

HARLOW COUNCIL

Sport Facilities and Playing Pitches Assessment and Strategies

Part 1: Background and Context

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SECTION 1: THE PURPOSE OF THE STRATEGIES

1.1 Harlow Council requires a Sports Facilities Strategy for the purpose of ensuring appropriate opportunities exist for residents to lead physically active and healthy lifestyles that contribute towards their overall wellbeing both now and in the future. This will inform the emerging Local Plan and guide requirements that will arise from new housing both within the district and developments around its borders in the neighbouring districts of East Hertfordshire, Epping Forest and Uttlesford. This will help Harlow Council to achieve its five priorities for the next five years:

- More and better housing - tackling the housing need of Harlow residents, both in quantity, affordability, range and quality.
- Regeneration and a thriving economy - regenerating Harlow and supporting a thriving economy that benefits all the people of Harlow. Working with our partners in local and national Government, the community and the private sector to create an infrastructure that is appropriate for sustainable growth.
- Wellbeing and social inclusion - working with partners to support people living happy healthy lives, and getting along with one another.
- A clean and green environment - an attractive, clean, green and sustainable environment to be enjoyed by all.
- Successful children and young people - engaging young people and actively promoting opportunities.

1.2 The strategies need to address the needs of the existing and future communities and comprise:

Part 1: Background and context

This summarises the policy background, the anticipated population changes, and the activity characteristics for the authority and the Harlow area. This part is referenced and used throughout the other parts of the strategy as it applies to all sports facilities and playing pitches.

Part 2: Sports facilities strategy

This looks at each of the sports facility types including the larger facilities such as sports halls and swimming pools, but also activities such as cycling.

Part 3: Playing pitch strategy

This considers grass playing fields plus artificial grass pitches, and primarily considers the needs of football, cricket, rugby and hockey.

1.3 The strategies follow the formal guidance set down by Sport England. They consider the demand and supply of facilities across the Harlow and the Greater Harlow area. The conclusions and recommendations identify the facility network which will be required within the authority to meet the needs of the area as it grows.

SECTION 2: THE HARLOW POLICY FRAMEWORK

- 2.1 The priorities of Harlow are set out in a number of key policy documents and these provide the justification investment in sport and active recreation by the authority and its partners. These policy documents include national and local planning documents and the Corporate Plan. In a wider context, aspects of the plans and relevant strategies of neighbouring planning authorities are also of importance as they will also impact on the future supply and demand for sports facilities. Key extracts from the national policy framework, both in relation to planning policy and sports policy are provided in Appendix 1.
- 2.2 The strategy modelling is based on the latest available population estimates for the period up to 2031. These are broad and there are as yet no detailed demographic forecasts available which take into account the impact of the housing options in Harlow and the Greater Harlow area.

NATIONAL PLANNING POLICIES

National Planning Policy Framework (2012)

- 2.3 The National Planning Policy Framework (NPPF) (Communities and Local Government, 2012) sets out the Government's national planning policies for new development. The NPPF requires local assessments to be made of sport, recreation and open space, and key policies for both provision and protection of facilities and spaces, and key paragraphs include:
- Paragraph 70: positive planning for the provision and use of shared space including community facilities and sports venues to enhance the sustainability of communities and residential environments.
 - Paragraph 73: justification of provision needs to be set out within up to date assessments.
 - Paragraph 74: the protection of existing open space, sports and recreational buildings including playing fields, with specific policy exceptions.
 - Paragraph 156: setting the strategic priorities for *“the provision of health, security, community and cultural infrastructure and other local facilities”*.
 - Paragraph 178: the duty for authorities to co-operate on planning issues that cross administrative boundaries, including sport and recreation.

National Planning Practice Guidance

- 2.4 National Planning Practice Guidance (NPPG) is a suite of guidance information which is regularly updated, added to and amended. This information is designed to support the interpretation of the NPPF policies.

LOCAL PLANNING POLICIES

Harlow and Gilston Garden Town

- 2.5 Harlow together with its three neighbouring partners and Uttlesford District Council have identified a potential need for around 15,000 new homes in and around Harlow over the next 20 years or so. In January 2017 Epping Forest, East Herts and Harlow District Councils received a joint award of £500,000 in the form of a Government grant to support transformational strategic proposals for Harlow and the surrounding area. This is called Gilston Garden Town. A map of the Garden Town area with its housing growth is given in Figure 1.
- 2.6 The four authorities signed a Memorandum of Understanding (MoU) in March 2017 concerning the distribution of the housing between the authorities as part of their duty to cooperate on planning issues. The emerging Local Plans for each of the authorities will reflect the agreement in the MoU. A copy of the MoU is given in Appendix 2.
- 2.7 The draft Local Plans being developed by Harlow, East Herts and Epping Forest District Councils reflect the importance of Harlow as an economic and social hub for the area. New housing and employment emulating the best aspects of the original garden cities lie at the heart of the proposals. The emerging Local Plans will look ahead as far as 2033, while the Garden Town development could look as far forward as 2050.
- 2.8 As well as housing and employment, the Gilston Garden Town funding will help to address key issues and challenges such as access to the M11, the A414 corridor, River Stort crossing improvements, water use and treatment, and healthcare. It will also help to secure high design quality and ensure strategic development contributes effectively to the provision of infrastructure.
- 2.9 Harlow Council has clear ambitions to regenerate Harlow and believes growth, particularly to the north of Harlow, would contribute to the development of the town in its role as the sub-regional centre. This initiative is considered to be a major opportunity for Harlow and the surrounding areas to provide much need housing and infrastructure improvements which will all contribute to the regeneration of Harlow.
- 2.10 East Hertfordshire Council is in the process of developing a Concept Framework for the Gilston Area within its authority's boundaries, which will be a new development of 10,000 homes to the north of Harlow. A public consultation exercise runs from July to September 2017 on the Concept Framework.
- 2.11 In response to the planned growth and the cross-boundary cooperation which will follow, both the built facilities and playing pitch strategies consider not only the future needs of Harlow on its own, but also Harlow within the wider context of growth, in the Greater Harlow area.

Adopted Replacement Harlow Local Plan (July 2006)

- 2.12 The Harlow Local Development Plan will replace the Adopted Replacement Harlow Local Plan (July 2006) (Harlow Council, 2017) and will set out the framework to guide and shape development in Harlow to 2031 and beyond.
- 2.13 The Adopted Replacement Harlow Local Plan (July 2006) sets out the planning policies which are currently used by Harlow Council to determine planning applications and to guide development and the use of land across the Harlow District. The Saved Policies from this plan include policies on Playing Fields (L1); Open Space, Playgrounds and Play Areas (L2); Retaining, Improving and Developing Recreation (L3 and L4); Wet and Dry Sport and Recreation Centres (L5); Local Recreation Provision (L9); Latton Farm (L10); Water based Recreation (L11); Golf Courses and Large Scale Open Uses (L16); Community Facilities and Infrastructure, and their loss (CP1, CP2 and CP6) and; Planning Obligations (IMP1).

Emerging Local Plan: Preferred Options (June 2016)

- 2.14 The emerging new Local Development Plan has completed its Emerging Strategy and Further Options Consultation Stage (April 2014). Future proposals for housing, jobs and infrastructure will be further consulted on in a Pre-submission Consultation in 2017, following which the document will be adopted after an Examination in Public.
- 2.15 The preferred spatial option indicates that 51,100 dwellings could be accommodated across the Housing Market Area of Harlow, East Herts, Uttlesford and Epping Forest. Given the complex nature of this large and complex housing area which is too large to robustly assess, the brief for this sports strategy is to focus the assessments on the 'Greater Harlow' area.
- 2.16 Harlow's population is forecast to grow over the next 20 years and more homes will need to be provided. Evidence shows that about 16,000 new homes will be needed to meet the needs of Harlow, however some of these will be planned to be within Harlow and some outside the district but close to the boundary, together making an area to be called 'Greater Harlow'.
- 2.17 Approximately 30% of houses will be affordable homes – although this figure has yet to be finalised – to help households that cannot currently afford to buy their own home. Harlow also experiences a number of complex socio-economic and environmental issues; the town centre needs to be rejuvenated, the mix and tenure of housing needs to be broadened and the town's infrastructure needs upgrading. In particular Harlow needs a new junction on the M11 to alleviate congestion and to accommodate future growth in housing and employment.
- 2.18 Figure 1 below sets out the latest draft housing figures that have yet to be confirmed or agreed.

Harlow: 9,200 homes between 2011 and 2033 made up of:

- 1,096 completed
- 3,608 permitted
- 4,496 home to be provided between 2011 and 2033.

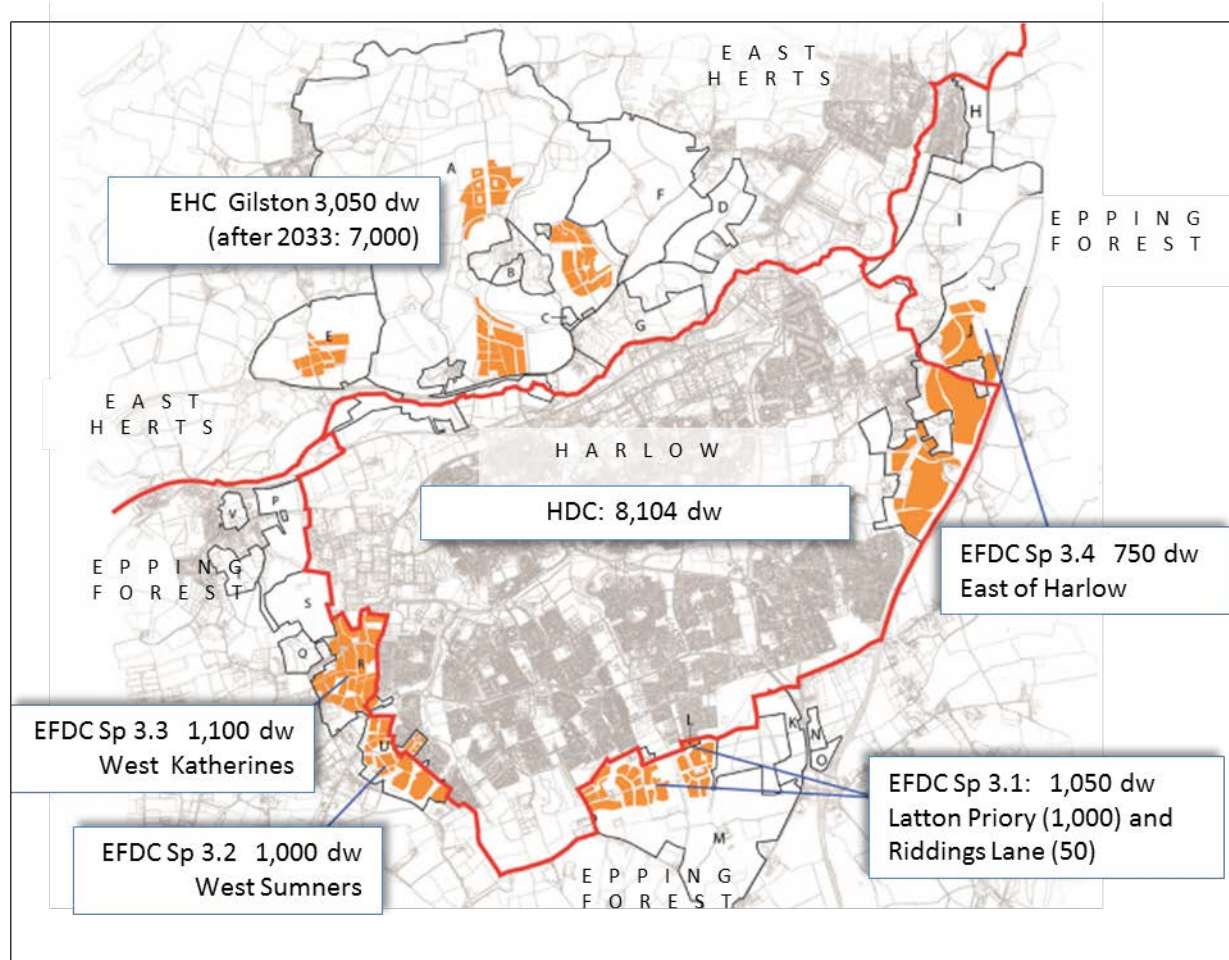
Epping Forest District:

- West Katherine's: 1,100 dwellings
- West Sumners: 1,000 dwellings
- Lattton Priory: 1,000 dwellings
- Riddings Land: 50 dwellings
- East of Harlow: 750 dwellings

East Herts District:

- The Gilston Area: 3050 to 2033, approx 7,000 after 2033.

Figure 1: Harlow and Gilston Garden Town growth



2.19 There is also growth planned for Uttlesford, but currently no sites are on the border with Harlow and they have not therefore been included in the detailed assessment.

- 2.20 Population numbers derived from these housing figures. This information is based on a combination of the Overall Housing Need for West Essex and East Herts, undertaken by Opinion Research Services (ORS) in August 2016 (East Herts Council, 2017), with an agreed uplift to reflect the emerging Local Plan higher planned dwelling numbers and the planned housing in the areas adjacent to Harlow.
- 2.21 The ORS report estimated that the average number of persons in each household was 2.402 across the Housing Market Area in 2011, but that this is expected to fall to 2.32 on average by 2033. The population structure produced by ORS for Harlow takes account of both the existing population and the new populations with their younger age profiles in the new developments. The steps to estimating the populations for the sports facility assessment, as agreed by Harlow officers are:
- Step 1: baseline August 2016 ORS – authority specific information provided by ORS which lies behind the SHMA update of August 2016.
 - Step 2: calculation of the additional growth beyond that of the ORS for Harlow. Based on the agreed uplift of 2597 households @ multiplier of 2.32. The phasing of the uplift is assumed to be the same as lies behind the ORS population assessment i.e. 21% up to 2021, 32% between 2021 and 2026, and 48% between 2026 and 2033. This gives a total population within Harlow itself of 103,983 by 2033.
 - Step 3: assessing the impact of the adjacent authorities housing growth. Identify the number of dwellings proposed in Epping Forest and East Herts adjacent to Harlow. Calculate the total populations in the period up to 2033 taking into account the vacancy rates for each authority (from ORS report of 2015) and housing multiplier from ORS. Application of the younger SUE model to this growth, to provide the demographic profile. Housing trajectories from Epping Forest's and East Herts's Local Plans.
 - Step 4: combining the uplifted Harlow population estimate with that of the adjacent authorities to give the total populations. Separate scenario combining Harlow and Epping Forest populations separately from East Herts.
- 2.22 The calculations behind the population assessment are given in Appendix 3. In summary, the total population of Harlow is expected to increase to about 104,000 by 2033, and that of the Greater Harlow area including the growth within Epping Forest and East Herts to about 119,500.

Developers' contributions and infrastructure delivery

- 2.23 The most recent policy setting out the authority's approach towards developers' contributions for infrastructure is set out in the Harlow Infrastructure Study Stage 2 – Final Report (March 2010) (Atkins and Roger Tym and Partners, 2010). This states:

“In order for residents to have recreation and other facilities with which to start building communities they will need a good provision of multi-use centres in which a variety of activities from arts, sports and social care can be undertaken.”

- 2.24 The study considers community centres provision under section 5 and strategic open space, sport and recreation under section 6. This includes new leisure centres, new destinations/gateway parks, playing fields and youth play, LEAPs/NEAPs amongst other facilities. Outline cost and phased delivery are also considered.
- 2.25 The very extensive list of infrastructure listed in the study is not included here, as it is partly out of date and the council is currently (September 2016) about to commence on a new Infrastructure delivery plan. This Sports Facilities Strategy will feed into that new plan.

The Harlow Open Space, Sport and Recreation SPD (June 2007)

- 2.26 This is a Supplementary Planning Document (SPD) that sets out the Council's approach to the provision of open space in conjunction with new housing development (Harlow District Council, 2007). The guidance details how the Council will implement Local Plan policies for 'Open Space, Sport and Recreation Facilities'. It builds upon policies in the Adopted Replacement Harlow Local Plan, and should be considered in conjunction with that Plan's saved policies.

Community Infrastructure Levy CIL

- 2.27 The national Community Infrastructure Levy (CIL) legislation (2010) identifies the need to establish a 'Regulation 123 List' for infrastructure needs resulting from the Local Development Plan. The Community Infrastructure Levy Regulations 2010 (as amended) restricts the use of planning obligations for infrastructure that will be funded in whole or in part by the Community Infrastructure Levy. The Regulation 123 list can contain generic or specific types of infrastructure that may be funded using CIL receipts, with the exception of specific on-site infrastructure (or other directly related mitigation) that can be secured through s106 rather than CIL.

Justifying contributions under S106

- 2.28 Currently Harlow Council has not started to progress towards CIL adoption. As such funding through the s106 remains the main route to secured developer contributions.
- 2.29 The NPPF states that “assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area and information gained from the assessments should be used to determine what open space, sports and recreational provision is required”.
- 2.30 The request for developer contributions must meet the three CIL tests; fairly and reasonably related in scale and kind to the development. There is therefore a need to assess the scale of the contributions from a specific housing development, which

in turn must be based on the amount of anticipated demand for specific sports facilities, playing fields, open space or community facilities which is expected to be generated by the housing scheme.

- 2.31 The “standards of provision” for each kind of facility, such as sports halls and swimming pools, are given in this strategy, and will provide this tool to support s106 once adopted and/or once part of the Local Plan evidence base. It is expected that for the largest housing schemes, this assessment will usually lead to a requirement for the developer to provide appropriate new facilities on site, along with suitable land located appropriately, and made available at no cost by the developer. For example, land for a new leisure centre with indoor and outdoor sports and ancillary facilities located in a central, accessible position.
- 2.32 Prior to the adoption or inclusion as part of the Local plan evidence base of the new standards in this strategy, the s106 assessment of demand generated by a housing scheme will be based on the existing adopted standards.
- 2.33 Where there is sufficient accessible capacity in the locality already to absorb the estimated new demand, but there is a need for investment to improve the quality of existing facilities e.g. improvements to a changing pavilion, pitch quality, or the resurfacing of tennis courts, then the developers contributions under the s106 arrangements will be expected to be allocated towards these off-site improvements.
- 2.34 The potential need to provide significant suitable areas for sports on site within new developments can have a major impact on both a site’s viability and the options for the masterplanning if not covered by Local Plan policy and major site design and layout policy. Where a larger site comes forward in packages and/or in a phased delivery, a viable and robust masterplan must be agreed between the developer(s) of the whole larger site and the council, ahead of any planning permission, so that these larger land requirements can be seen to be deliverable. Such provision must therefore be considered at the very earliest stages of any development.

OTHER POLICIES

Corporate Plan

- 2.35 This is named ‘Harlow Council: Working Together for Harlow Corporate Plan 2017/18 - 2019/20’ (Harlow Council, 2017). The relevant objectives of the Plan include:

‘Harlow residents to have good health and wellbeing, with the Council playing a leading role in tackling the underlying root causes of poor health and the issues that affect wellbeing’ and;

‘Harlow to have high quality community cultural and sporting events, attractions, and facilities for residents and visitors to experience, with a range of places for visitors to stay’.

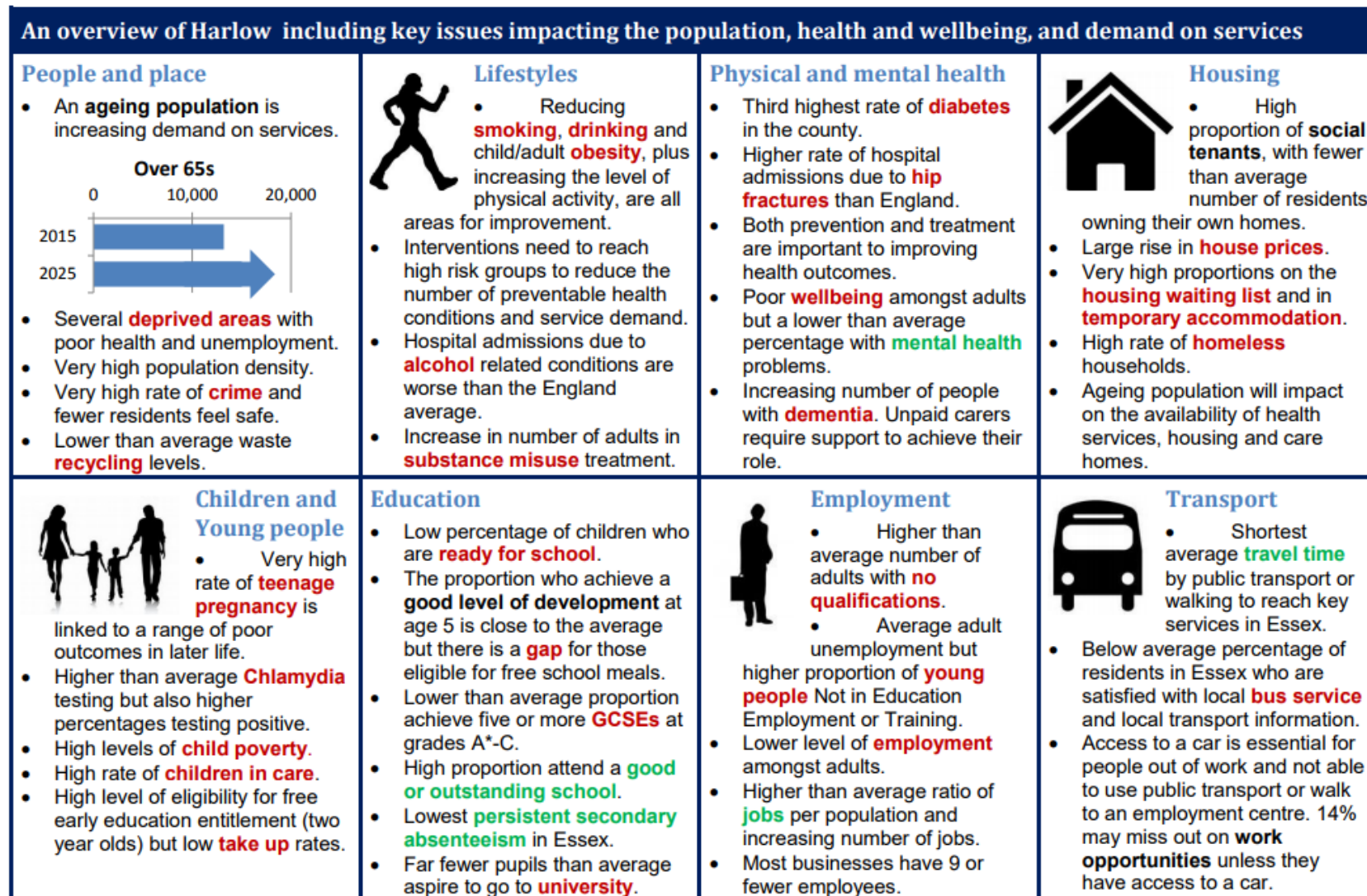
ADJACENT LOCAL AUTHORITIES' POLICIES

- 2.36 It is also important to set Harlow within the context of the wider regional sub-area. The relevant information for the adjacent authorities is drawn out under each section of the facility and pitch sections of this report.

