre in Haden Hill forms part of the programme of projects on the council's Regeneration Project Pipeline

THE OPPORTUNITY

4. THE OPPORTUNITY

The Levelling Up Fund has provided an opportunity to finance the replacement of Haden Hill Leisure Centre with a new state-of-the-art facility. The current building is reaching the end of its usable life and a replacement facility will provide the opportunity to reduce maintenance costs and deliver a more energy efficient building.

There is a clear need to improve sport and leisure facilities in Rowley Regis. 73.2% of the population of Sandwell are within the three most deprived deciles of the Index of Multiple deprivation for the UK. Notably, 71.8% of the population are considered to be within the three most deprived health deciles, compared to 30% nationally. Life expectancy across the Borough in 2015 was 77 for men and 81.3 for women compared to a national average of 79.6 for men and 83.2 women.

The result of poor health outcomes in Sandwell is a cost to the NHS per 100,000 people of £2,132,477, which is 10.9% more than the regional average at £1,922,771 and 17.3% more than the national average at £1,817,285. The annual cost to the NHS of physical inactivity in Sandwell is estimated at £6,510,405.

As of 2015, 27.2% of adults and 26.1% of children in Sandwell were considered to be obese. This is higher than the regional and national average. There is a 6-percentage point greater incidence of childhood obesity in Sandwell than nationally. Notably, 41% of children reaching Year 6 (aged 10-11) are considered to be overweight or obese, placing increased pressure on health care provision in Sandwell and the West Birmingham NHS Trust. Obesity increases the likelihood of developing other health problems such as heart disease, diabetes, high blood pressure and certain types of cancers.

Sports participation can provide many health benefits, such as reducing the risk of cardiovascular disease, depression and diabetes. In a recent study by Sport England, it was assessed that participation in sport and physical activity at moderate intensity in adults for 150 mins + per week reduces risk of:

- CHD/Stroke by 35%;
- Colon cancer by 20%;
- Diabetes by 40%;
- Back pain by 25%; and
- Depression by 30%.

A replacement leisure centre in the same location will increase access to sport facilities. The location is well connected to public transport with Old Hill railway station just 500 metres away making it accessible to residents from across the borough.

The site is also accessible by walking and cycling. It will be even easier to access via active travel once the committed and funded works to resurface the Dudley Canal towpath, and the upgrade of existing and creation of new off-road paths between Blackheath, Old Hill and Cradley Heath are complete.

THE PROJECT

5. THE PROJECT

The project will involve the demolition of the existing leisure centre at Barrs Road, Haden Hill in Cradley Heath and the construction of a new state-of-the-art leisure centre.

The project is being funded by a £20 million grant from the government's Levelling Up Fund and £2.4 million match funding from the council.

The new leisure centre is expected to provide approximately:

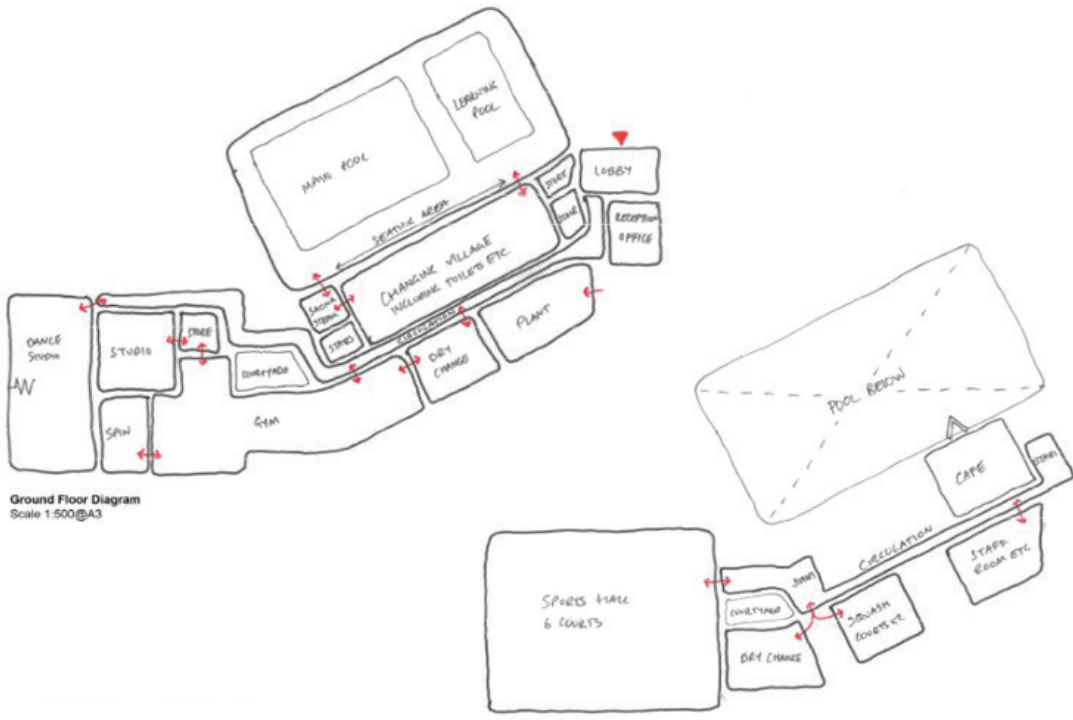
- Main 6 lane pool (25 x 12.5m)
- Learner pool (13 x 10m)
- Wet and Dry Changing and Storage Facilities
- Sports hall (4 court)
- Gym (100 station)
- Indoor Cycling studio (27 station)
- Dance studios (x2)
- Café





Map showing the location of the new leisure centre and the location of key facilities in Cradley Heath





The concept plans for the design of the new leisure centre

OUTCOMES

6. OUTCOMES

The new facility will be able to accommodate more users than the existing leisure centre. The outcomes of building a replacement centre include:

- Delivery of a modern, fit for purpose facility which will encourage new people to become members.
- Increased capacity at the centre to accommodate additional users which will support more people to take up exercise.
- Delivery of new swimming facilities.
- A leisure facility that is fully accessible for disabled users.
- Improved provision of health and leisure services for the local community.
- Reduced pressure on health care services due to physical inactivity.
- Creation of a new leisure centre with low future maintenance costs.
- Lower running costs and energy usage contributing to the Council's Net Zero agenda.



ENGAGEMENT

7. ENGAGEMENT

In Summer 2017 the council commissioned a community consultation exercise exploring the sustainability of sport and leisure across Sandwell. Haden Hill was included in the consultation.

Further engagement was undertaken in Summer 2019 to help the council decide which of its facilities should be prioritised for investment. The feedback received from this exercise has helped the council to decide to prioritise the replacement of Haden Hill Leisure Centre and the mix of sports facilities the replacement centre should include.

Respondents to the survey suggested that the facilities at the current Haden Hill Leisure Centre could be cleaner with better quality changing rooms, showers and toilets. Other responses included suggestions that the swimming pool could be improved and modernised.

The survey responses for the whole borough indicated that residents were more likely to make use of a leisure centre if it has high-quality facilities.

Notably, consultation responses indicated that women from Black and Minority Ethnic (BME) communities would like swimming pools that provide more privacy. As such the new leisure centre will be designed to be suitable for use by all members of the community, supporting the council's commitment to the creation of inclusive public spaces.

Elected Members at the council want to prioritise making the replacement leisure centre fully accessible to disabled people, and inclusive for all residents.

The Minister of Parliament and Rowley Regis Ward Councillors support the delivery of a new facility in the town. The delivery of the new facility will draw on the experience

and expertise the council has acquired in delivering new wet leisure facilities across the borough. This includes the experience gained in delivering the new Sandwell Aquatics Centre in Smethwick which was a competition venue for the Birmingham 2022 Commonwealth Games and is now being prepared for use by the community.

The council will continue to engage with local residents, Elected Members and other interested people as the proposals for the new leisure centre are designed in detail.



Haden Hill

NEXT STEPS

8. NEXT STEPS

Now that funding has been approved, Sandwell Council will:

1. Design the replacement leisure centre in detail
2. Consult local residents, Elected Members and interested people on the design as part of the planning application process
3. Demolish the existing facility
4. Construct the new leisure centre