SECTION 3: POPULATION CHARACTERISTICS AND CHANGE

- 3.1 The Essex Joint Needs Assessment produced by Essex County Council in 2016 provides a useful overview of the characteristics of Harlow (Essex County Council, 2016). A copy of their summary is given in Figure 2.

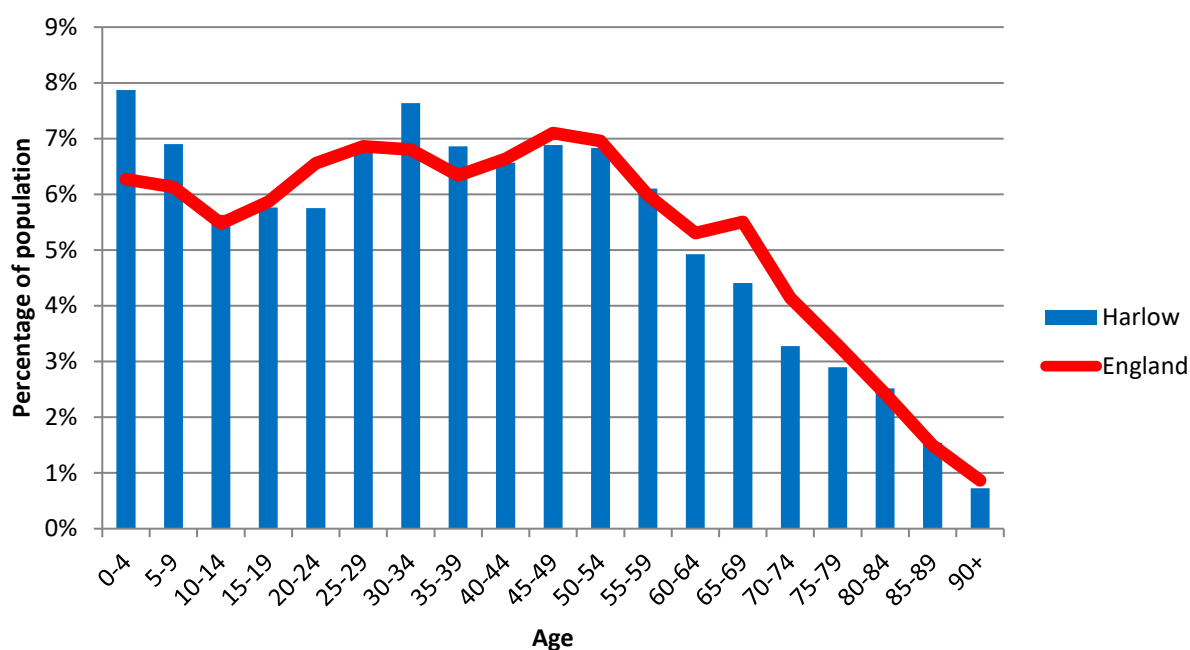
Figure 2: Characteristics of the population of Harlow
(source: Essex County Council, Joint Needs Assessment, 2016)



Current population

- 3.2 The total population was estimated by the ONS in their 2015 mid-year estimate to be 85,397. The age structure of Harlow is similar to that of England, see Figure 3, but there are slightly more young people aged under 10 years, slightly more people aged 30-34 years, and fewer people aged 60-79 years. In relation to sport and active recreation provision, this means that modelling based on national population ages is a reasonable “fit” for Harlow.

Figure 3: Harlow age structure compared to England



Future population projections

- 3.3 The calculations behind the future population projections are given in Appendix 2 and summarised in paragraph 2.20 onwards. The population forecast figures are given in Figure 4 and illustrated by Figure 5 and Figure 6. The main differences between the Harlow growth alone, and the growth across the Greater Harlow area, is the notable increase in the number of younger people and young adults. This will be important for sport as the younger age groups tend to participate more and therefore have a higher demand for facilities than an older population.

Figure 4: Population forecasts to 2033

Ages	Population within Harlow				Population in Epping Forest adjacent			Population in East Herts adjacent			Total population Harlow & adjacent			
	ONS 2016	Uplifted totals all persons												
	2016	2021	2026	2033	2021	2026	2033	2021	2026	2033	2016	2021	2026	2033
0-4	6636	6685	6851	7109	150	619	975	0	265	775	6636	6835	7734	8859
5-9	6061	6662	6743	6994	133	548	864	0	234	686	6061	6795	7526	8545
10-14	4975	6043	6622	6847	118	488	769	0	209	611	4975	6161	7318	8226
15-19	4851	4931	6017	6536	90	370	583	0	158	463	4851	5021	6545	7582
20-24	5068	4690	4783	5987	61	252	398	0	108	316	5068	4751	5143	6700
25-29	5999	6136	5911	6498	113	468	737	0	200	585	5999	6249	6579	7821
30-34	6398	6540	6763	6480	155	639	1007	0	273	800	6398	6695	7676	8287
35-39	5970	6405	6606	6792	153	629	991	0	269	787	5970	6558	7504	8571
40-44	5481	5796	6225	6584	124	511	806	0	219	640	5481	5920	6955	8030
45-49	5787	5427	5757	6324	79	326	514	0	140	408	5787	5506	6223	7247
50-54	5910	5779	5496	6176	64	262	413	0	112	328	5910	5842	5871	6918
55-59	5313	5870	5842	5529	27	111	175	0	47	139	5313	5897	6000	5843
60-64	4393	5051	5688	5639	30	124	196	0	53	156	4393	5081	5865	5991
65-69	3805	4099	4766	5472	13	54	85	0	23	67	3805	4112	4843	5624
70-74	2948	3614	3906	4853	11	47	74	0	20	59	2948	3625	3973	4986
75-79	2438	2699	3373	3896	7	27	42	0	12	34	2438	2706	3411	3972
80-84	2108	2029	2341	2902	2	7	11	0	3	8	2108	2031	2351	2921
85+	1994	2264	2478	3364	0	0	0	0	0	0	1994	2264	2478	3364
Totals all persons	86135	90719	96167	103983	1329	5484	8641	0	2345	6864	86135	92048	103995	119488

Figure 5: Harlow growth to 2033

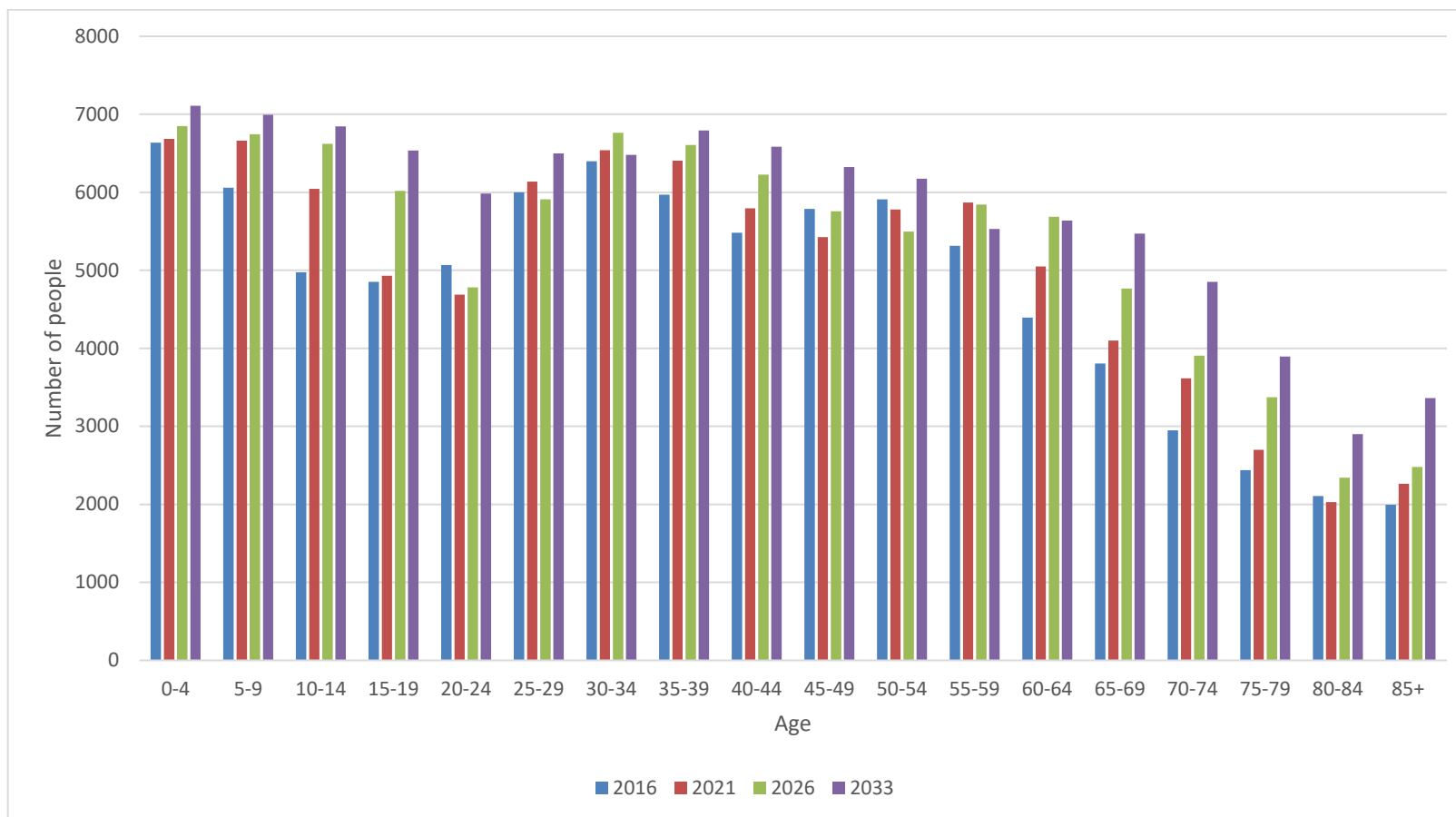
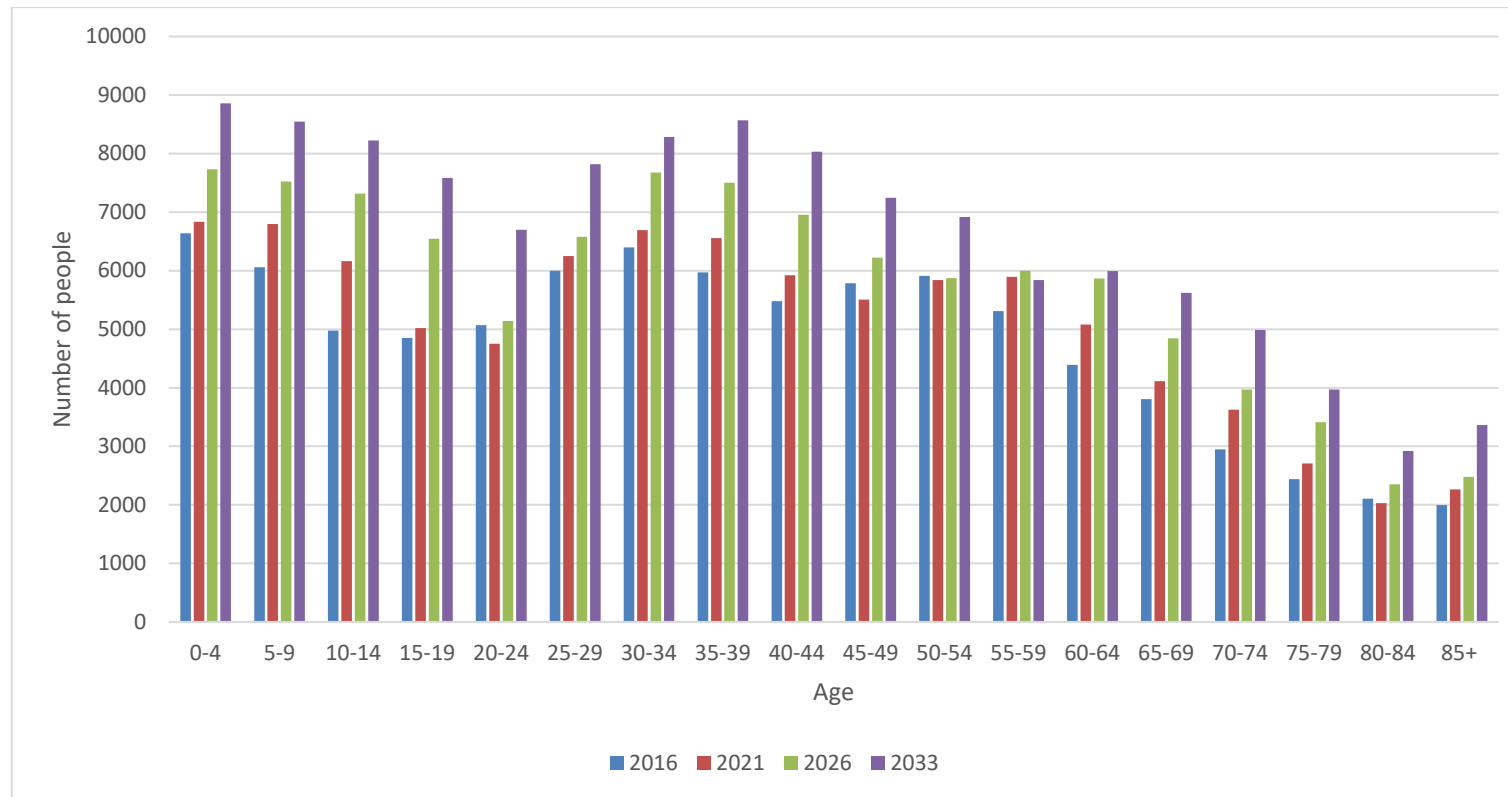


Figure 6: Greater Harlow population to 2033

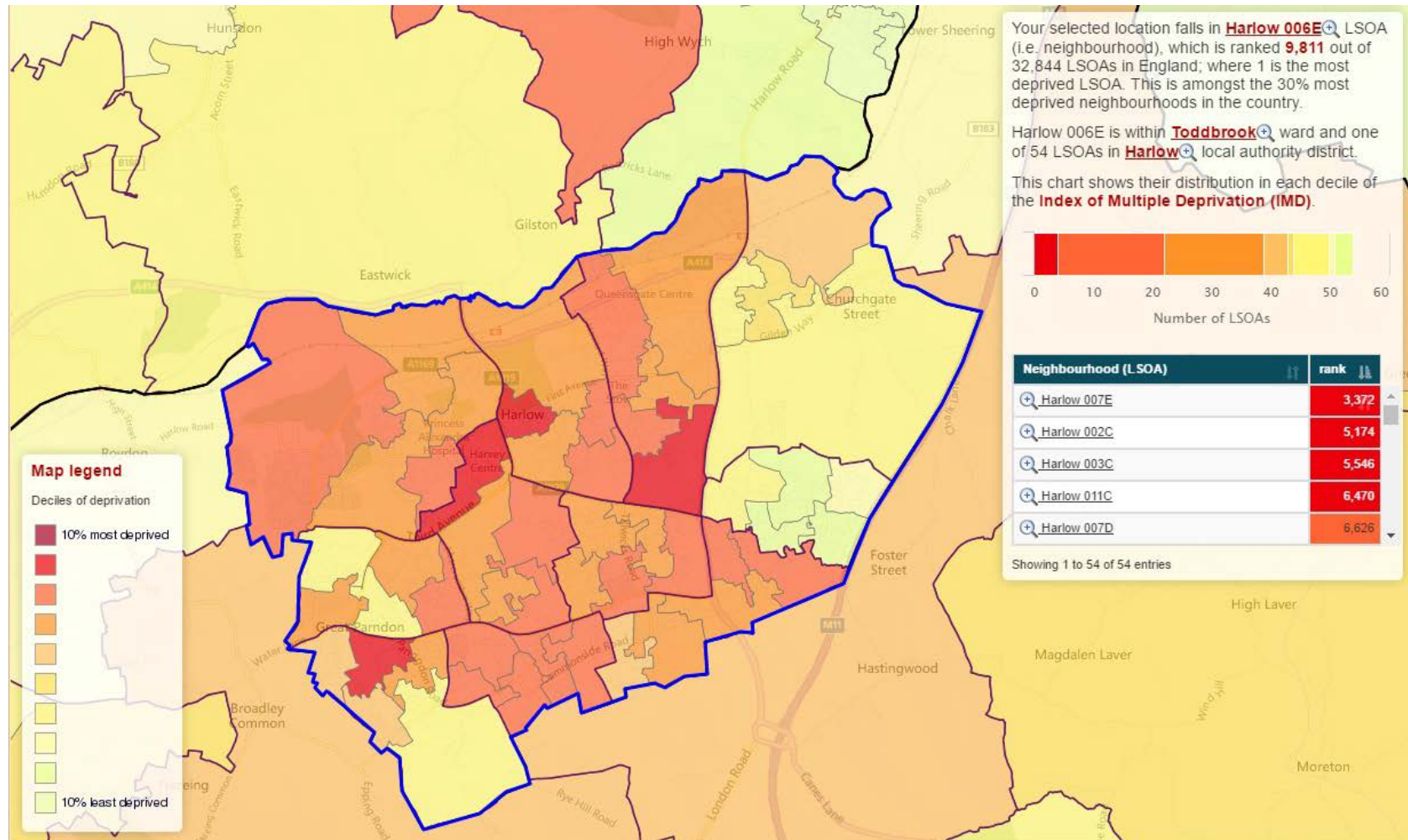


SOCIO-ECONOMIC FACTORS

Deprivation

- 3.4 Harlow has relatively high levels of multiple deprivation compared to its neighbouring authorities, and there are some areas of the town (shaded the darker red on the map in Figure 7) that are amongst the 30% most deprived Lower Super Output Areas (LSOAs) in England. At the other end of the deprivation scale, only 3 of the 54 LSOAs (the green shaded areas in the east of Harlow) are amongst the less deprived in the country.

Figure 7: Map of Index of Multiple Deprivation
(source: ONS interactive mapping)



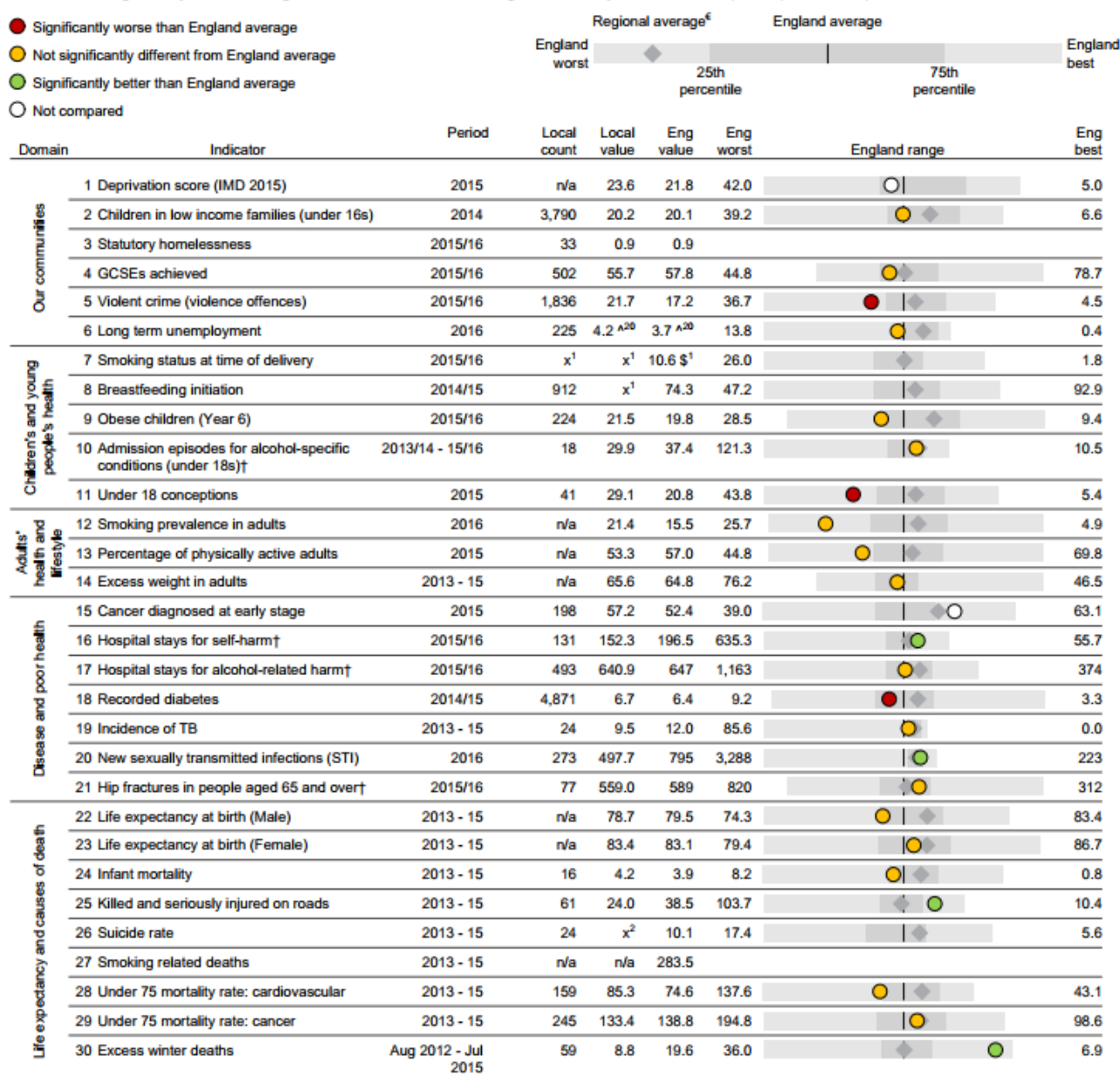
Health

3.5 Public Health England's Health Profile for Harlow (Public Health England, 2017) has the following relevant key points:

- About 21.5% of children are classified as obese.
- The local health priorities are: Mental Health, Sexual Health and Healthy Relationships, and Independent Living and Aging Well.

Figure 7: Health profile for Harlow 2017
(source: Public Health England)

The chart below shows how the health of people in this area compares with the rest of England. This area's result for each indicator is shown as a circle. The average rate for England is shown by the black line, which is always at the centre of the chart. The range of results for all local areas in England is shown as a grey bar. A red circle means that this area is significantly worse than England for that indicator; however, a green circle may still indicate an important public health problem.



- 3.6 Harlow's priorities for health and wellbeing are set out by the Health and Wellbeing Board. The Board has 3 sub-groups, each with 4 priorities. These are:

Early Help and Start Well (pre-birth to 19 years old)

1. Mental health and emotional wellbeing.
2. Healthy relationships and sexual Health.
3. Active living,
4. Childhood obesity.

Be Well, Work Well (19 years to 65)

1. Active living.
2. Healthy working.
3. Healthy headspaces.
4. Smoking cessation.

Stay Well and Age Well (over 65s)

1. Dementia.
2. Loneliness.
3. Safe and independent living at home.
4. Active living.

- 3.7 The cost of physical inactivity in Harlow was estimated by Sport England in their Local Profile Tool to be £2,212,935 per 100,000 population (Sport England, 2017). This is significantly higher than either the East of England average at £1,785,966 or the England average of £1,817,285. The source of Sport England's information is research commissioned from the British Heart Foundation for 2009/10.

Economic development

- 3.8 Sport and recreation facilities and green infrastructure can both support employment opportunities directly and indirectly. Sport England (Sport England, 2017) estimates that the value of sport and active recreation based on their Economic Value of Sport research for Harlow is:

- Gross Value Added (GVA) wages and operating profits in 2013:
 - GVA from people participating in sport: £22.1m
 - GVA from wider non participation interests: £10.9m
 - Total (£m) £33.0m
- Total sports related jobs (both participation and wider non-participation interests) in 2013
 - 916
- Economic value of health benefits of participating in sport and active recreation in 2013
 - £33.8m

- Total sporting business stock (sports businesses) in 2015
 - 25 businesses
 - Equates to 0.76% of Harlow's local economy – which is lower than the national average of 1.04%, and the regional average of 1.13%.
- Economic value of sports volunteering in 2013
 - £15.2m

3.9 The positive effects sport, recreation and open space use has on mental health and well-being could be capitalised upon to support people back to work through volunteer programmes, which in turn could boost self-confidence and self-esteem in support of a full time employment opportunity.

PARTICIPATION IN SPORT AND ACTIVE RECREATION

3.10 Sport England released its first report called Active Lives in January 2017 (Sport England, 2017). Active Lives is broader than the previous Active People Survey as it includes walking and cycling for both leisure and travel, dance and gardening, in addition to the sporting and fitness activities included in the previous Active People Survey.

3.11 The table shows that, the levels of activity of adults aged 16+ years in the authority and the its CIPFA benchmark comparator authorities. The definitions are:

Moderate activity: This is defined as activity where you raise your heart rate and feel a little out of breath.

Vigorous activity: This is where you are breathing hard and fast and your heart rate has increased significantly (you will not be able to say more than a few words without pausing for breath).

Moderate intensity equivalent (MIE) minutes: means each 'moderate' minute counts as one minute. Any vigorous activity counts for double, so each vigorous minute counts as two moderate minutes. The 30 MIE minutes can be achieved in one go or in chunks of at least 10 minutes across different days through a combination of physical activities.

Inactive: someone who, over the course of a week, does not achieve a total of 30 moderate intensity equivalent (MIE) minutes of physical activity.

Fairly active: someone who is active for 30-149 minutes a week.

Active: someone who is active for at least 150 minutes a week.

3.12 The data in Figure 8 suggests that Harlow's population is the least active of all of the benchmark comparators, and is below both the national and regional levels.

Figure 8: Sport and physical activity levels for adults

Authority	Inactive (<30 minutes a week)	Fairly active (30-149 minute a week)	Active (150+ minutes a week)
Harlow	28.5%	10.9%	60.6%
Basildon	22.9%	12.2%	64.9%
Chesterfield	19.9%	8.3%	71.8%
Redditch	22.4%	10.0%	67.6%
Stevenage	17.7%	15.2%	67.2%
East of England	21.0%	13.5%	65.4%
England	22.0%	12.6%	65.4%

Note: the sample size for Active Lives is such that the 95% confidence interval is wide. For example: Harlow's inactive rate lower confidence level is 23.8%, and the upper is 33.8%.

3.13 The Active Lives Survey report shows that:

- more males are active than females
- participation in sport and physical activity declines with age
- activity levels for people with a disability decreases as the number of impairments increase
- the higher the socio-economic group, the more active
- the difference between the number of men and women taking part is greatest for sporting
- several of the new activities that form Sport England's extended remit are more popular with women than they are with men.

3.14 These trends suggest that the priorities for Harlow are to increase activity levels across all of the groups in the community, getting those who are not active at all to become active, and those who do some activity doing more.

3.15 The investment priorities should be towards opportunities which are /can be made available to both young children and to older people, those in the lower socio-economic groups, and activities that attract women and girls. These opportunities relate to both built facilities for sport and recreation and open spaces, including walking and cycling routes.

3.16 The Key Performance Indicators to which back the Government's strategy, *Sporting Future, A New Strategy for an Active Nation* (Dept for Culture, Media & Sport, 2015) and which are measured in Active Lives are:

KPI 1 – Increase in percentage of the population taking part in sport and physical activity at least twice in the last month

KPI 2 – Decrease in percentage of people physically inactive

KPI 3 – Increase in the percentage of adults utilising outdoor space for exercise/ health reasons

KPI 4 – Increase in the percentage of children achieving physical literacy standards

KPI 5 – Increase in the percentage of children achieving swimming proficiency and Bikeability Levels 1-3

KPI 6 – Increase in the percentage of young people (11-18) with a positive attitude towards sport and being active

Participation in sports in Harlow

- 3.17 Figure 9 shows the level of participation in the top two sports of gym sessions and swimming, extracted from the Sport England Local Profile Tool for Harlow (Sport England, 2017). Gym sessions are the most popular activity, and rates are well above the regional and national averages. However the overall rate of participation in the next most important activity of swimming is below both the national and regional rates. These findings are considered in detail within the relevant sports facility sections in Part 2 of this study.

Figure 9: Top sports in Harlow with regional and national comparison

Sport	Harlow	East of England	England
Gym Session	13.7%	10.6%	11.2%
Swimming	8.0%	9.3%	9.5%

Market Segmentation

- 3.18 Sport England (Sport England , 2017) has developed nineteen sporting segments to help understand individuals' attitudes and motivations to sports and physical activity and this tool is a useful extension of the other socio-economic mapping available from elsewhere. The information used to develop these segments is derived from information sourced primarily from the Active People Survey, but also from the census, and supplemented with information from other market research surveys.
- 3.19 The intelligence provided by the Market Segmentation tool helps in the understanding of why particular sports have more demand than others in an authority, and highlights any significant differences in areas across the authority. In turn this will help to identify which facility types should be the highest priority in each area. Appendix 4 provides the Market Segmentation details for Harlow together with the characteristics of each segment.

SECTION 4: NATIONAL POLICY FRAMEWORK FOR SPORT AND PHYSICAL ACTIVITY

H M Government Sporting Future: A New Strategy for an Active Nation

- 4.1 This wide-ranging detailed strategy (Dept for Culture, Media & Sport, 2015) was launched in December 2015 with the aim to change the way in which sport is considered, from simply how many people take part, to what people get out of participating and what more can be done to encourage everyone to have a physically active lifestyle.
- 4.2 The funding decisions of Government will now be made on the basis of the social good that sport and physical activity can deliver, not simply the number of participants. The five key outcomes which will define success in sport are:
- physical well-being
 - mental well-being
 - individual development
 - social and community development
 - economic development.
- 4.3 The primary funding will be focussing on those people who tend not to take part in sport including women and girls, disabled people, those in lower socio-economic groups and older people. All new government funding will go to organisations which can deliver some or all of the five outcomes, and those organisations which show that they can work collaboratively and tailor their work at the local level will be the most likely to receive funding.
- 4.4 The Government strategy broadens Sport England's remit so that it becomes responsible for sport outside of school from the age of 5 rather than 14.
- 4.5 Policy will support the value of broader engagement in sport, through volunteering, spectating, or the general feel-good factor associated with sporting success. Government has reaffirmed its commitment to Olympic and Paralympic success but also extending support to non-Olympic sports particularly with grassroots investment.
- 4.6 The Government's strategy recognises that local government are the biggest public sector investor in sport and physical activity, spending over £1bn per year excluding capital spend. Councils have an important leadership role in forging partnerships, unblocking barriers to participation and improving the local sport delivery system, and local authorities are seen as crucial in delivering sport and physical activity opportunities. As such many councils have integrated physical activity into public health policy with the objective of promoting wellbeing, and have produced Health and Wellbeing Strategies.

4.7 In relation to open spaces, the strategy states:

“Being close to where people live, high quality multi-use local green spaces can play a key role as sporting venues and as alternative settings for sport and healthy activity for communities including new audiences that are less likely to use traditional sports centres. The opportunities to realise the multiple benefits that can be achieved for communities by investing in green spaces and routes as venues for sport and healthy activity should be considered whenever they arise.”

4.8 The strategy specifically states that support for sport and physical activity infrastructure is not restricted to pitches, sports halls and buildings. In future it should include all types of places where people take part in activity in both rural and urban environments. Providing people with the freedom to use existing facilities and spaces and keeping them in good repair, is seen as important as building new infrastructure.

4.9 The Government strategy is seeking new ways of supporting local physical activity strategies in selected geographical areas, and expects Sport England, Public Health England and Health and Wellbeing Boards to work closely together on pilot projects. Collaborative and innovative approaches are also being encouraged at the very local level involving organisations such as housing associations and the police, and Lottery funding policies will be changed to more easily support such projects.

Sport England: towards an active nation, strategy 2016-2021

4.10 Sport England launched its new five year national strategy in 2016 (Sport England, 2016). It responds to the Government’s Sporting Future strategy, and as such has a stronger focus on reaching those who are least active, and helping to deliver the wider Government’s strategy’s outcomes. The key changes that Sport England are making to the way that they work are:

- Focusing more money and resources on tackling inactivity.
- Investing more in children and young people from the age of five.
- Helping those who are active now to carry on, but at lower cost to the public purse over time.
- Putting customers at the heart of what they do, responding to how people organise their lives and helping the sector to be more welcoming and inclusive, especially of those groups currently under-represented in sport.
- Helping sport to keep pace with the digital expectations of customers.
- Working nationally where it makes sense to do so (for example on infrastructure and workforce) but encouraging stronger local collaboration to deliver a more joined-up experience of sport and activity for customers.
- Working with a wider range of partners, including the private sector, using their expertise as well as Sport England investment to help others align their resources.

- Working with our sector to encourage innovation and share best practice particularly through applying the principles and practical learning of behaviour change.
- 4.11 There will be 7 investment programmes by Sport England which reflect the policy direction set down in the Government strategy Sporting Future. There will also be a Community Asset Fund to support local infrastructure which will replace the Inspired Facilities and Protecting Playing Fields schemes. Sport England will continue to support the football facility investment strategy developed in association with the Football Association, the Premier League and the Football Foundation.
- 4.12 The use of existing facilities will be encouraged, particularly the use of schools through the *Use our School* guidance document.
- 4.13 Sport England national guidance for the production of strategies has been used for the relevant report sections:
- Built facilities: Assessing Needs and Opportunities (Sport England, 2014)
 - Playing pitches: (Sport England, 2013).

SECTION 5: USE OF THE BACKGROUND AND CONTEXT REPORT

- 5.1 This background and context is referenced and used throughout the other parts of the strategy as it applies to all sports facilities and playing pitches. Where relevant further detail is provided within the appropriate section.

SECTION 6: REVIEW AND MONITORING

- 6.1 There should be an annual review of both the built facilities strategy (Part 2) and playing pitch strategy (Part 3) which will help to maintain the momentum and commitment to their implementation. This will also help to ensure that the original supply and demand information is no more than two years old without being reviewed. This review process should include:
- Anticipated housing growth within Harlow and the Greater Harlow area;
 - The outcome of cross-boundary discussions with Epping Forest and East Herts;
 - General changes in participation and attractiveness of individual sports;
 - Technical changes to sport facility requirements;
 - The development of new or loss of existing facilities since the strategy was completed;
 - Facilities developed or lost to community use within the adjacent authorities;
 - Facility investment decisions by the council and its partners.

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GLOSSARY

CIL	Community Infrastructure Levy
CIPFA	Chartered Institute of Public Finance and Accountancy
GVA	Gross Value Added
IMD	Index of Multiple Deprivation
KPI	Key Performance Indicator
LSOA	Lower Super Output Area
MIE	Moderate Intensity Equivalent for exercise
MSOA	Middle Super Output Area
NPPF	National Planning Policy Framework
NPPG	National Planning Practice Guidance
ONS	Office for National Statistics
SHMA	Strategic Housing Market Assessment
SPD	Supplementary Planning Document
SUE	Sustainable Urban Extension



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APPENDIX 1:
Policy framework - Extracts of key documents

APPENDIX 1: Policy Framework - Extracts of key documents

NATIONAL PLANNING POLICIES

National Planning Policy Framework (2012)

- 1.1 The National Planning Policy Framework (NPPF), published in March 2012 brought in a fundamental change to the strategic planning system. The NPPF retains the statutory status of the development plan as the starting point for decision making, and the fact that proposed development which accords with the Local Plan is generally expected to be approved. The Framework is however much simpler than the previous planning policy framework and the more detailed policy documents, for example the set of Planning Policy Guidance Notes, have been dropped. This includes the Planning Policy Guidance Note 17 on Planning for Open Space, Sport and Recreation of 2002, which had been the main policy guidance up to the release of the new NPPF.
- 1.2 Each local planning authority is now expected to produce a Local Plan which can be reviewed in whole or in part to respond flexibly to changing circumstances. The Local Plan sets the strategic priorities for the area which specifically includes leisure development and “the provision of health, security, community and cultural infrastructure and other local facilities” (para 156). Additional development documents are only to be used where they are clearly justified, such as where they help applicants to make successful applications or to aid infrastructure delivery.
- 1.3 The policies in the Local Plan are required to follow the approach of the presumption in favour of sustainable development, and should be based on an adequate, up-to-date and relevant evidence base, including in relation to; housing, business, infrastructure, minerals, defence, environment (historic, health and well-being), public safety from major accidents, ensuring viability and deliverability (Paras 158 – 177). The Strategy will form one part of this evidence base. Authorities are also able to use evidence already produced which was initiated to underpin the emerging (or existing) local plan policies.
- 1.4 Local planning authorities are encouraged to cooperate on planning issues that cross administrative boundaries (Para 178), particularly in relation to the strategic priorities set out in Para 156 of the NPPF, which includes specific reference to leisure and to community infrastructure.
- 1.5 Paragraph 70 of the NPPF reads:

“To deliver the social, recreational and cultural facilities and services the community needs, planning policies and decisions should:

 - plan positively for the provision and use of shared space, community facilities ... such as sports venues ... to enhance the sustainability of communities and residential environments;

- guard against the unnecessary loss of valued facilities and services, particularly where this would reduce the community's ability to meet its day-to-day needs;
- ensure that established ... facilities and services are able to develop and modernise in a way that is sustainable, and retained for the benefit of the community; and
- ensure an integrated approach to considering the location of ...community facilities and services.

1.6 Under NPPF para 73 it states:

“Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. Planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision are required”.

1.7 Of particular importance at this time and tested within the strategies is the impact of the proposed growth in housing both within and around the authority.

1.8 Paragraph 74 states:

“Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

- an assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or
- the loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or
- the development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss”.

1.9 Even though the Community Infrastructure Levy is now in place, there is a need to be able to determine what developer contributions are appropriate as part of individual applications where provision is largely on site. In this assessment, the Council will need to take into account the NPPF policy that planning obligations (including developer contributions) should only be sought where they meet all 3 tests of NPPF para 204 which links to CIL Regulation 122). The 3 CIL tests are:

- Necessary to make the development acceptable in planning terms

If the sport infrastructure is not provided, the impact of the proposal will be unacceptable as it will not meet the needs of the relevant policies, and will lead to

increased pressure on the existing facilities, for example by taking them beyond their capacity.

- Directly related to the development

The amount of demand which will be generated by the development will be identified through estimating the number of residents living in the proposed dwellings and applying the local demographic profile. The impact on the local infrastructure will then be determined based on how the development relates to the catchment area for each particular facility, and the existing and future expected balance in the supply of that facility with the new demand.

The contributions sought for sport and recreation will therefore be directly related to the development.

- Fairly and reasonably related in scale and kind to the development

With a known demand for sport and recreation facilities directly related to the development as described above, and an assessment of the impact of the development on the supply and demand balance caused by the development, the contributions sought can be both fairly and reasonably assessed to be in scale and kind to the development.

1.10 NPPF para 196 states “The planning system is plan-led. Planning law requires that applications for planning permission must be determined in accordance with the development plan” and defines the Development plan as “includes adopted or approved development plan documents i.e. the Local Plan and neighbourhood plans”.

1.11 The relevant findings of this Strategy (and other sport and recreation reports) such as the need for facilities, needs to be clearly part of the Local Plan.

National Planning Practice Guidance

1.12 National Planning Practice Guidance (NPPG) (PPG 003: Reference ID: 23b-003-20140306) states:

“Policies for seeking obligations should be set out in a development plan document to enable fair and open testing of the policy at examination. Supplementary planning documents should not be used to add unnecessarily to the financial burdens on development and should not be used to set rates or charges which have not been established through development plan policy”.

1.13 The Strategy is founded on robust and up-to-date assessments of the needs for sports and recreation facilities, and opportunities for new provision as required by NPPF para 73. The key policies/recommendations will be set out as part of the

emerging Local Plan, so as to enable fair and open testing of the policy at examination.

- 1.14 The NPPG reaffirms the importance of meeting these tests, Para 004 states:

“Does the local planning authority have to justify its requirements for obligations?”

“In all cases, including where tariff style charges are sought, the local planning authority must ensure that the obligation meets the relevant tests for planning obligations in that they are necessary to make the development acceptable in planning terms, directly related to the development, and fairly and reasonably related in scale and kind. Planning obligations should not be sought – on for instance, public art – which are clearly not necessary to make a development acceptable in planning terms. The Government is clear that obligations must be fully justified and evidenced...”

Planning Act 2008: Community Infrastructure Levy and Pooling

- 1.15 The Community Infrastructure Levy (CIL) is a planning charge, introduced by the Planning Act 2008 as a tool for local authorities in England and Wales to help deliver infrastructure to support the development of their area. It came into force on 6 April 2010 through the Community Infrastructure Levy Regulations 2010, and with effect from 6 April 2015, the CIL regulations restrict the use of section 106 agreements by prohibiting the pooling of contributions from five or more sources. This change came into effect regardless of whether a local planning authority has or has not adopted a CIL charging schedule.

- 1.16 Regulation 123 states that:

(2) A planning obligation may not constitute a reason for granting planning permission for the development to the extent that the obligation provides for the funding or provision of relevant infrastructure.

(3) A planning obligation (“obligation A”) may not constitute a reason for granting planning permission to the extent that—

(a) obligation A provides for the funding or provision of an infrastructure project or type of infrastructure; and

(b) five or more separate planning obligations that—

(i) relate to planning permissions granted for development within the area of the charging authority; and

(ii) which provide for the funding or provision of that project, or type of infrastructure, have been entered into before the date that obligation A was entered into.

- 1.17 Therefore, if 5 or more contributions have already been secured since 2010 for a particular item of infrastructure, a local planning authority cannot ask for another contribution.

- 1.18 Sport, recreation and open space are classed as infrastructure. Interpretation of the new regulations are still emerging but it seems the wording suggests a contribution/obligation will either be for the funding or provision of a specific infrastructure project (e.g. a named sports hall) or to provide the funding or provision of a type of infrastructure (e.g. outdoor sport or unspecified “tennis courts”).
- 1.19 The impact of these changes will be that, during negotiations on individual planning applications, local authority planners (and likely applicants) will need to check whether similar obligations have already been requested and secured by section 106 obligations with the local planning authority. The authority will need to audit/review all Section 106 agreements completed in their area since 6 April 2010. Where an authority has included a type of infrastructure (e.g. generic “swimming pools”) on its regulation 123 list, specific projects that fall within that type of infrastructure will be not be allowed to be considered. However the inclusion of specific projects (e.g. a skate park in area A) on the list would not preclude funding towards other projects of a similar type of infrastructure or types of infrastructure (e.g. another skate park in area B).

SECTION 2: National policy framework for sport and physical activity

H M Government Sporting Future: A New Strategy for an Active Nation

- 2.1 This wide-ranging detailed strategy was launched in December 2015, and the most relevant points to the local authority strategies are summarised below. The Government strategy aims to change the way in which sport is considered, from simply how many people take part, to what people get out of participating and what more can be done to encourage everyone to have a physically active lifestyle.
- 2.2 The funding decisions of Government will now be made on the basis of the social good that sport and physical activity can deliver, not simply the number of participants. The five key outcomes which will define success in sport are:
- physical well-being
 - mental well-being
 - individual development
 - social and community development
 - economic development.
- 2.3 The primary funding will be focussing on those people who tend not to take part in sport including women and girls, disabled people, those in lower socio-economic groups and older people. All new government funding will go to organisations which can deliver some or all of the five outcomes, and those organisations which show that they can work collaboratively and tailor their work at the local level will be the most likely to receive funding.

- 2.4 The Government strategy broadens Sport England's remit so that it becomes responsible for sport outside of school from the age of 5 rather than 14.
- 2.5 The Active People Survey will be renamed Active Lives with a greater focus on how active people are overall rather than participation in a particular sport, and with a new set of performance indicators to reflect the five key outcomes.
- 2.6 Policy will support the value of broader engagement in sport, through volunteering, spectating, or the general feel-good factor associated with sporting success. Government has reaffirmed its commitment to Olympic and Paralympic success but also extending support to non-Olympic sports particularly with grassroots investment.
- 2.7 Government intends to establish a new mandatory governance code to help tackle doping, match-fixing and corruption. There is an intention to make the sport sector stronger and more resilient through changes in governance, developing the workforce, and reducing the reliance on public funding. The establishment of a Sports Business Council was also announced, which will develop a new business strategy to support growth, improve access to finance, and develop skills in the Sport Sector.
- 2.8 The primary role of central Government will be to ensure cross-departmental co-ordination, and an annual report to parliament will be produced setting out the progress on implementing the strategy.
- 2.9 The Government's strategy recognises that local government are the biggest public sector investor in sport and physical activity, spending over £1bn per year excluding capital spend. Councils have an important leadership role in forging partnerships, unblocking barriers to participation and improving the local sport delivery system, and local authorities are seen as crucial in delivering sport and physical activity opportunities. As such many councils have integrated physical activity into public health policy with the objective of promoting wellbeing, and have produced Health and Wellbeing Strategies.
- 2.10 In relation to open spaces, the strategy states:
- Being close to where people live, high quality multi-use local green spaces can play a key role as sporting venues and as alternative settings for sport and healthy activity for communities including new audiences that are less likely to use traditional sports centres. The opportunities to realise the multiple benefits that can be achieved for communities by investing in green spaces and routes as venues for sport and healthy activity should be considered whenever they arise.*
- 2.11 The strategy specifically states that support for sport and physical activity infrastructure is not restricted to pitches, sports halls and buildings. In future it should include all types of places where people take part in activity in both rural and

urban environments. Providing people with the freedom to use existing facilities and spaces and keeping them in good repair, is seen as important as building new infrastructure.

- 2.12 The Government strategy is seeking new ways of supporting local physical activity strategies in selected geographical areas, and expects Sport England, Public Health England and Health and Wellbeing Boards to work closely together on pilot projects. Collaborative and innovative approaches are also being encouraged at the very local level involving organisations such as housing associations and the police, and Lottery funding policies will be changed to more easily support such projects.
- 2.13 County Sport Partnerships would undergo a formal review in relation to their role and remits, and this will be concluded in the summer of 2016.

Sport England: towards an active nation, strategy 2016-2021

- 2.14 Sport England launched its new five year national strategy in May 2016. It responds to the Government's Sporting Future strategy, and as such has a stronger focus on reaching those who are least active, and helping to deliver the wider Government's strategy's outcomes. The key changes that Sport England are making to the way that they work are:
- Focusing more money and resources on tackling inactivity.
 - Investing more in children and young people from the age of five.
 - Helping those who are active now to carry on, but at lower cost to the public purse over time.
 - Putting customers at the heart of what they do, responding to how people organise their lives and helping the sector to be more welcoming and inclusive, especially of those groups currently under-represented in sport.
 - Helping sport to keep pace with the digital expectations of customers.
 - Working nationally where it makes sense to do so (for example on infrastructure and workforce) but encouraging stronger local collaboration to deliver a more joined-up experience of sport and activity for customers.
 - Working with a wider range of partners, including the private sector, using their expertise as well as Sport England investment to help others align their resources.
 - Working with our sector to encourage innovation and share best practice particularly through applying the principles and practical learning of behaviour change.
- 2.15 There will be 7 investment programmes by Sport England which reflect the policy direction set down in the Government strategy Sporting Future. These will replace the existing programmes, and are summarised below:

1 Tackling inactivity

This will be the highest priority for investment, and at least 25% of Sport England's total resources (£265m) will dedicated to this programme. Sport England will set

targets for the percentage of inactive people who will benefit from their major investment programmes.

2 Children and young people

Sport England will focus on pre- and post-school activities for children from the age of 5 years.

3 Volunteering – a dual benefit

Sport England will focus on what the volunteer gets out of volunteering, making it easier to fit volunteering in sport into a modern lifestyle and making volunteers more representative of society.

4 Taking sport and activity into the mass market

Sport England will seek out and back the ideas that can help make sport a mass market activity, including making sport more digitally accessible.

5 Supporting sport's core market

Sport England will work with sporting organisations to improve their sustainability and increase efficiency.

6 Local delivery

Sport England will demonstrate the benefits of working in a more joined-up way in some specific places, a mix of urban and rural, where they will pilot new ways of working locally and build long-term collaborations. There will be at least £130m investment over the next 4 years in 10 places in England. The identification of the locations will involve Public Health England and be places where addressing physical activity is a priority in the local health and wellbeing strategies.

7 Facilities

Sport England will continue to invest in all types of facilities, with a strong presumption in favour of multi-sport for their major strategic investments. Locations where sport is located alongside other services such as schools, libraries or doctor's surgeries are also seen as particular opportunities.

- 2.16 Sport England expects every new major facility to have a robust and sustainable business plan, and will offer specialist advice and support to those applying for major capital investment.
- 2.17 The use of existing facilities will be encouraged, particularly the use of schools through the *Use our School* guidance document.
- 2.18 They will also create a new Community Asset Fund to support local infrastructure which will replace the Inspired Facilities and Protecting Playing Fields schemes. This will have a simplified capital grant application process and also include short term revenue grants to support local communities to take ownership of local assets. The grants will be of between £10,000 and £150,000.

- 2.19 In addition to the major facilities and Community Asset Fund scheme, Sport England will continue to invest £18m per year over the next four years in accordance with the football facility investment strategy being developed in association with the Football Association, the Premier League and the Football Foundation. This will include the Parklife project which will create football hubs in more than 20 major cities across the country.

APPENDIX 2:
Memorandum of Understanding on the Distribution
of Objectively Assessed Housing Need across the West
Essex/East Hertfordshire Housing Market Area

**Memorandum of Understanding on
Distribution of Objectively Assessed Housing
Need across the West Essex/East Hertfordshire
Housing Market Area**

March 2017

Between

East Hertfordshire District Council
Epping Forest District Council
Harlow District Council
Uttlesford District Council



Uttlesford
District Council

And supported by (non-signatories)

Essex County Council (as a Highways Authority)
Hertfordshire County Council (as a Highways Authority)
Highways England



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1 Background

Introduction

- 1.1. This Memorandum of Understanding (MoU) concerns the distribution of the Objectively Assessed Housing Need (OAHN) of four councils comprising the West Essex/East Hertfordshire Housing Market Area (HMA): East Hertfordshire District Council, Epping Forest District Council, Harlow District Council and Uttlesford District Council (see Appendix 1 for more background on the HMA).
- 1.2. The MoU was prepared by officers and Members of these four authorities, with assistance from Essex County Council, Hertfordshire County Council and Highways England. The preparation of the MoU was overseen by the 'Co-operation for Sustainable Development Member Board' (the Co-op Member Board)¹.

Joint and co-ordinated working in the West Essex/East Hertfordshire HMA

- 1.3. The National Planning Policy Framework (NPPF) states that: "Public bodies have a duty to cooperate on planning issues that cross administrative boundaries, particularly those which relate to the strategic priorities..." and, furthermore, "The Government expects joint working on areas of common interest to be diligently undertaken for the mutual benefit of neighbouring authorities" (para 178). It also expects local authorities "...to demonstrate evidence of having effectively co-operated to plan for issues with cross-boundary impacts when their Local Plans are submitted for Independent Examination. This could be by way of plans or policies prepared as part of a joint committee, a memorandum of understanding or a jointly prepared strategy which is presented as evidence of an agreed position. Cooperation should be a continuous process of engagement from initial thinking through to implementation, resulting in a final position where plans are in place to provide the land and infrastructure necessary to support current and projected future levels of development" (para 181).
- 1.4. East Hertfordshire, Epping Forest, Harlow and Uttlesford District Councils (also referred to in this MoU as the "West Essex/East Hertfordshire Authorities") have a substantial history of co-ordinated working on strategic planning issues, not least on assessing housing need and planning for future growth. Essex County Council and Hertfordshire County Council have also been involved in cross-boundary working with the authorities for many years on many different topics including planning matters.
- 1.5. Each of the West Essex/East Hertfordshire Authorities will publish their Local Plans (East Hertfordshire for Regulation 19 publication and Epping Forest District for Regulation 18 consultation by the end of 2016, with Harlow for Regulation 19 publication and Uttlesford District Council for Regulation 18 consultation in 2017). The Local Plans will then progress into Independent Examination and adoption in 2017/2018. Joint and co-ordinated working will continue on relevant matters.

¹ The 'Co-operation for Sustainable Development Member Board', established October 2014, hereafter referred to as the 'Co-op. Member Board'. See Appendix 2 for further details of this and the related 'Co-operation for Sustainable Development Officer Group' (hereafter referred to as the 'Co-op Officer Group').

Housing need

1.6. Three Strategic Housing Market Assessments (SHMAs), published in 2010, 2012 and 2015 have been undertaken for the combined area of East Hertfordshire, Epping Forest, Harlow and Uttlesford Districts². The most recent SHMA was commissioned by the Co-op Member Board and managed through a sub group of the Co-op Officer Group. Details of the terms of reference and working practices of the Co-op Member Board and the Co-op Officer Group are set out in Appendix 2. The 2015 SHMA gives an up to date and Planning Practice Guidance compliant³ assessment of housing need over the Housing Market Area (HMA) for the period 2011-2033. The 2015 SHMA gave the following headline results (in net additional dwellings) for the HMA as a whole, and for each local authority. It is acknowledged that since the publication of the SHMA in 2015, updated 2014-based household projections have been published (see paragraph 3.4). The four authorities are all committed to identifying an up-to-date OAHN based on the 2014-based projections. The 2015 SHMA gave the following headline results (in net additional dwellings) for the HMA as a whole, and for each local authority.

Figure 1 - Headline results from the SHMA (2015)

Local Authority	OAHN Market dwellings	OAHN Affordable dwellings	Total OAHN (net new dwellings 2011-2033)
East Hertfordshire DC	12,200	4,200	16,400
Epping Forest DC	8,100	3,200	11,300
Harlow DC	2,500	3,400	5,900
Uttlesford DC	9,700	2,800	12,500
Total for HMA	32,500	13,600	46,100

NB – totals may not sum due to rounding

The full 2015 Joint SHMA is available to view at:

<http://www.eppingforestdc.gov.uk/index.php/home/file-store/category/458-strategic-housing-market-area>

Economic growth

- 1.7. The Co-op Member Board also commissioned a Joint Economic Report, to consider the Objectively Assessed Economic Need (OAEN) of the Functional Economic Market Area (FEMA, which has been found to be the same as the HMA). This was published in 2015 and gives an up to date and Planning Practice Guidance⁴-compliant assessment of employment

² The SHMAs published in 2010 and 2012 also included Broxbourne Borough Council and Brentwood Borough Council; both of these authorities declined to take part in the most recent SHMA, as Broxbourne BC decided to pursue its own SHMA and Brentwood BC had become part of a wider 'Heart of Essex' SHMA. However, both authorities adopted a 'watching brief' on the 2015 SHMA and through the Co-op Officer Group and Co-op Member Board, were involved in discussions about the SHMA brief and findings.

³ Planning Practice Guidance, Paragraph: 001 Reference ID: 2a-001-20140306

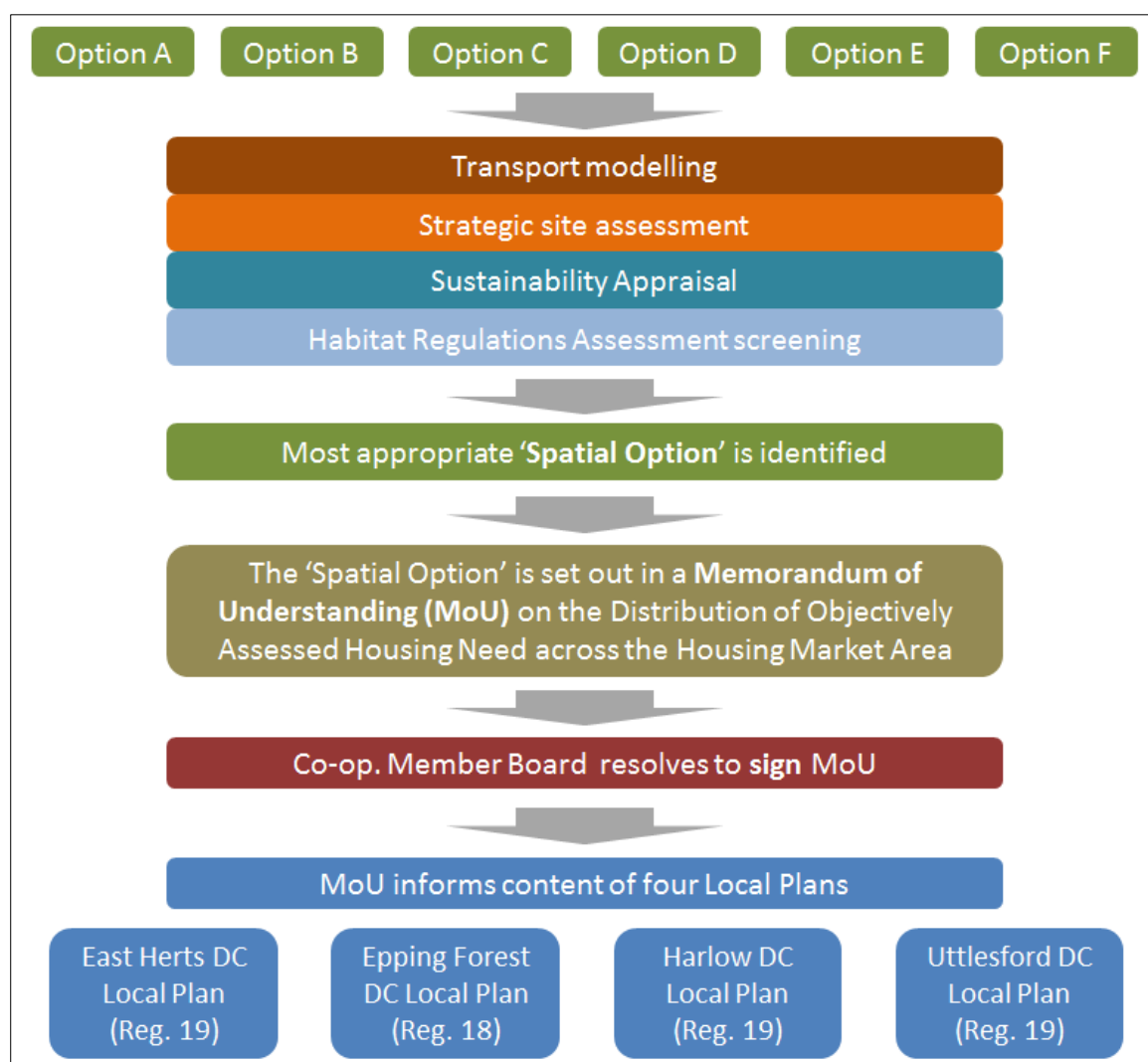
⁴ Planning Practice Guidance, Paragraph: 030 Reference ID: 2a-030-20140306

need across the FEMA for the period 2011-2033. (More details of the 2015 Joint Economic Report can be found in Appendix 3).

Spatial distribution of housing

- 1.8. In order to comply with the Duty to Co-operate in section 33A of the Planning and Compulsory Purchase Act 2004, the West Essex/East Hertfordshire Authorities commissioned work from consultants AECOM, through the Co-op Member Board, to assess the sustainability of strategic spatial options for meeting the overall OAHN within the HMA. The results of this 'spatial optioneering' work inform this MoU.
- 1.9. The work undertaken by the Co-op. Member Board to develop and test options for distributing different levels of growth across the HMA will form a critical component of the evidence base informing each of the four local plans. This work clearly demonstrates that the questions of (i) how much housing should be delivered across the HMA; and (ii) where should this housing best go have both been robustly addressed. Specifically, the authorities have agreed an overall quantum of development for the HMA as well as a housing figure for each of the four authority areas and a specific figure for the level of development to be accommodated in and around Harlow town (to be met in part through named strategic sites). Beyond these agreed figures the four authorities will determine the spatial distribution of housing in their respective areas through their own local plan processes.
- 1.10. The Spatial Options Study used four means to test six potential distribution Options (Options A - F), and the Co-op Member Board subsequently resolved on a specific 'Spatial Option', as set out in Figure 2.

Figure 2 – Process for the Strategic OAHN Spatial Options Study



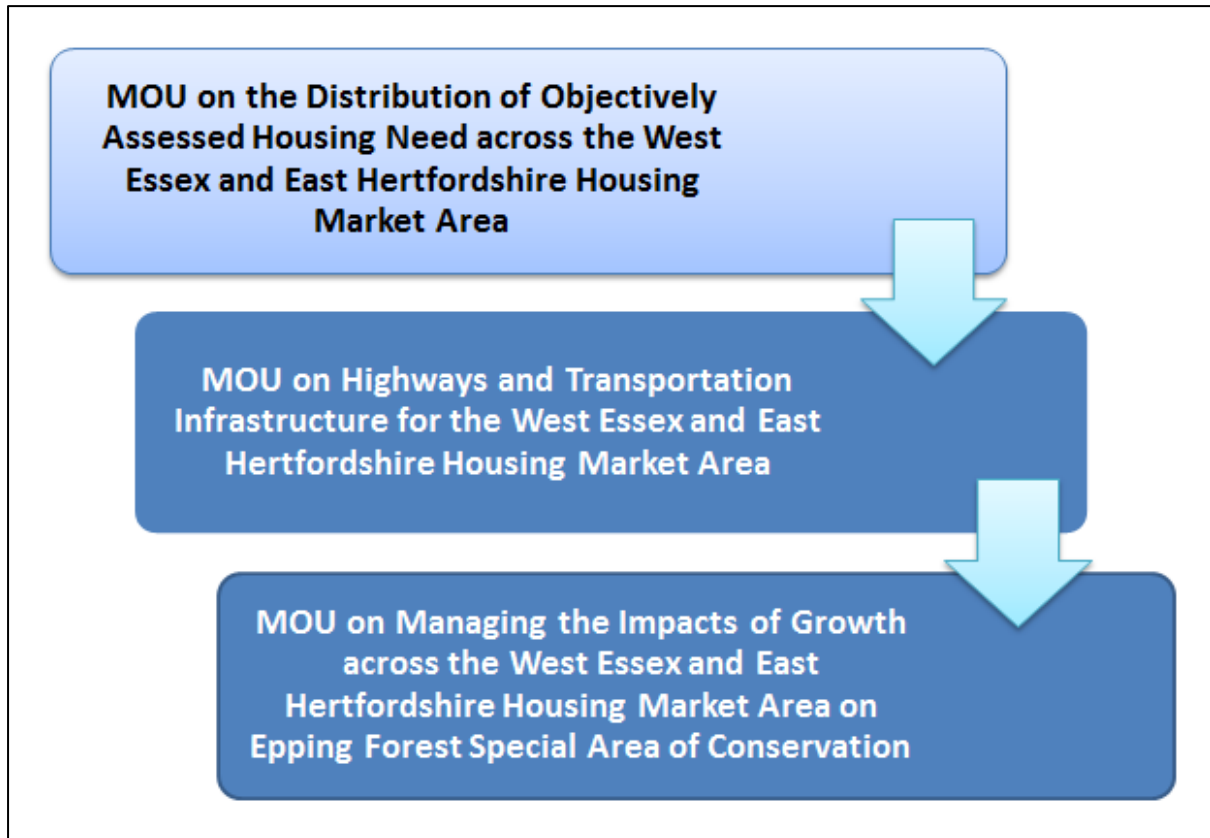
1.11. Further details of the Spatial Options Study are included within Appendix 4.

2 Purpose of this Memorandum of Understanding (MoU)

The three inter-related Memoranda of Understanding

- 2.1. This MoU is the overarching one of a group of three related memoranda of understanding.
- 2.2. The other two deal with highways and transportation infrastructure, and Epping Forest Special Area of Conservation respectively, as shown in Figure 3.

Figure 3 – Inter-related Memoranda of Understanding



This Memorandum of Understanding

- 2.3. This MoU is designed to address the distribution of OAHN as defined by the 2015 SHMA. Although it addresses the OAHN within the West Essex/East Hertfordshire HMA only, the draft of the MoU, and the evidence underpinning it, were discussed both at the Co-op Member Board and the Co-op Officer Group which includes other relevant authorities (see Appendix 2 for membership details).
- 2.4. The purpose of this MoU is to ensure that the West Essex/East Hertfordshire Authorities (supported by Essex County Council, Hertfordshire County Council and Highways England), working together, fulfil the following requirements:
 - (i) to meet in full, the Objectively Assessed Housing Need of the West Essex/East Hertfordshire HMA, as assessed by the Joint SHMA (2015), within the HMA (taking account of availability, viability and deliverability);
 - (ii) to deliver the shared Strategic Vision for the LSCC 'Core Area', as set out in Appendix 5 and to include this Strategic Vision as part of the individual local plans;

- (iii) to fulfil the commitment in the Joint Statement⁵ made by the Co-op Member Board in 2015, to "...work towards the production of a memorandum of understanding to support the joint working and meeting the duty to co-operate";
- (iv) to achieve item (i) above through the most sustainable pattern of development which is feasible, achievable and deliverable as assessed by the Spatial Options Study and other relevant evidence, by including the 'Spatial Option' for OAHN within individual Local Plans;
- (v) to continue to engage with one another at an early stage, in detail, and on a continuing basis, with the intention of avoiding possible objections being made at consultation stages and/or at Independent Examination of the individual Local Plans;
- (vi) to continue to co-operate during the implementation and monitoring of individual Local Plans;
- (vii) to commission any future joint evidence work which may be required;
- (viii) to help demonstrate compliance with the Duty to Co-operate during the Independent Examination of Authorities' Local Plans;
- (ix) to assist in securing necessary enabling strategic infrastructure for the growth set out in this MoU; and
- (x) to inform and support the 'Highways and Transportation Infrastructure for the West Essex and East Hertfordshire Housing Market Area' MoU and the 'Managing the Impacts of Growth across the West Essex and East Hertfordshire Housing Market Area on Epping Forest Special Area of Conservation' MoU (see Figure 3).

Other matters considered outside this MoU

- 2.5. The NPPF states that, '*Local planning authorities should work collaboratively with other bodies **to ensure that strategic priorities across local boundaries are properly coordinated** and clearly reflected in individual Local Plans*' (para 179).
- 2.6. There are of course many key issues, other than the spatial distribution of OAHN, which are cross-boundary in nature and which the West Essex/East Hertfordshire Authorities are working on together. Other key matters of strategic cross boundary significance which are being addressed by ongoing joint and co-ordinated work are listed in Figure 4. This is not an exhaustive list, and the four local authorities will continue to work together to identify and tackle cross-boundary matters. Essex County Council is preparing a Growth Infrastructure Framework, which will greatly assist in this task.

⁵ The Co-op Member Board issued a joint statement on sign-off of the 2015 Joint SHMA and 2015 Joint Economic Report, which is available here: <http://www.eppingforestdc.gov.uk/index.php/home/file-store/category/532-shma-economic-growth-reports-co-op-board-joint-statement>.

Figure 4 – Key matters of strategic cross-boundary significance (outside this MoU)

Other Housing issues
<ul style="list-style-type: none"> • Viability • Sustainable building materials and processes • Unmet needs and five year housing land supply • <i>Accommodation for Travellers and Travelling Showpeople (see below)</i>
Other Economic issues
<ul style="list-style-type: none"> • Existing retail offer and future need • Competition between economic centres • Commuting patterns
Highways & Transportation Infrastructure
<ul style="list-style-type: none"> • Delivery of the new J7A of the M11 to enable growth in and around Harlow • Promotion of sustainable modes of transport • Improvements at J7 and J8 of the M11 • London Stansted Airport growth • Opportunities relating to Crossrail 2 and four-tracking of the West Anglia Main line • Provision of Green Transport Corridors • Central Line issues
Community Infrastructure
<ul style="list-style-type: none"> • Education - primary, secondary, higher • Open spaces, and sport and recreation facilities • Library provision
Health
<ul style="list-style-type: none"> • Consideration of a new site for Princess Alexandra Hospital, possibly a 'health and social care campus' • Provision of primary care, adult social care etc.
Environment
<ul style="list-style-type: none"> • Epping Forest Special Area of Conservation (inc. air quality) • Green Infrastructure • Climate change including flood risk • Food production, including the Lea Valley glasshouse industry • Wastewater management • Waste management • Integration of local designations • Urban form of growth areas and their integration with existing urban settlements
Built Environment
<ul style="list-style-type: none"> • Significant heritage assets e.g. Historic towns and Conservation areas • Green Belt Reviews

- 2.7. These strategic cross-boundary issues will also be cascaded down to the individual Local Plans of the West Essex/Est Hertfordshire authorities.

Accommodation for Travellers and Travelling Showpeople

- 2.8. Assessing need and providing accommodation for Gypsies and Travellers and Travelling Showpeople is a key cross-boundary issue and one which will require ongoing and detailed engagement over the West Essex/East Hertfordshire area and beyond.
- 2.9. At the time of writing this MoU, an update to the Gypsy and Traveller Accommodation Assessment (GTAA) for Essex is being prepared. The update will re-assess need across Essex on the basis of the new definition (in planning terms) of travellers which was

introduced in 2015⁶, and which effectively redefined 'traveller' in planning policy terms to exclude those who no longer travel permanently. The update to the GTAA will also address need for Travelling Showpeople. The East Hertfordshire Gypsy, Traveller and Travelling Showpeople Accommodation Needs Assessment Update, May 2016⁷, has assessed need on the basis of the new national definition and taken into account the provisions of the Housing and Planning Act, 2016.

- 2.10. Harlow, Uttlesford and Epping Forest Districts have agreed to meet their own individual assessed need within their own boundaries. While East Hertfordshire District Council envisages being able to accommodate its need within its boundaries, it should be noted that it is entering into Duty to Co-operate arrangements with Welwyn Hatfield Borough Council to enable meeting some of both councils' identified needs via provision of a new site at Birchall Garden Suburb, East of Welwyn Garden City.
- 2.11. Those traveller households which have been identified as not meeting the new Planning Policy for Traveller Sites definition will have their accommodation needs provided for under other policies in the respective local plans.

⁶ Planning policy for traveller sites, CLG, August 2015, available at <https://www.gov.uk/government/publications/planning-policy-for-traveller-sites>

⁷ This report is available at <http://democracy.eastherts.gov.uk/ieListDocuments.aspx?CId=151&MId=2862>

3 The ‘Spatial Option’ of OAHN within the HMA

- 3.1. The AECOM report (Harlow Strategic Site Assessment, September 2016) identified sufficient suitable sites in and around Harlow to accommodate close to 16,100 units provided that:
- Detailed traffic modelling demonstrates that development to the East of Harlow is deliverable on the scale envisaged
 - Significant infrastructure requirements are met, including highways, sustainable travel options, education sewerage/drainage etc.
 - Landscape impacts can be mitigated
 - Development can be distributed amongst several sites in combination
- 3.2. The Spatial Options Study identified the most suitable option capable of accommodating approximately 16,100 units in and around Harlow, based upon the evidence assessed by AECOM.
- 3.3. The most suitable ‘Spatial Option’ represents ‘planning positively for growth’, as it is higher than both the established OAHN within the published 2015 SHMA (46,100), and the number suggested by the 2012-based CLG household projections alone (49,638 dwellings).
- 3.4. It is lower than the SHMA consultants ORS’ estimated figure for emerging OAHN taking into account the 2014-based Sub-National Population Projections, and the 2012-based Household Projections (approximately 54,600⁸), and lower than Option F (57,141) but it still makes good progress towards these higher figures. The proposed option takes account of the infrastructure constraints and specifically the capacity on the highway network.

Figure 5 – The ‘Spatial Option’ of OAHN - 2011-2033

Local authority	Net new dwellings 2011-2033
East Hertfordshire District Council	~ 18,000
Epping Forest District Council	~ 11,400
Harlow District Council	~ 9,200
Uttlesford District Council	~ 12,500
Total across the HMA	~ 51,100
<i>...of which the area in and around Harlow* will provide</i>	<i>~ 16,100</i>

* This represents net new dwellings

** ‘In and around Harlow’ refers to Harlow town as well as around Harlow in adjoining districts

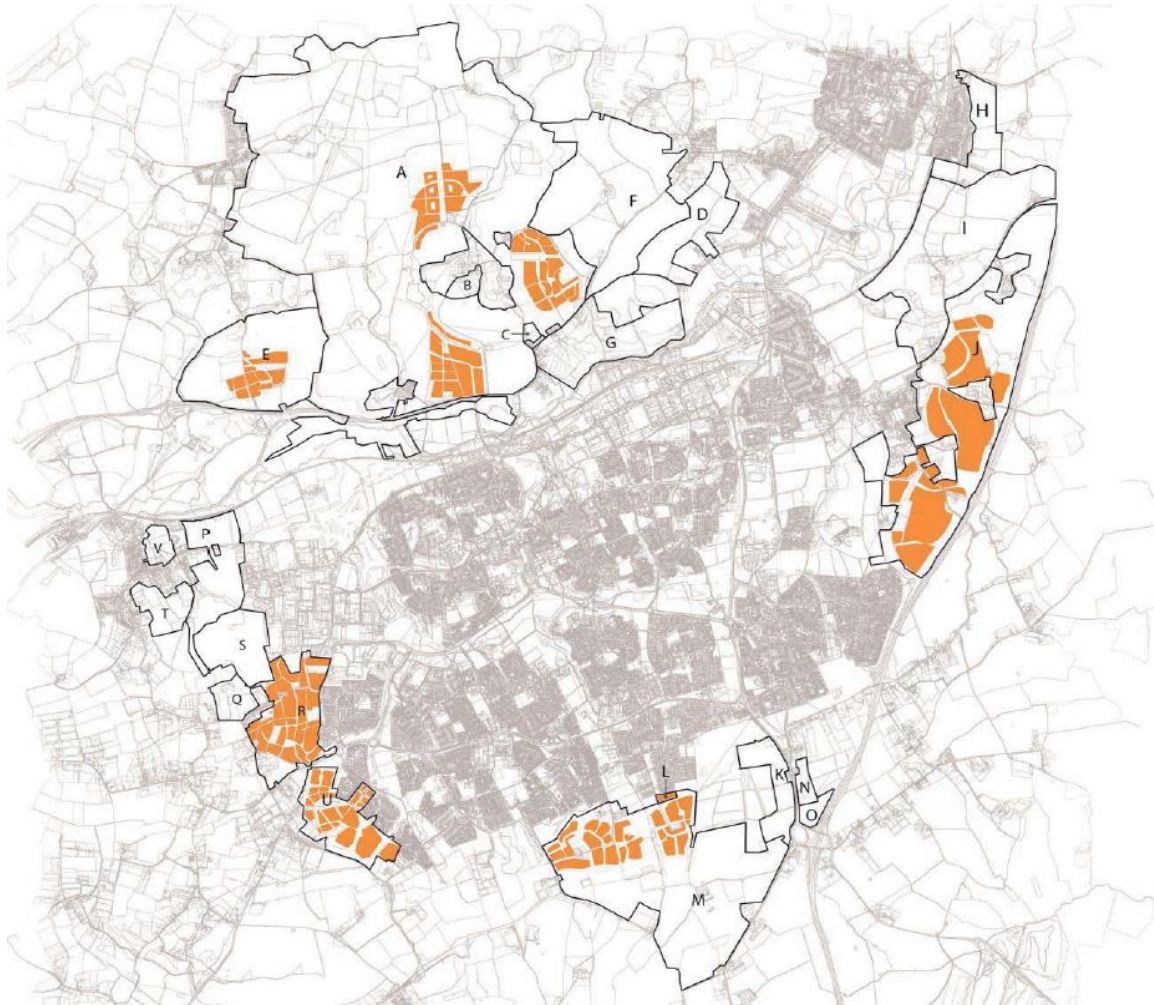
*** Uttlesford District Council accept this figure as appropriate based on 2012 based housing projections. However, the Council is testing a figure of 14,100 based on 2014 projections to

⁸ SHMA consultants ORS have estimated that the impact of the 2014-based Sub-National Population Projections, and 2012-based Household Projections could mean a rise in OAHN to approximately 54,600, but this number is not final. It has been tested through the Spatial Options Study in the interests of assessing what that number might mean for the HMA. Formal review of the OAHN number will take place through a full SHMA update in the future.

meet the housing need from within the District. The Council reserves its position to potentially meet this housing need figure.

- 3.5. Approximately 16,100 dwellings identified in and around Harlow could be accommodated in the following AECOM distribution scenario subject to availability, viability and deliverability:

Figure 6 - AECOM scenario for how growth could be distributed



- 3.6. Development in and around Harlow will also include, within Harlow District, existing commitments (including completions and permissions), urban brownfield developments and development of the existing site of Princess Alexandra Hospital (which will relocate), which are not shown in Figure 6. This comprises approximately 6,575 dwellings, which are within the overall number for Harlow District Council quoted in Figure 5.
- 3.7. Delivery of this 'Spatial Option' will be informed and managed through the four West Essex/East Hertfordshire Authorities' individual housing trajectories, which the authorities will continue to co-operate on.
- 3.8. For more details of the 'Spatial Option' please refer to Appendix 4, and the Spatial Options Study.

4 Future co-operation & monitoring

- 4.1. This section sets out basic tasks and outcomes at present; more specific actions will be jointly agreed at a later date as this MoU is reviewed and kept up to date.

Implementation and Monitoring of the tasks outlined in this MoU

- 4.2. Overall compliance with the MoU will be monitored via a standing item on the agenda of the Co-op Officer Board. If any issues arise they will be referred to the next available Co-op Member Board for discussion and resolution. There will also be a formal review of compliance with the MoU on the Co-op Member Board agenda roughly every six months.

Figure 7 – Implementing and monitoring the tasks outlined by the MoU

Task		Implementation by	Monitoring by
1	Deliver the shared Strategic Vision for the LSCC 'Core Area' and include as part of the individual local plans	West Essex/East Hertfordshire Authorities to include the shared Strategic Vision within their Local Plans and seek to deliver it together.	Co-op Officer Group and Co-op Member Board, supported by LSCC to monitor delivery of the shared Strategic Vision.
2	Meet in full, the OAHN (including affordable housing need) of the West Essex/East Hertfordshire HMA through the most sustainable pattern of development, as assessed by the Joint 2015 SHMA and Joint Economic Report (2015) and updates, (taking account of availability, viability and deliverability)	West Essex/East Hertfordshire Authorities to include the 'Spatial Option' for OAHN (high level numbers and spatial principles) within their individual evidence base and Local Plans and continue to co-operate to find the best way of meeting the OAHN requirement in full in the HMA (see also para. 1.8)	Co-op Officer Group to monitor Local Plan consultations and ensure that the 'Spatial Option' for OAHN is included in individual plans, and that ongoing engagement takes place
3	Continue to engage with one another at an early stage, in detail, and on a continuing basis, with the intention of avoiding avoid possible objections being made at consultation stages and/or at Independent Examination of the individual Local Plans	West Essex/East Hertfordshire Authorities to continue to engage regularly via the Co-op Officer Group and Co-op Member Board which provide a platform for regular communication for all parties.	Co-op Officer Group to monitor overall engagement from the West Essex/East Hertfordshire Authorities, ensuring that information is shared at an early stage for all Local Plan consultations.

Task		Implementation by	Monitoring by
4	Continue to co-operate during the implementation and monitoring of individual Local Plans	West Essex/East Hertfordshire Authorities to discuss and work towards a common set of indicators for monitoring Local Plan progress, and use these together.	Co-op Officer Group to monitor progress to common set of indicators.
5	Commission any future joint evidence work which may be required	West Essex/East Hertfordshire Authorities to continue to share ideas about joint evidence which could be commissioned. Essex and Hertfordshire County Councils to assist with any suggestions.	West Essex/East Hertfordshire Authorities to self-monitor their engagement with each other on this task.
6	East Hertfordshire DC, Epping Forest DC and Harlow DC to continue to work together on the expression of interest for capacity funding to DCLG in response to the Locally Led Garden Villages, Towns & Cities Prospectus.	The three authorities with support from Uttlesford District Council, Essex County Council and Herts County Council to submit a joint bid for capacity funding with the help of ATLAS	West Essex/East Hertfordshire Authorities to self-monitor their engagement with each other on this task
7	Help demonstrate compliance with the Duty to Co-operate to the Planning Inspectorate	West Essex/East Hertfordshire Authorities to continue to engage regularly via the Co-op Officer Group and Co-op Member Board, and to refer to this MoU, and the two related MoUs, at the Independent Examination into their Local Plans.	West Essex/East Hertfordshire Authorities to self-monitor their engagement with each other on this task.
8	Assist in securing enabling strategic infrastructure for the growth set out in this MoU	If this MoU is not effective in helping secure enabling infrastructure, it will be reviewed and re-drafted.	Co-op Officer Group to monitor effectiveness, if found ineffective, a new draft will be mooted at the next available Co-op Member Board, and decisions on drafting to take place at the Board thereafter.

Task		Implementation by	Monitoring by
9	Inform and support the 'Highways and Transportation Infrastructure for the West Essex and East Hertfordshire Housing Market Area MoU' and the 'Managing the Impacts of Growth across the West Essex and East Hertfordshire Housing Market Area on Epping Forest Special Area of Conservation MoU'	<i>This task is already complete; the 'Highways and Transportation Infrastructure for the West Essex and East Hertfordshire Housing Market Area' MoU and the 'Managing the Impacts of Growth across the West Essex and East Hertfordshire Housing Market Area on Epping Forest Special Area of Conservation' MoU have been completed.</i>	

Contingency planning

- 4.3. Should the West Essex/East Hertfordshire Authorities encounter any significant difficulty in delivering the tasks outlined in this MoU, for example, if the 'Spatial Option' of OAHN were found in the future to be undeliverable for some unforeseen reason, the Authorities commit to working together to find a joint solution which represents the 'best option' for the HMA. This may include commissioning further technical evidence, preparing further MoUs or agreements etc. following discussions at the Co-op Officer Group and Co-op Member Board. Furthermore, mechanisms for Local Plan review may be considered by any of the Authorities.

5 Signatures

- 5.1 This Memorandum of Understanding is signed by and duly authorised for and on behalf of the following authorities. (See appendix 6 for details of roles and responsibilities of the organisations below in relation to this MoU):

East Hertfordshire District Council

Name (printed): Councillor Linda Haysey



Signature:

Designation: Leader of the Council

Date: 31st March 2017

Epping Forest District Council

Name (printed): Councillor John Philip



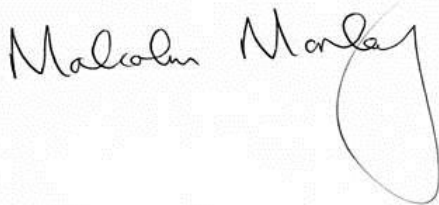
Signature:

Designation: Planning Policy Portfolio Holder

Date: 31st March 2017

Harlow District Council

Name (printed): Malcolm Morley OBE




Signature:

Designation: Chief Executive of Harlow District Council

Date: 31st March 2017

Uttlesford District Council

Name (printed): Councillor Susan Barker

Signature: 

Designation: Deputy Leader and Portfolio Holder for Environmental Services

Date: 31st March 2017

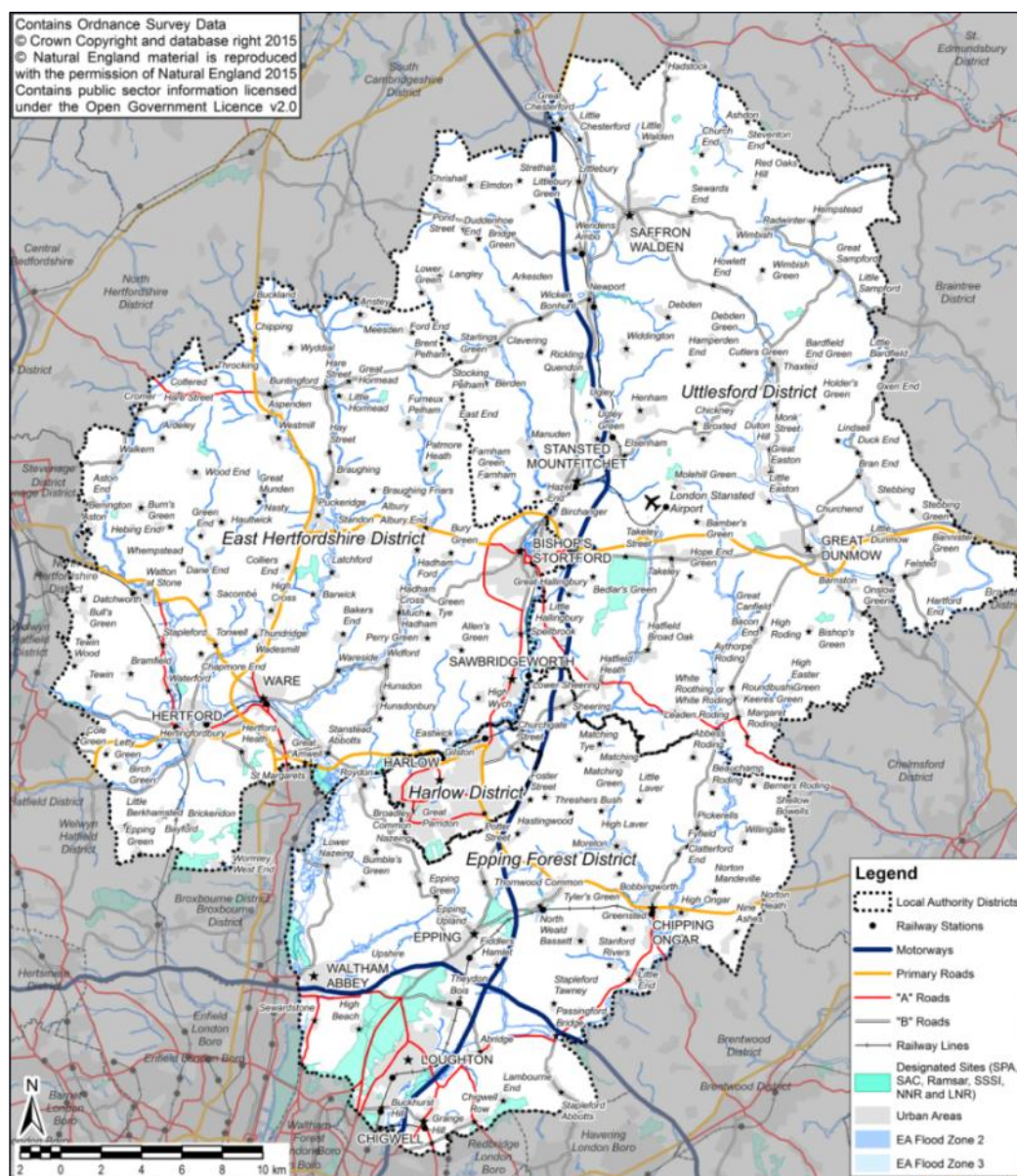
6 Appendices (for reference)

6.1 The following appendices are included for reference purposes only.

Appendix 1 – Background on the West Essex/East Hertfordshire HMA

- A1.1 The West Essex/East Hertfordshire HMA comprises the local authority Districts of East Hertfordshire, Epping Forest, Harlow and Uttlesford. It covers a total of approximately 574 square miles, and as at the 2011 Census, had a total population of 423,733 and a total of 181,336 dwellings.
- A1.2 A significant proportion is designated as Green Belt, and there are large portions of rural hinterland within the area, but also some larger and more urban settlements. The West Essex/East Hertfordshire HMA is centred on the large, 'new town' of Harlow, the biggest service centre within the area.
- A1.3 The West Essex/East Hertfordshire HMA also faces substantial pressure for development, due to population growth, and its proximity to London, and to major transport infrastructure such as the M25 and M11, the London Underground and Stansted Airport.

Figure 8– The West Essex/East Hertfordshire area



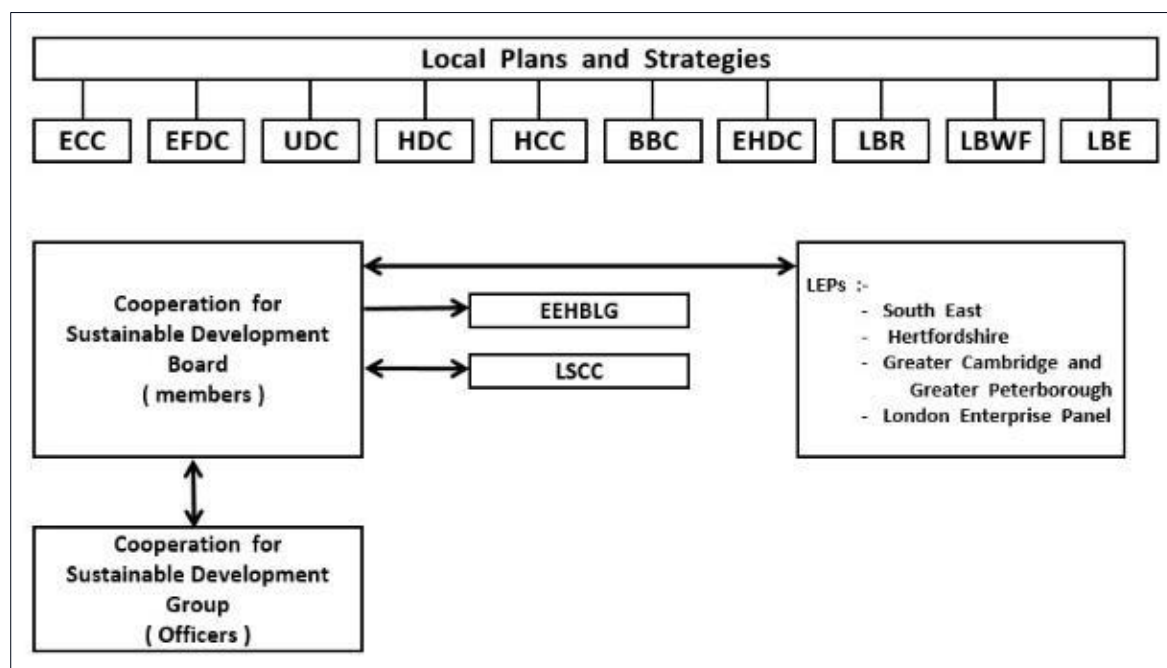
Appendix 2 – Details of the Co-op Member Board and Co-op Officer Group

- A2.1 The West Essex/East Hertfordshire Authorities form the core of the 'Co-operation for Sustainable Development Officer Group' (established February 2014, hereafter referred to as the 'Co-op Officer Group') and the 'Co-operation for Sustainable Development Member Board' (established October 2014, hereafter referred to as the 'Co-op Member Board').
- A2.2 The Co-op Member Board and Co-op Officer Group have been very important in helping to address cross-boundary issues, and they both now have many more members, including other adjacent local authorities, representatives from two County Councils, the Lee Valley Regional Park Authority, and the Corporation of London (Conservators of Epping Forest). The London Stansted Cambridge Consortium is also fully engaged and has been working with the four core authorities and Broxbourne Borough Council, and the Greater London Authority also has a watching brief.
- A2.3 Neither the Co-op Member Board nor Co-op Officer Group has formal decision making powers, however they both make recommendations to the constituent Councils, and to any cross boundary grouping of elected Members which has similar purposes. This approach has proved successful in furthering cross-boundary work and ongoing engagement.
- A2.4 The two groups have also proved a helpful platform for other bodies to engage with several authorities at once, for example the NHS, Highways England, and Thames Water. Both groups meet roughly every month to six weeks.

The Co-op Member Board

- A2.5 The 'Aims and Objectives' of the Co-op Member Board (from the Terms of Reference) are:
- "(1) The Co-operation for Sustainable Development Board will support Local Plan making and delivery for sustainable communities across geographical and administrative boundaries in West Essex, East Hertfordshire and the adjoining London Boroughs. It will do this by identifying and managing spatial planning issues that impact on more than one local planning area within West Essex, East Hertfordshire and the adjoining London Boroughs;
- and
- (2) The Board will support better integration and alignment of strategic spatial and investment priorities in West Essex, East Hertfordshire and adjoining London boroughs, ensuring that there is a clear and defined route through the statutory local planning process, where necessary."

Figure 9– Governance structure of the Co-op Member Board



In this figure:

BBC = Broxbourne Borough Council

ECC = Essex County Council

EEHBLG = Enfield, Essex and Hertfordshire Border Liaison Group

EFDC = Epping Forest District Council

EHDC = East Hertfordshire District Council

HCC = Hertfordshire County Council

HDC = Harlow District Council

LBE = London Borough of Enfield

LBR = London Borough of Redbridge

LBWF = London Borough of Waltham Forest

LEP = Local Enterprise Partnership

LSCC = London Stansted Cambridge Consortium

UDC = Uttlesford District Council

- A2.6 The Co-op Member Board issued a joint statement on sign-off of the 2015 Joint SHMA and 2015 Joint Economic Report, which is available here:

<http://www.eppingforestdc.gov.uk/index.php/home/file-store/category/532-shma-economic-growth-reports-co-op-board-joint-statement>.

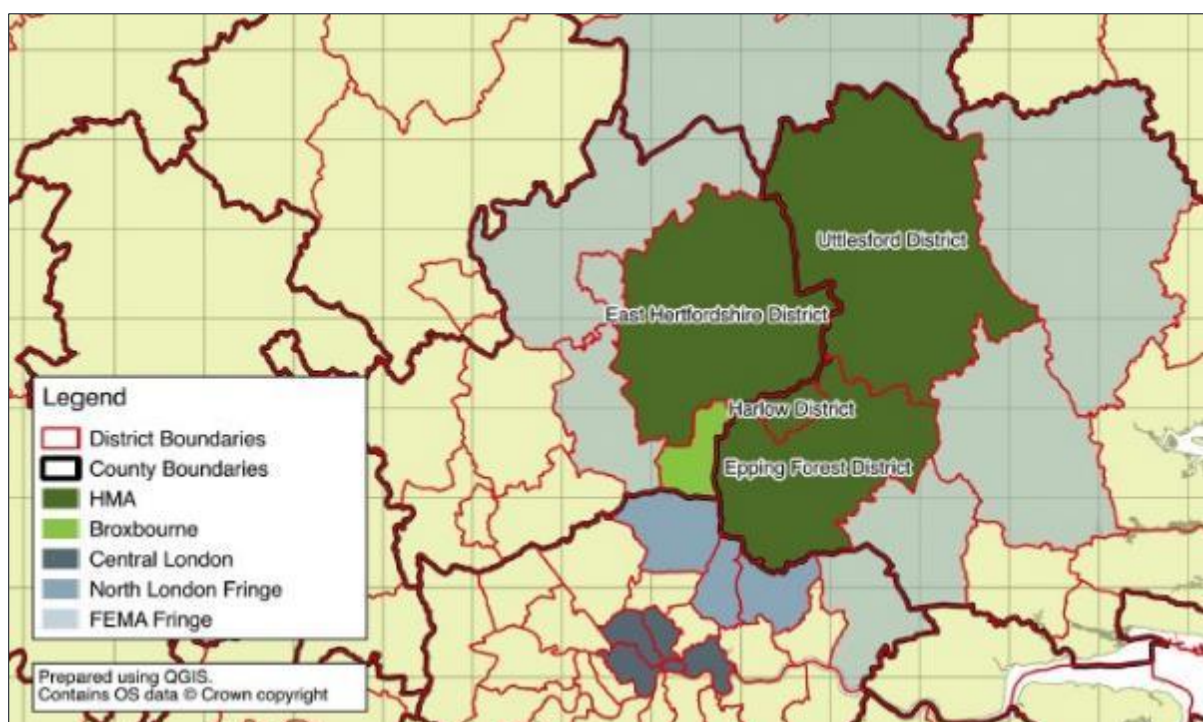
The Co-op Officer Group

- A2.7 The Terms of Reference for the Co-op Officer Group set out that the Group aims:
- "To achieve effective co-operation between Councils to support Local Plan making and delivery for sustainable communities across geographical and administrative boundaries in West Essex, East Hertfordshire and the adjoining London boroughs.', by, '.... providing a forum across the county boundaries of Essex and Hertfordshire and Greater London for officers of participant councils to develop a shared understanding of community issues, to jointly review the options to achieve the needs of those communities, including growth, and to identify how they should co-operate to enable those needs to be met."*

Appendix 3 – Joint Economic Report

- A3.1 The Joint Economic Report (2015, Hardisty Jones Associates, formal title: Economic Evidence to Support the Development of the OAHN for West Essex and East Hertfordshire) was commissioned by the Co-op Member Board on behalf of the West Essex/East Hertfordshire Authorities.
- A3.2 The 2015 Joint Economic Report found that Epping Forest District Council, East Hertfordshire District Council, Harlow District Council and Uttlesford District Council form an effective Functional Economic Market Area⁹, and so proceeded to assess economic need on that basis.

Figure 10– The Functional Economic Market Area



- A3.3 The 2015 Joint Economic Report gave the following headline results for Objectively Assessed Economic Need (in net additional jobs per annum) for the Functional Economic Market Area as a whole, and for each local authority as a range of net additional jobs per annum, over the Local Plan period 2011-2033.

⁹ The Joint Economic Report highlighted some links from the Functional Economic Market Area to Broxbourne Borough Council, but concluded that it was not within the FEMA. Broxbourne BC had a 'watching brief' on the Joint Economic Report, and through the 'Co-operation for Sustainable Development Officer Group' and 'Co-operation for Sustainable Development Member Board', was involved in discussions about the Joint Economic Report brief and the results.

Figure 11– Headline results from the Joint Economic Report (2015)

Local Authority	a) Projection based on historic share of total jobs	b) Projection based on likely future share of total jobs	OAEN range net new jobs per year 2011-2033
East Hertfordshire DC	505	435	435 – 505*
Epping Forest DC	400	455	400 – 455*
Harlow DC	325	335	325 – 335*
Uttlesford DC	665	675	665 – 675*
Total for FEMA	1,890	1,890	1,890 (same total for each projection)

NB – totals may not sum due to rounding

**These numbers express projected jobs growth as a range per year, for each local authority, for 2011-2033. This is because the Joint Economic Report analysed the projected jobs growth across the FEMA, then modelled apportioning the ‘share’ of jobs in two different ways:*

- a. based on the historic share of FEMA jobs that each authority had; and*
- b. based on the likely future share of FEMA jobs that each authority was likely to have (according to the projections).*

The Joint Economic Report then gave the range of these two numbers as the range for each authority. (The ‘a’ and ‘b’ do not signify the relative importance of one or other apportionment).

A3.4 The full 2015 Joint Economic Report is available to view at:
<http://www.eppingforestdc.gov.uk/index.php/home/file-store/category/507-joint-economic-report>.

Appendix 4 – Strategic OAHN Spatial Options Study

Background

A4.1 The Strategic OAHN Spatial Options Study (“the Spatial Options Study”) was commissioned by the West Essex/East Hertfordshire Authorities to:

- facilitate the development of a memorandum of understanding between the West Essex/East Hertfordshire authorities, which sets out high level numbers and principles for distributing housing growth across the HMA (and which can be subsequently cited at Independent Examinations into the four constituent Local Plans)
- set out the strategic options for how the housing need identified in the SHMA (2015) could be distributed across the HMA, based on an analysis of the existing/emerging policy context and evidence base and provide an evidence-based commentary on the anticipated significant positive and negative impacts of each option relative to the others (including opportunities to deliver infrastructure, employment development, regeneration benefits, etc.) and potential mitigation measures (where relevant); and to assist in producing an MoU.

A4.2 The process of the study is shown in chapter 1 of this MoU.

Identification of the options

A4.3 The Spatial Options Study identified six ‘reasonable’ options, ‘A’ to ‘F’ as follows. Full details of the breakdown of dwellings over the four local authority areas is shown later in this MoU.

Figure 12– The ‘Options’ in the Strategic OAHN Spatial Options study

Option	Details of this option	Rough total dwelling number for option (source of number)	Total dwellings* to be delivered across the HMA 2011-2033
A	Each authority meets its OAHN within its own boundaries	46,100 (2015 SHMA)	48,298 of which 14,150 in wider Harlow area
B	Less development at Harlow and accelerated development on the A120	46,100 (2015 SHMA)	48,148 of which 10,500 in wider Harlow area
C	Less development at Harlow and two new settlements in East Hertfordshire	46,100 (2015 SHMA)	47,648 of which 10,500 in wider Harlow area
D	Maximum growth at Harlow, with reduced allocations in constrained areas of the HMA	46,100 (2015 SHMA)	46,743 of which 17,650 in wider Harlow area

Option	Details of this option	Rough total dwelling number for option (source of number)	Total dwellings* to be delivered across the HMA 2011-2033
E	Higher growth across the HMA, with allocations in constrained areas	49,638 (2012-based household projections)	51,798 of which 17,650 in wider Harlow area
F	Maximum growth across the HMA	roughly 54,600[▲] (emerging OAHN according to 2012-based household projections and 2014-based Sub-National Population Projections (SNPP))	57,141 of which 20,895 in wider Harlow area

** These numbers differ from those in the 'Rough Total' column as they are based on the sum of units that actual potential sites could deliver, through the work on strategic sites in and around Harlow. The 'Rough Total' column is only based on the total dwelling numbers given in the SHMA, the 2012-based Household Projections and the 2014-based Sub-National Population Projections, i.e. as a SHMA-wide total not taking into account actual sites*

*** 'wider Harlow area' means in and around Harlow town, i.e. not just within Harlow District*

▲ SHMA consultants ORS have estimated that the impact of the 2014-based Sub-National Population Projections, and 2012-based Household Projections could mean a rise in OAHN to approximately 54,600, but this number is not final. It has been tested through the Spatial Options Study in the interests of assessing what that number might mean for the HMA. Formal review of the OAHN number will take place through a full SHMA update in the future.

The 'Spatial Option'

- A4.4 The Spatial Options Study has identified that the 'Spatial Option' (a hybrid of some of those tested) is the most sustainable spatial distribution of OAHN across the HMA subject to the criteria listed at 3.1. and site availability, viability and deliverability
- A4.5 The 'Spatial Option' is based broadly upon each local authority meeting its OAHN within its own boundaries, and with medium-higher growth in the wider Harlow area. It comprises a total of approximately 51,100 dwellings in the Local Plan period 2011-2033. Broad details of the breakdown by local authority are in Figure 13. Full details of the breakdown are available within the Spatial Options Study.
- A4.6 The 'Spatial Option' dwelling total of approximately 51,100 represents 'planning positively for growth', as it is higher than both the established OAHN within the published 2015 SHMA (46,100), and the OAHN suggested by the 2012-based CLG household projections (49,638 dwellings). It is lower than the SHMA consultants ORS' estimated figure for emerging OAHN taking into account 2012-based Household Projections and the 2014-based Sub-National Population Projections (approximately 54,600), and lower than Option F (57,141) but it still makes good progress towards these higher figures.

Figure 13 - Details of Options A to F and the 'Spatial Option'

Local authority	'The Spatial Option'	Original 'Reasonable Options' as tested					
		Option A	Option B	Option C	Option D	Option E	Option F
		Each authority meets its OAHN within its own boundaries (medium growth in and around Harlow)	Less development at Harlow and accelerated development on the A120 (lower growth in and around Harlow)	Less development at Harlow and two new settlements in East Hertfordshire (lower growth in and around Harlow)	Maximum growth at Harlow, with reduced allocations in constrained areas of the HMA (higher growth in and around Harlow)	Higher growth across the HMA, with allocations in constrained areas (maximum growth in and around Harlow)	Maximum growth across the SHMA area (maximum growth in and around Harlow)
East Hertfordshire DC	~ 18,000	16,789	15,289	18,289	16,264	18,389	20,299
Epping Forest DC	~ 11,400	11,093	8,943	8,943	10,313	12,993	14,152
Harlow DC	~ 9,200	7,900	7,900	7,900	7,900	7,900	9,175
Uttlesford DC	~ 12,500	12,516	16,016	12,516	12,266	12,516	12,616
Housing Market Area Total	~ 51,100	48,298	48,148	47,648	46,743	51,798	56,242 + 759* 57,001
Within which - Greater Harlow total is	~ 16,100	14,150 (medium growth)	10,500 (lower growth)	10,500 (lower growth)	17,650 (higher growth)	17,650 (higher growth)	20,985 (maximum growth)

* Wider Harlow area means in and around Harlow town, i.e. not just within Harlow District

** This 759 consists of additional permissions/completions/windfalls which were identified after the testing of Options A to E was complete, but were available to test within option F.

Appendix 5 – Strategic Vision for LSCC Core Area

- A5.1 The following vision was prepared by the LSCC through working with representatives of East Hertfordshire District Council, Epping Forest District Council, Harlow District Council, Uttlesford District Council and Broxbourne Borough Council¹⁰. The five local authority areas form the LSCC 'Core Area'. Workshops for Members were held at an early stage in its preparation, and both Members and officers have been involved in its refinement. This joint Strategic Vision was presented to the Co-op Member Board, which agreed that each of the five local authorities within the LSCC 'Core Area' would include it within their individual Local Plans, alongside their own Local Plan level vision.
- A5.2 The Councils of Broxbourne, East Herts, Epping Forest, Harlow and Uttlesford form the LSCC Core Area which lies at the heart of the London Stansted Cambridge Corridor (LSCC). This corridor has, over the past decade or more, been the engine of UK growth with its world class industries and businesses.
- A5.3 Over the past five years the Corridor's dynamic, knowledge-based economy has grown at a rate almost double that of the UK average and as a result rates of population growth have increased. Transport links are excellent; with two major rail routes - the East Coast and West Anglia main lines - serving the Corridor. The A1(M), A10 and M11 motorways link its towns and cities with the capital, while London Stansted Airport offers international connections.
- A5.4 With a significant number of jobs in knowledge-based industries, the Corridor is a leading knowledge economy and a showcase for tech industries and firms. There is a high rate of innovation.
- A5.5 The Corridor accounts for 24,700 jobs in the life sciences sector contributing 11% of all national employment. This success is built on research institutes and notable firms and organisations, including Amgen and AstraZeneca in Cambridge, GlaxoSmithKline in Stevenage, and Public Health England in Harlow.
- A5.6 The continued success of the Corridor as a great place to live, work, do business and visit provides the opportunity for the Core Area to deliver greater and lasting prosperity for its residents and businesses. As such the Council is working with its partner authorities in the Core Area to deliver the following LSCC strategic vision for the area up to 2050:

Strategic Vision for the London Stansted Cambridge Corridor (LSCC) Core Area

- A5.7 *The Core Area will build on its key strengths including its skilled workforce in sectors such as health, life sciences and pharmaceuticals, advanced engineering and aerospace, its high quality environment and educational opportunities. Together with Stansted Airport, the local authorities will deliver sustainable growth which supports the economic ambitions of the LSCC and the UK through:*
- *complementing and supporting the economic performance of the Corridor whilst maintaining and enhancing the special character of the area, including the locally distinctive historic character of its market towns and rural settlements;*

¹⁰ Although this MoU and the HMA cover only the four West Essex/East Hertfordshire Authorities, the MoU itself, the SHMA and Joint Economic Report, and the Spatial Options Study were discussed at the Co-op Member Board and the Co-op Officer Group, of which Broxbourne Borough Council is a member. Broxbourne BC officers and Members were also involved in the drafting and agreement of the LSCC 'Core Area' vision.

- *the delivery of housing, supported by good access to social, leisure, community, health facilities, education and jobs, that meets the needs of local people and supports sustainable economic growth, whilst ensuring it remains an attractive place for people to live and locate to;*
- *capitalising on existing economic sectors and promoting growth of expanding industries including in the food production, life sciences, pharmaceuticals and technology sectors; tourism including hotels, Stansted's expansion, recreation/green assets including the Lee Valley, Stort Valley, Epping Forest and Hatfield Forest National Nature Reserve;*
- *working with partners to protect and enhance the high quality environment, its unique landscapes and places of special wildlife value. This would be achieved by place-shaping initiatives which would include measures to conserve areas of high biodiversity; the provision of new, alternative green spaces for people and wildlife; and the increase of green infrastructure connections between these areas, to provide greater opportunities for more sustainable access to nature for everyone living in the corridor;*
- *working with partners to secure investment in major infrastructure including increasing rail capacity on the West Anglia Mainline and maximising the opportunities that Crossrail 2 can deliver, together with road improvements including a new junction on the M11 at 7A and improvements to junctions 7 and 8, and to the A414, A120, A10 and M25; and delivery of superfast broadband;*
- *supporting the delivery of new jobs in the Harlow Enterprise Zone, and the north side of Stansted Airport, Broxbourne Park Plaza, Brookfield and Bishop's Stortford – all identified as Strategic Opportunity Sites within the corridor; and*
- *the regeneration of existing urban areas including at Harlow, Waltham Abbey, Loughton and Waltham Cross.*

A5.8 *The Core Area supports the development and sustainable growth of Greater Harlow and key growth locations at Broxbourne, Brookfield and Bishop's Stortford together with Stansted Airport growing to its full permitted capacity and as a business growth hub. These centres, with proportionate growth throughout the wider area, and the right investment, would create an economic powerhouse.*

A5.9 *Putting in place these critical building blocks will provide the foundations for looking further ahead to 2050. Certainty through further investment and delivery of key infrastructure, including in the West Anglia mainline, Crossrail 2, the M11 junctions, M25 junctions, A414, A120 and A10 is a vital component of this.*

Appendix 6 – Governance and Roles (in relation to this MoU)

Appendix 6 A – Signatory organisations

The West Essex/East Hertfordshire local authorities

- A6a.1 The four local authorities form the core of the Co-op Member Board and Co-op Officer Group, and have several pieces of joint evidence in common, including the SHMA, Joint Economic Report, and the Spatial Options Study.
- A6a.2 The four authorities will continue to work together, and wish to use this MoU as a basis for making progress together, and on their individual Local Plans, in order to enable development to be provided in the most sustainable locations within the West Essex/East Hertfordshire area.

Appendix 6 B – Non-signatory organisations

Co-operation for Sustainable Development Member Board and Officer Group

- A6b.1 The Co-op Officer Group and the Co-op Member Board were both established in 2014, and provide a forum for the discussion of cross-boundary issues, the commissioning and management of joint studies, and the formation of recommendations to take back to the individual authorities who form its members. For more details on the working practises of these groups, see Appendix 2.
- A6b.2 The Co-op Member Board and Co-op Officer Group commissioned and oversaw the Joint SHMA, the Joint Economic Report, and the Spatial Options Study. All three of these studies, among others, inform this MoU.
- A6b.3 The Co-op Member Board also has overarching responsibility for the implementation and management of this MoU. The Co-op Officer Group will provide support in this matter, through monitoring the various aims and updating the Co-op Member Board regularly.

Essex County Council and Hertfordshire County Council (as Highways Authorities)

- A6b.4 Essex County Council covers fourteen unitary and district council areas, including the districts of Epping Forest, Harlow and Uttlesford. Hertfordshire County Council covers ten district council areas, including that of East Hertfordshire.
- A6b.5 Both County Councils have responsibility for many matters which are relevant to planning, including but not limited to: education and schools (including adult community education), highways and transport, health and social care, libraries, waste and minerals, and some strategic planning matters.
- A6b.6 Both Essex County Council and Hertfordshire County Council are key members of the Co-op Member Board and Co-op Officer Group, and provide support and guidance on cross-border issues.
- A6b.7 Essex County Council in particular contributes heavily to cross-border work on many different topics, including the Spatial Options Study, and has undertaken the Local Plan transport modelling for the West Essex/East Hertfordshire area, as well as more specific transport modelling, for example, for a new Junction 7A of the M11.

- A6b.8 Hertfordshire County Council produces its own transport modelling but the two County Councils work together to share information from their respective models, which is then fed into the other's model to help inform calculations. This is especially important as the West Essex/East Hertfordshire area crosses the county boundary between Essex and Hertfordshire.
- A6b.9 Although Essex and Hertfordshire County Council are not signatories to this MoU, as highways authorities their officers and Members have provided support in its drafting, and have been involved in its discussion at the Co-op Member Board and Co-op Officer group.
- A6b.10 Both county councils are signatories to the related cross-boundary Transport Infrastructure MoU regarding transport matters, along with the West Essex/East Hertfordshire Authorities.

Highways England

- A6b.11 Highways England (formerly the Highways Agency) is the government company charged with operating, maintaining and improving England's motorways and major 'A' roads (the strategic road network). For the West Essex/East Hertfordshire HMA these routes include the M11, A120 and M25.
- A6b.12 The Strategic Road Network is at the core of our national transport system. Its many arteries connect our major towns and cities, ensure commuters make it to work every day, connect businesses with their suppliers and customers, and help millions of us visit our friends and families.
- A6b.13 Highways England is a statutory consultee in the planning system. In discharging this responsibility, it acts as a proactive partner. Highways England will support economic growth, providing the conditions that help businesses to succeed and grow, facilitating new development around the road network, and supporting investment and trade.
- A6b.14 Highways England is not a signatory to this MoU, but its officers have provided support in its drafting, and are heavily involved in the related cross-boundary Transport Infrastructure MoU regarding transport matters, along with Essex and Hertfordshire County Councils, and the West Essex/East Hertfordshire Authorities.
- A6b.15 Once Local Plans are adopted, Highways England will continue to work with the West Essex/East Hertfordshire Authorities to ensure that its strategic planning is fully cognisant of their policies and proposals. Highways England is developing the next round of Route Strategies, which will be a key building block in the Government's next Road Investment Strategy. Route Strategies bring together information from motorists, local communities, construction partners, environmental groups and across the business sector to help better understand the performance of the strategic road network and shape investment priorities to improve the service for road users and support a growing economy. The evidence collected and the indicative solutions identified - along with the outcomes of the strategic studies - will be the foundation of Highways England's first 'Strategic Road Network Initial Report' to be submitted to Government in 2017.

London Stansted Cambridge Consortium

- A6b.16 The London Stansted Cambridge Consortium (LSCC)¹¹ was formed in June 2013 as a strategic partnership of public and private organisations covering the area north from the Royal Docks, Tech City, the City Fringe, Kings Cross, and the Olympic Park, up through the

¹¹ www.lsc.co

Lee Valley, the M11, A1 and A10 road, the East Coast and West Anglia Mainline rail corridors to Stevenage, Harlow and Stansted, and through to Cambridge and Peterborough.

- A6b.17 The consortium brings together public and private sector organisations which have the common aim of seeking economic growth, higher employment rates, providing places for people and business while preserving the quality and character of the corridor. It was formed to organise and promote what is a clear economic area, with strong inter-connections; commuting to work and learn patterns, clusters of industries and supply chains.
- A6b.18 The LSCC has supported the West Essex/East Hertfordshire Authorities in cross-boundary matters, particularly relating to the shared Vision for the LSCC Core Area (see section 4 of this MoU).

Advisory Team for Large Applications (ATLAS)

- A6b.19 Relevant elected Members from the Co-op Member Board have been involved in a series of workshops facilitated by the Homes and Communities Agency's Advisory Team for Large Applications (ATLAS)¹² aimed at specifically considering the issue of expansion in and around Harlow and role that potential strategic sites could play.
- A6b.20 A number of strategic expansion sites are coming forward as part of Local Plan processes. The precise distribution and scale of development from the sites will be subject to further evidence gathering, decision making and Independent Examination of Local Plans.

¹² www.atlasplanning.com

Appendix 7 – Key Member and Officer contacts

Figure 14 - Key Member and Officer contacts

Organisation	Contact name	Role	Email address
East Hertfordshire District Council	Cllr Linda Haysey	Leader of the Council	linda.haysey@eastherts.gov.uk
	Kevin Steptoe	Head of Planning & Building Control	kevin.steptoe@eastherts.gov.uk
	Claire Sime	Planning Policy Manager	claire.sime@eastherts.gov.uk
Epping Forest District Council	Cllr John Philip	Planning Policy Portfolio Holder	john.philip1@ntlworld.com
	Alison Blom-Cooper	Interim Assistant Director	ablomcooper@eppingforestdc.gov.uk
	David Coleman	Planning Policy Manager	dcoleman@eppingforestdc.gov.uk
Harlow District Council	Cllr Danny Purton	Portfolio Holder for Environment	danny.purton@harlow.gov.uk
	Dianne Cooper	Planning & Building Control Manager	dianne.cooper@harlow.gov.uk
	Paul MacBride	Forward Planning Manager	paul.macbride@harlow.gov.uk
Uttlesford District Council	Cllr Susan Barker	Deputy Leader/Portfolio Holder for Environmental Services	cllrbarker@uttlesford.gov.uk
	Richard Fox	Planning Policy Team Leader	rfox@uttlesford.gov.uk
Essex County Council	David Sprunt	Strategy & Engagement Manager (Highways)	david.sprunt@essex.gov.uk
Hertfordshire County Council	Roger Flowerday	Development Manager (Highways)	roger.flowerday@hertfordshire.gov.uk
Highways England	Andy Jobling	Asset Development Manager	andy.jobling@highwaysengland.co.uk

APPENDIX 3: Harlow and wider Harlow population calculations

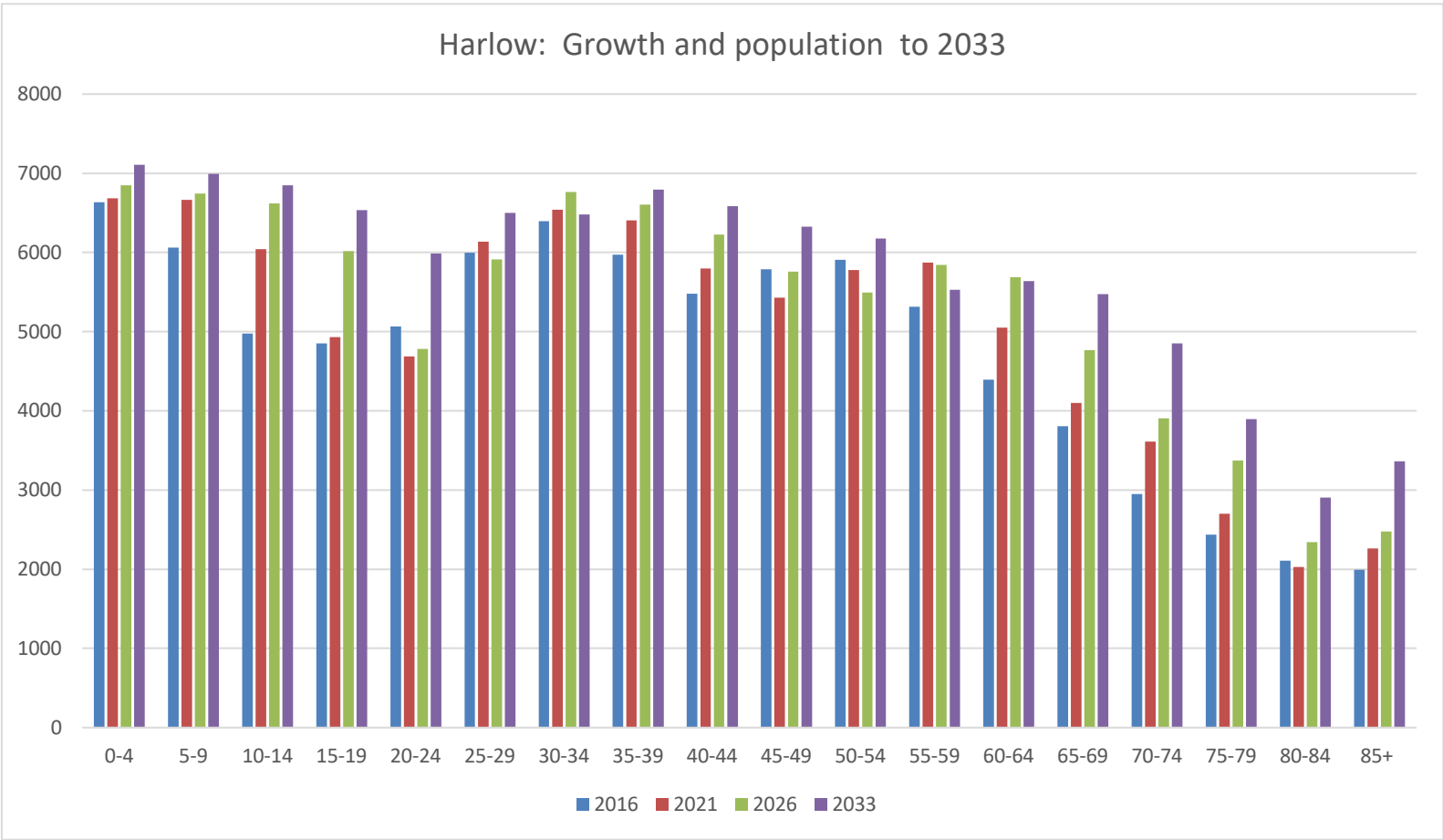
Harlow total growth at 9,200 dwellings

ORS report August 2016								Current population					Total Harlow growth						
								Uplift for additional dwellings in LP. Total of 8910 households = uplift of 2597 households @ 2.32 = 8622 additional persons. Growth based on current trajactoy %			ONS 2016 estimate total all persons	ONS 2016 estimate male/ female	Uplifted totals for all of Harlow M/F based on ORS			ONS 2016 estimate all persons			
2021	2026	2033	2021	2026	2033	2016	2016	2021	2026	2033	2016	2021	2026	2033					
persons	All ages	88,905	91,658	95,361	1814	2696	4112	86135	86135	90,719	96,167	103,983	86135	90,719	96,167	103,983			
females	0_4	3,211	3,198	3,186	66	94	137	6636	3318	3,276	3,358	3,483	6636	6,685	6,851	7,109			
females	5_9	3,155	3,143	3,130	64	92	135	6061	3031	3,220	3,300	3,422	6061	6,662	6,743	6,994			
females	10_14	2,880	3,047	3,059	59	90	132	4975	2487	2,939	3,195	3,339	4975	6,043	6,622	6,847			
females	15_19	2,308	2,778	2,894	47	82	125	4851	2426	2,355	2,907	3,148	4851	4,931	6,017	6,536			
females	20_24	2,225	2,207	2,676	45	65	115	5068	2534	2,271	2,317	2,902	5068	4,690	4,783	5,987			
females	25_29	3,017	2,822	2,987	62	83	129	5999	3000	3,078	2,967	3,261	5999	6,136	5,911	6,498			
females	30_34	3,361	3,228	2,965	69	95	128	6398	3199	3,430	3,392	3,256	6398	6,540	6,763	6,480			
females	35_39	3,221	3,242	3,061	66	95	132	5970	2985	3,287	3,403	3,354	5970	6,405	6,606	6,792			
females	40_44	2,913	3,102	3,115	59	91	134	5481	2741	2,973	3,253	3,400	5481	5,796	6,225	6,584			
females	45_49	2,810	2,864	3,080	57	84	133	5787	2894	2,868	3,006	3,355	5787	5,427	5,757	6,324			
females	50_54	2,907	2,741	2,965	59	81	128	5910	2955	2,966	2,881	3,233	5910	5,779	5,496	6,176			
females	55_59	2,915	2,846	2,588	59	84	112	5313	2656	2,975	2,989	2,843	5313	5,870	5,842	5,529			
females	60_64	2,583	2,791	2,700	53	82	116	4393	2197	2,635	2,926	2,951	4393	5,051	5,688	5,639			
females	65_69	2,091	2,414	2,645	43	71	114	3805	1903	2,133	2,528	2,872	3805	4,099	4,766	5,472			
females	70_74	1,875	1,977	2,400	38	58	104	2948	1474	1,913	2,073	2,600	2948	3,614	3,906	4,853			
females	75_79	1,481	1,738	1,939	30	51	84	2438	1219	1,511	1,819	2,103	2438	2,699	3,373	3,896			
females	80_84	1,163	1,279	1,490	24	38	64	2108	1054	1,187	1,340	1,616	2108	2,029	2,341	2,902			
females	85&	1,466	1,519	1,896	30	45	82	1994	997	1,496	1,594	2,053	1994	2,264	2,478	3,364			
females	All ages	45,583	46,936	48,776	930	1380	2103	86135	43068	46,513	49,246	53,190	86135	90,719	96,167	103,983			
males	0_4	3,340	3,327	3,317	68	98	143		3318	3,408	3,493	3,626							
males	5_9	3,374	3,278	3,267	69	96	141		3031	3,443	3,443	3,573							
males	10_14	3,042	3,268	3,211	62	96	138		2487	3,104	3,426	3,508							
males	15_19	2,525	2,971	3,115	52	87	134		2426	2,576	3,110	3,388							
males	20_24	2,371	2,348	2,845	48	69	123		2534	2,419	2,465	3,085							
males	25_29	2,996	2,801	2,966	61	82	128		3000	3,057	2,945	3,238							
males	30_34	3,048	3,215	2,940	62	95	127		3199	3,110	3,372	3,224							
males	35_39	3,056	3,051	3,150	62	90	136		2985	3,118	3,203	3,438							
males	40_44	2,767	2,833	2,919	56	83	126		2741	2,823	2,973	3,185							
males	45_49	2,508	2,623	2,724	51	77	117		2894	2,560	2,751	2,969							
males	50_54	2,756	2,486	2,697	56	73	116		2955	2,812	2,615	2,943							
males	55_59	2,838	2,715	2,443	58	80	105		2656	2,896	2,853	2,686							
males	60_64	2,367	2,636	2,457	48	78	106		2197	2,415	2,762	2,688							
males	65_69	1,926	2,136	2,394	39	63	103		1903	1,965	2,238	2,600							
males	70_74	1,667	1,747	2,078	34	51	90		1474	1,701	1,832	2,253							
males	75_79	1,164	1,486	1,654	24	44	71		1219	1,188	1,553	1,792							
males	80_84	825	956	1,190	17	28	51		1054	842	1,001	1,287							
males	85&	753	844	1,219	15	25	53		997	768	884	1,311							
males	All ages	43,322	44,721	46,585	884	1315	2009		43068	44,206	46,920	50,793							
Households Total		2011 34,697	37,481	38,835	41,008														
HH Change			2,785	4,138	6,313														
total new HH			13,236																
% dev in period		0.21038	0.312647	0.476973															

Harlow total growth 9,200 graph

Total growth

	ONS 2016	Uplifted totals all persons			
	2016	2021	2026	2033	
0-4	6636	6685	6851	7109	
5-9	6061	6662	6743	6994	
10-14	4975	6043	6622	6847	
15-19	4851	4931	6017	6536	
20-24	5068	4690	4783	5987	
25-29	5999	6136	5911	6498	
30-34	6398	6540	6763	6480	
35-39	5970	6405	6606	6792	
40-44	5481	5796	6225	6584	
45-49	5787	5427	5757	6324	
50-54	5910	5779	5496	6176	
55-59	5313	5870	5842	5529	
60-64	4393	5051	5688	5639	
65-69	3805	4099	4766	5472	
70-74	2948	3614	3906	4853	
75-79	2438	2699	3373	3896	
80-84	2108	2029	2341	2902	
85+	1994	2264	2478	3364	
	86135	90719	96167	103983	



Adjacent authorities growth to 2033

Authority	Site	Dwellings by 2021	Dwellings 2021-2026	Dwellings 2026-2033	Total dwellings	% of dwellings vacant (ORS estimate)	Additional household nos			Housing multiplier	Population totals			
							up to 2021	2021-2026	2026-2033		2016	2021	2026	2033
Epping Forest	West Katherines	150	675	275	1100	4.5	143	645	263	2.32	0	332	1828	2437
	West Sumners	250	500	250	1000		239	478	239		0	554	1662	2216
	Latton Priory	150	700	150	1000		143	669	143		0	332	1883	2216
	Riddings Lane	50	0	0	50		48	0	0		0	111	111	111
	East of Harlow	0	0	750	750		0	0	716		0	0	0	1662
											0	1329	5484	8641
East Herts	Gilston		1042	2008	3050	3	0	1011	1948		0	0	2345	6864

SUE model	% of population in this age group at completion of the development	Population in Epping Forest adjacent (based on LP phasing)			Population in East Herts adjacent (based on LP phasing)		
		2021	2026	2033	2021	2026	2033
0-4	11.3	150	619	975	0	265	775
5-9	10.0	133	548	864	0	234	686
10-14	8.9	118	488	769	0	209	611
15-19	6.7	90	370	583	0	158	463
20-24	4.6	61	252	398	0	108	316
25-29	8.5	113	468	737	0	200	585
30-34	11.7	155	639	1007	0	273	800
35-39	11.5	153	629	991	0	269	787
40-44	9.3	124	511	806	0	219	640
45-49	6.0	79	326	514	0	140	408
50-54	4.8	64	262	413	0	112	328
55-59	2.0	27	111	175	0	47	139
60-64	2.3	30	124	196	0	53	156
65-69	1.0	13	54	85	0	23	67
70-74	0.9	11	47	74	0	20	59
75-79	0.5	7	27	42	0	12	34
80-84	0.1	2	7	11	0	3	8
85-90	0.0	0	0	0	0	0	0
90+	0.0	0	0	0	0	0	0
Total		1329	5484	8641	0	2345	6864

Wider Harlow populations

	Population within Harlow				Population in Epping Forest adjacent			Population in East Herts adjacent			Total population Harlow & adjacent			
	ONS 2016	Uplifted totals all persons			adjacent									
	2016	2021	2026	2033	2021	2026	2033	2021	2026	2033	2016	2021	2026	2033
0-4	6636	6685	6851	7109	150	619	975	0	265	775	6636	6835	7734	8859
5-9	6061	6662	6743	6994	133	548	864	0	234	686	6061	6795	7526	8545
10-14	4975	6043	6622	6847	118	488	769	0	209	611	4975	6161	7318	8226
15-19	4851	4931	6017	6536	90	370	583	0	158	463	4851	5021	6545	7582
20-24	5068	4690	4783	5987	61	252	398	0	108	316	5068	4751	5143	6700
25-29	5999	6136	5911	6498	113	468	737	0	200	585	5999	6249	6579	7821
30-34	6398	6540	6763	6480	155	639	1007	0	273	800	6398	6695	7676	8287
35-39	5970	6405	6606	6792	153	629	991	0	269	787	5970	6558	7504	8571
40-44	5481	5796	6225	6584	124	511	806	0	219	640	5481	5920	6955	8030
45-49	5787	5427	5757	6324	79	326	514	0	140	408	5787	5506	6223	7247
50-54	5910	5779	5496	6176	64	262	413	0	112	328	5910	5842	5871	6918
55-59	5313	5870	5842	5529	27	111	175	0	47	139	5313	5897	6000	5843
60-64	4393	5051	5688	5639	30	124	196	0	53	156	4393	5081	5865	5991
65-69	3805	4099	4766	5472	13	54	85	0	23	67	3805	4112	4843	5624
70-74	2948	3614	3906	4853	11	47	74	0	20	59	2948	3625	3973	4986
75-79	2438	2699	3373	3896	7	27	42	0	12	34	2438	2706	3411	3972
80-84	2108	2029	2341	2902	2	7	11	0	3	8	2108	2031	2351	2921
85+	1994	2264	2478	3364	0	0	0	0	0	0	1994	2264	2478	3364
Totals all persons	86135	90719	96167	103983	1329	5484	8641	0	2345	6864	86135	92048	103995	119488

APPENDIX 4:

Sport England Market segmentation summaries

Ben - 1

Competitive Male Urbanites

- Mainly aged 18-25
- Single
- Graduate professional

Male, recent graduates, with a 'work-hard, play-hard' attitude

5% of all adults; 10% of adult men



About Ben

Ben, 22, has recently graduated and is now working as a trainee accountant. Loving his single life, which is just an extension of university days, he is certainly in no hurry to settle down. His 'work-hard, play-hard' attitude to life sees him putting in long hours at the office, doing a lot of sport and enjoying plenty of socialising with friends. Ben is also more likely to be a student than other groups.

Currently renting with ex-university friends, he is contemplating the housing ladder, but will probably move back into the parental home. Whatever he chooses, little time is spent at home.

Image and brand conscious, Ben tries to keep a healthy diet, but with little success. Post-work and post-exercise fast foods are almost daily regimes.

Ethnic origin

Individuals in this segment are predominantly of White British (74%), or Other White (12%) origin; or may also be Asian/Asian British (7%), of Irish heritage (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Josh, Luke, Adam, Matesuz, Kamil

Ben: Sports Overview

- Ben is a very active type that takes part in sport on a regular basis: he is the most sporty of the 19 segments.
- The top sports that Ben participates in are shown in the chart opposite: 33% of Bens play football, compared to 4% of all adults; 24% of this segment take part in 'keep fit and gym' compared to 17% of all adults; 18% of this segment take part in cycling, and 15% take part in athletics or running.
- Swimming is also popular with Ben, with his participation in this sport being in line with all adults. He may also take part in tennis, golf, badminton, squash/racketball and cricket.

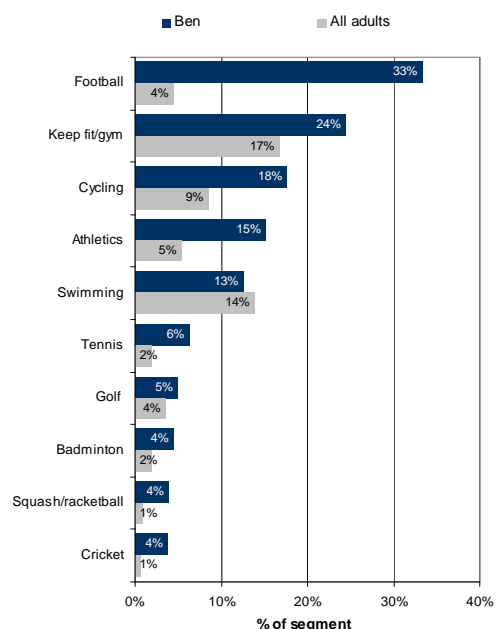
Ben is similar to/lives near:

Chloe (segment 3), other Bens (segment 1)

Ben is likely to live in towns/areas such as:

Maidenhead, Putney, High Wycombe, Wimbledon, Richmond-upon-Thames

Top sports that Ben participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

Jamie - 2

Sports Team Lads

- Mainly aged 18-25
- Single
- Vocational Student

Young blokes enjoying football, pints and pool

5% of all adults; 11% of adult men



About Jamie

Jamie is 20 and has just finished studying for an HND at his local college. Since leaving college he's been unable to find a related job and currently works at the local supermarket, but hopes to find something better soon. Jamie lives with his parents in the family home, and still hangs out with his old school-mates.

Jamie plays football in the local youth league, and often plays computer games with his mates from the team. Tight finances mean that Jamie puts a lot on his credit card. His spare cash goes on nights in the sports bar with the boys, either drinking or playing late night pool.

Jamie isn't fussed about his health or diet. He may smoke, and enjoys fast food and takeaways.

Ethnic origin

Individuals in this segment are predominantly of White British (60%), or Other White (15%) origin; or may also be Asian/Asian British (14%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (2%).

Alternative names

Ryan, Nathan, Ashley, Adeel, Pawel

Jamie: Sports Overview

- Jamie is a very active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Jamie participates in are shown in the chart opposite: 28% of this group play football, compared to 4% of all adults; 22% take part in 'keep fit and gym' compared to 17% of all adults; 12% take part in both athletics (running) and cycling, and 10% go swimming.
- Jamie may also take part in badminton, tennis, cricket, basketball and golf.

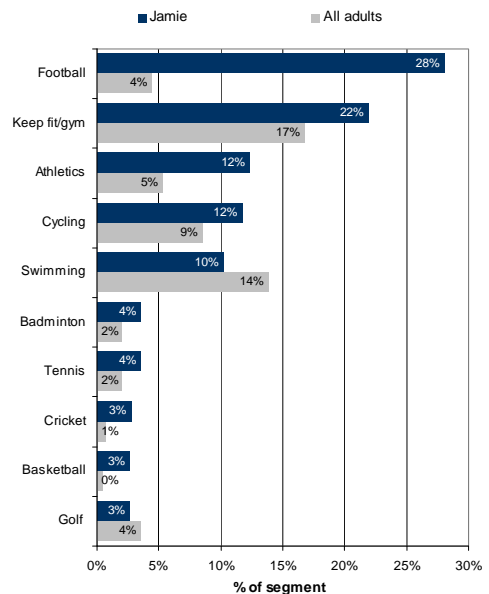
Jamie is similar to/lives near:

Jackie (segment 8), other Jamies (segment 2)

Jamie is likely to live in towns/areas such as:

Hounslow, Croydon, Slough, Leeds, Coventry

Top sports that Jamie participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Chloe - 3

Fitness class friends

- Mainly aged 18-25
- Single
- Graduate professional

Young image-conscious females keeping fit and trim

5% of all adults; 9% of adult women



About Chloe

Chloe is 23 and works in HR for a large firm. She shares a house with ex-university friends who are also on graduate schemes. Without the pressures of family or a mortgage, Chloe isn't worried about her student loan, she likes to spend her income on clothes, nights out and holidays with friends.

Chloe and her housemates go to classes at their local gym a couple of times a week, and like to swim afterwards. At weekends, Chloe likes to go for a big night out, including a nice meal and a few drinks with her friends.

Chloe is reasonably health conscious, watching what she eats and exercising to stay trim. She isn't fanatical though, wanting to live a fun packed life while she's young, free and single.

Ethnic origin

Individuals in this segment are predominantly of White British (75%), or Other White (12%) origin; or may also be Asian/Asian British (6%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (2%).

Alternative names

Nisha, Sophie, Lauren, Charlotte, Lucy

Chloe: Sports Overview

- Chloe is an active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Chloe participates in are shown in the chart opposite: 28% of this group take part in 'keep fit and gym' compared to 17% of all adults; 24% take part in swimming compared to 14% of all adults; and 14% take part in athletics or running.
- She may also take part in horse riding, tennis, badminton, football, netball and hockey.

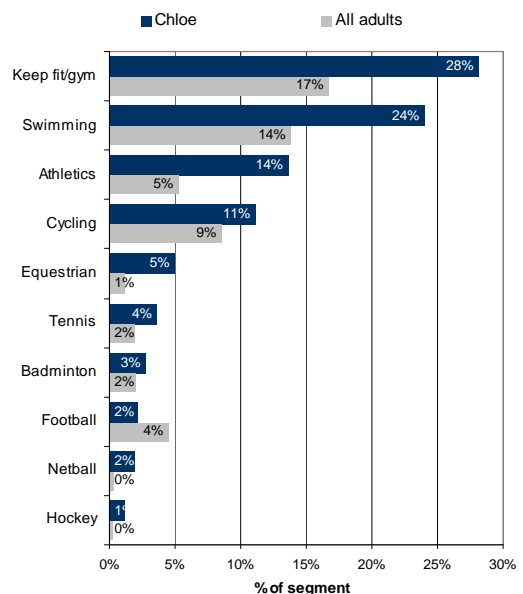
Chloe is similar to/lives near:

Ben (1), other Chloes (3)

Chloe is likely to live in towns/areas such as:

Kingston upon Thames, Guildford, Cambridge, St Albans, Chiswick

Top sports that Chloe participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Leanne - 4

Supportive Singles

- Mainly aged 18-25
- Likely to have children
- Student/part time vocational

Young busy mums and their supportive college mates

4% of all adults; 8% of adult women



About Leanne

Leanne is 23 and lives with her parents and her daughter, Carly, in a small terraced house. Leanne is studying beauty therapy part-time at college, and does the odd cleaning job when her mum can look after Carly.

Leanne doesn't get much time to herself. Juggling Carly, college and her cleaning shifts is demanding, and childcare is a difficult expense. A couple of times a week though Leanne treats herself to a night out with the girls, at bingo or maybe in the local pub.

Leanne relies on her mum and girlfriends helping her out. Her mates often come with her to the swimming pool at the weekend and are really good with Carly. Sometimes it's hard to miss out on the fun though, when they go off to a dance class or bowling afterwards and she has to take Carly home.

Ethnic origin

Individuals in this segment are predominantly of White British (65%), or Other White (14%) origin; or may also be Asian/Asian British (12%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Hayley, Kerry, Danielle, Nisha, Saima

Leanne: Sports Overview

- Leanne is the least active segment of her age group (more details overleaf).
- The top sports that Leanne participates in are shown in the chart opposite: 23% of this group take part in 'keep fit' and gym compared to 17% of all adults; 18% of this group take part in swimming compared to 14% of all adults; 9% take part in athletics or running, and 6% take part in cycling
- Leanne may also take part in football, badminton, netball, horse-riding, tennis and volleyball.

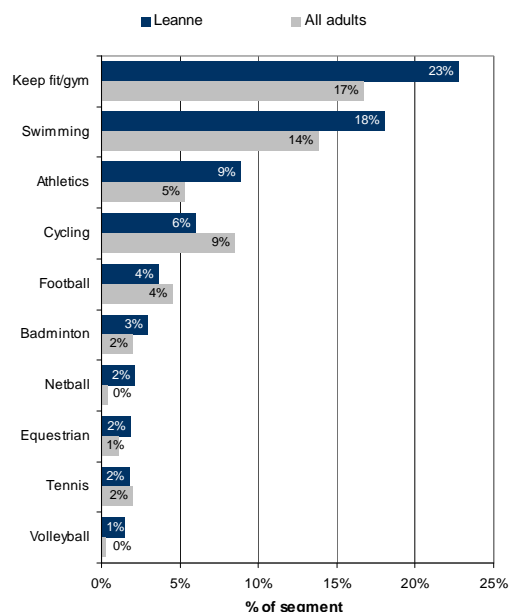
Leanne is similar to/lives near:

Jamie (segment 2), Brenda (segment 14)

Leanne is likely to live in towns/areas such as:

Blackburn, Ilford, Harrow, Leicester, Chatham

Top sports that Leanne participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

Helena - 5

Career-Focussed Females

- Mainly aged 26-45
- Single
- Full time professional

Single professional women, enjoying life in the fast lane

5% of all adults; 9% of adult women



About Helena

Helena is 30 and lives in a small, stylish flat on her own. She's working her way up the career ladder and is now starting to enjoy the financial freedoms her salary affords her. In the future Helena may buy a larger house, but at the moment she prefers having more disposable income to enjoy designer clothes, meals out and holidays.

After a long train commute home, Helena prepares herself a quick, healthy meal before heading out to the gym. If she's not worked too late at the office she might catch a class, otherwise opting for a long workout on the machines. Helena likes to keep in shape; she is very image conscious and her healthy diet and exercise regime is an important part of her social and career life.

Ethnic origin

Individuals in this segment are predominantly of White British (76%), or Other White (11%) origin; or may also be of Irish heritage (6%), Asian/Asian British (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Claire, Tamsin, Fiona, Sara, Joanne

Helena: Sports Overview

- Helena is a fairly active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Helena participates in are shown in the chart opposite: 26% of this segment take part in keep fit/gym compared to 17% of all adults; 22% take part in swimming compared to 14% of all adults; 11% of this segment take part in cycling and 9% in athletics or running.
- Helena may also take part in horse-riding, tennis, badminton, netball, football and golf.

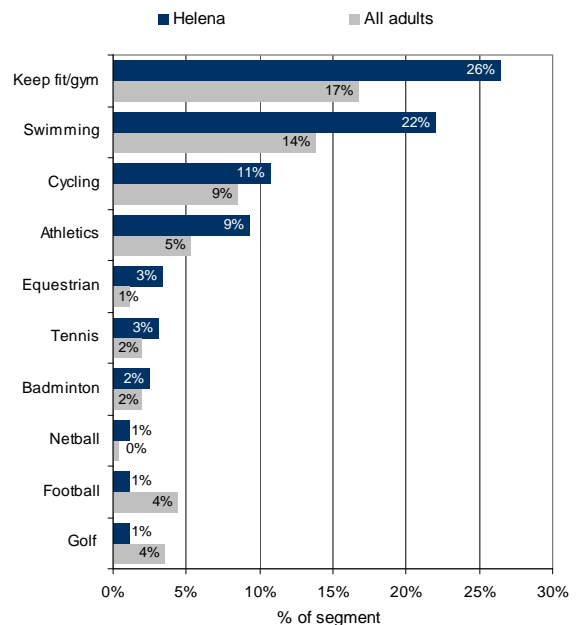
Helena is similar to/lives near:

Chloe (segment 3), Tim (segment 6)

Helena is likely to live in towns/areas such as:

Chelsea, Cheltenham, Harrogate, Reading, Brighton

Top sports that Helena participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Tim - 6

Settling Down Males

- **Mainly aged 26-45**
- **Married or single**
- **May have children**
- **Professional**

Sporty male professionals, buying a house and settling down with partner

9% of all adults; 18% of adult men



About Tim

Tim is 33 and works in IT. He lives with his wife Lorna in a semi-detached house they own in a desirable suburb. At the moment it's just the two of them, but Lorna is expecting their first baby in a few months' time.

Tim loves sport. Since his job has got busier he doesn't do as much as he used to, but he still manages trips to the gym and the odd mid-week game of squash. He hopes things won't change too much when the baby arrives, but knows they may not be able to enjoy such regular holidays in the future.

Tim's healthy diet is due to Lorna cooking most nights, but he's not particularly health conscious himself. He enjoys a burger and maybe a pint after playing sport, and he may drink at home, albeit lightly.



Ethnic origin

Individuals in this segment are predominantly of White British (77%), or Other White (10%) origin; or may also be Asian/Asian British (6%), of Irish heritage (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Simon, Jonathan, Jeremy, Adrian, Marcus



Tim: Sports Overview

- Tim is an active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Tim participates in are shown in the chart opposite: 21% of this segment take part in cycling compared to 9% of all adults; 20% of this segment take part in keep fit/gym, compared to 17% of all adults.
- Swimming, football and athletics or running are also popular sports for Tim. His participation in swimming is in line with that of all adults, however Tim is more likely than all adults to take part in football and athletics.

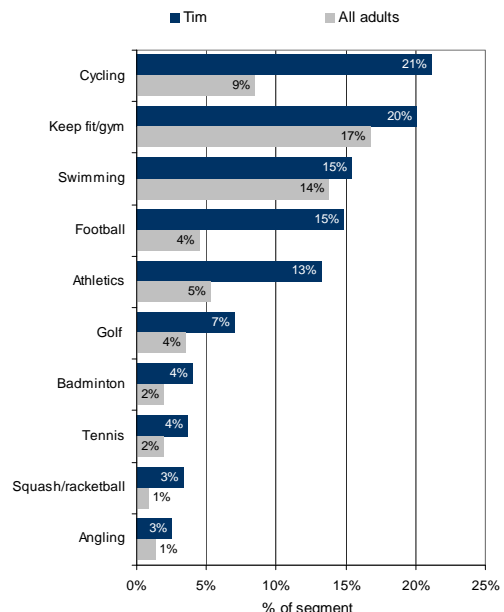
Tim is similar to/lives near:

Helena (segment 5), Alison (segment 7)

Tim is likely to live in towns/areas such as:

Camberley, Tunbridge Wells, Banbury, Haywards Heath, Milton Keynes

Top sports that Tim participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

Alison - 7

Stay at Home Mums

- Mainly aged 36-45
- Married
- Stay-at-home mum
- Children

Mums with a comfortable, but busy, lifestyle

4% of all adults; 9% of adult women



About Alison

Alison is 38 and married with two children, aged 6, and 3. As a stay-at-home mum her career is temporarily on hold, whilst her husband works as an accountant. Alison's life is busy. She does the school or playschool run, takes the children to music and horse-riding lessons and keeps the house in order. After putting the children to bed, Alison often spends an evening at PTA meetings. This year she is involved in organising the school fete.

Alison manages to attend a few exercise classes each week whilst her youngest is at playschool, and the family go swimming at the weekend. Concerned about a healthy diet for her family, Alison gets organic vegetables delivered each week. She may enjoy a well-deserved glass of wine while she's cooking dinner.

Ethnic origin

Individuals in this segment are predominantly of White British (78%), or Other White (9%) origin; or may also be of Irish heritage (6%), Asian/Asian British (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Justine, Karen, Suzanne, Tamsin, Siobhan

Alison: Sports Overview

- Alison is a fairly active segment with above average levels of participation in sport.
- The top sports that Alison participates in are shown in the chart opposite: 27% of this segment take part in keep fit/gym compared to 17% of all adults; 25% of this group take part in 'swimming' compared to 14% of all adults; 12% of this segment take part in cycling, and 11% take part in athletics (including running).
- Alison may also take part in horse-riding, tennis, badminton, netball, rounders and football.

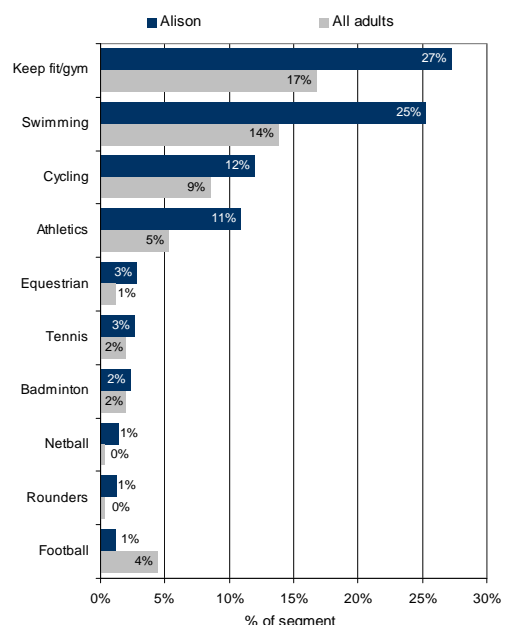
Alison is similar to/lives near:

Tim (segment 6)

Alison is likely to live in towns/areas such as:

Orpington, Bromsgrove, Maidstone, Newbury, Horsham

Top sports that Alison participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

Jackie - 8

Middle England Mums

Mums juggling work, family and finance

5% of all adults; 10% of adult women

- **Mainly aged 36-45**
- **Married**
- **Part-time skilled worker or stay-at-home mum**
- **Children**



About Jackie

Jackie, 43, is married with three school age children. She works part time at a call centre and her husband Dave is a salesman.

Life is hectic for Jackie. She doesn't get much time for herself, being busy taking the children to school and after school activities, grocery shopping, working, and getting dinner on the table. She feels like a taxi service for the kids these days, forever taking them to one activity or another both during the week and at weekends.

Jackie goes to an aerobics class one evening a week and tries to take the kids swimming or ice skating on Saturdays. Dave bought her an exercise bike last Christmas, but it is just gathering dust in the garage. Healthy eating isn't high on Jackie's list of priorities. Dinners just have to be quick, easy and something the kids will eat.

Ethnic origin

Individuals in this segment are predominantly of White British (79%), or Other White (8%) origin; or may also be of Irish heritage (6%), Asian/Asian British (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Andrea, Cheryl, Deborah, Jane, Louise

Jackie: Sports Overview

- Jackie has above average participation in sport, although is less active than others in her age group. (more details overleaf).
- The top sports that Jackie participates in are shown in the chart opposite: 22% of this group take part in keep fit/gym compared to 17% of all adults; 20% of this group take part in swimming compared to 14% of all adults.
- In line with the general adult population, 9% of this segment take part in cycling; and 6% take part in athletics or running (compared to 5% of all adults).
- Jackie may also play badminton, go horse-riding, play tennis, football, rounders or netball.

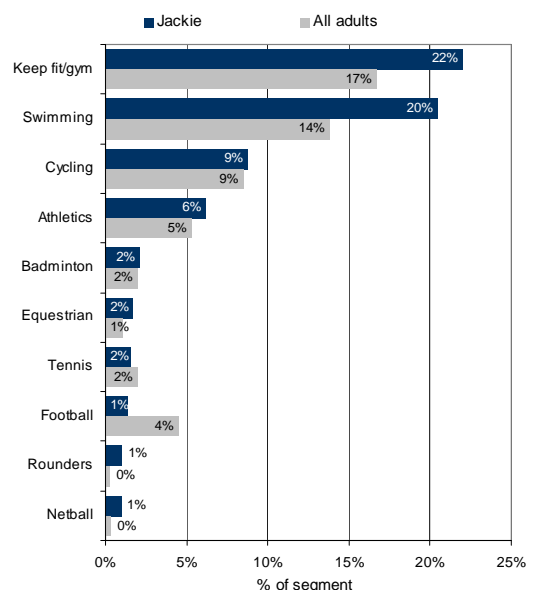
Jackie is similar to/lives near:

Kev (segment 9), Philip (segment 11)

Jackie is likely to live in towns/areas such as:

Dover, Aldershot, Wigan, Uxbridge, Chesterfield

Top sports that Jackie participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Kev - 9

Pub League Team Mates

- **Mainly aged 36-45**
- **Married or single**
- **May have children**
- **Vocational job**

Blokes who enjoy pub league games and watching live sport

6% of all adults; 12% of adult men



About Kev

Kev, 40, lives with his long-term partner and stepson, working as a self-employed plumber.

On Saturday mornings Kev occasionally trains with the pub football team, and sometimes makes the Sunday side – although he's struggling more and more to keep up with the lads in the team. Alternatively Kev may spend his weekends doing DIY at home and watching TV. Evenings and weekends may see him down the local pub, smoking, drinking and watching sport, or taking part in other social activities, when work allows.

Kev used to enjoy lifting weights or using his punch bag at home, but lately his shoulder has been playing him up, so instead it is a few games of snooker or darts. He can't understand healthy eating fads - salads just don't seem like a proper meal to him, so he tends to stick to a relatively unhealthy processed food diet.

Ethnic origin

Individuals in this segment are predominantly of White British heritage (67%), or Asian/Asian British heritage (12%); or may be of Other White origin (11%), of Irish heritage (6%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Lee, Craig, Steven, Tariq, Dariusz.

Kev: Sports Overview

- Kev has average levels of sports participation (more details overleaf).
- The sports that Kev participates in most are shown in the chart opposite: 14% of this segment take part in keep fit/gym compared to 17% of all adults; 12% of this segment take part in football compared to 4% of all adults. In addition, 11% of people in this segment take part in cycling, and 10% go swimming.
- Kev may also take part in athletics or running, golf, angling, badminton, archery or martial arts/combat sports.

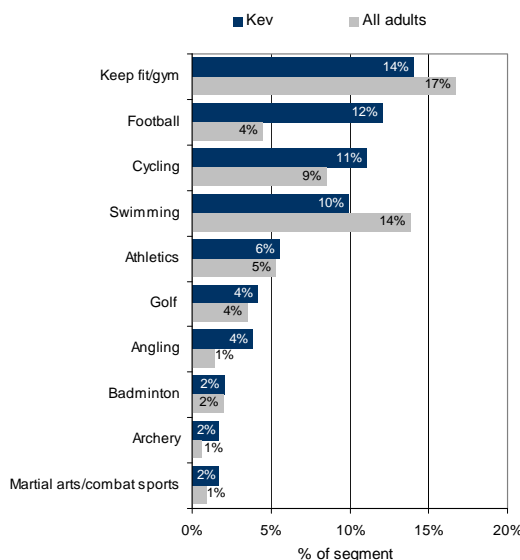
Kev is similar to/lives near:

Jackie (segment 8), Paula (segment 10)

Kev is likely to live in towns/areas such as:

Walthamstow, Walsall, Rotherham, Bradford, Wakefield

Top sports that Kev participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

Paula - 10

Stretched Single Mums

- Mainly aged 26-45
- Single
- Job seeker or part time low skilled

Single mums with financial pressures, childcare issues and little time for pleasure

4% of all adults; 7% of adult women



About Paula

Paula, 33, lives in a council owned property with her three children. Jade and Kyle are at school now, but Ruby is still at home. Paula receives some state benefits, but things are still very difficult. Her debt has built up over the last few years and she hasn't been able to work because of the children.

A couple of times a week a friend looks after Ruby so Paula can get a break at afternoon bingo. At the weekend she sometimes takes the kids swimming or ice skating. It's not cheap, but they need entertaining.

Paula can't afford much fresh healthy food; instead she buys convenience meals from the discount freezer store. Given her stress-filled life she feels it's understandable she needs to smoke and enjoy the odd drink.

Ethnic origin

Individuals in this segment are predominantly of White British (70%), or Other White (10%) origin; or may also be Asian/Asian British (10%), of Irish heritage (6%), Black/Black British (3%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Donna, Gemma, Shelley, Tina, Tammy

Paula: Sports Overview

- Paula is not a very active type and her participation levels are slightly below those of the general adult population (more details overleaf).
- The top sports that Paula participates in are shown in the chart opposite: 18% of people in this segment participate in keep fit/gym compared to 17% of all adults; 17% of people in this segment take part in swimming compared to 14% of all adults; 5% of this segment take part in cycling, and 4% in athletics or running.
- Paula may also take part in football, badminton, tennis, rounders, horse riding and netball.

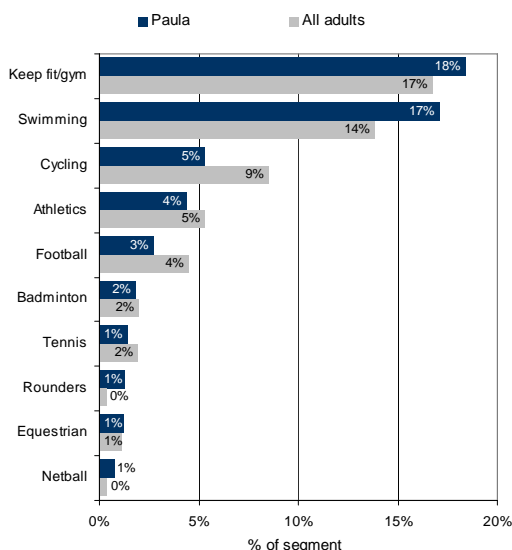
Paula is similar to/lives near:

Kev (segment 9), Brenda (segment 14)

Paula is likely to live in towns/areas such as:

Bootle, Stratford (east London), Widnes, Bolton, Altrincham

Top sports that Paula participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

Philip - 11

Comfortable Mid-Life Males

Mid-life professional, sporty males with older children and more time for themselves

9% of all adults; 18% of adult men

- Mainly aged 46-55
- Married with Children
- Full time employment and owner occupier



About Philip

Philip is 48, an owner-occupier, and married with two older children. One recently graduated and left home, the other is on a gap year before starting university next autumn. Whilst there are still some university fees to pay, Philip is at the height of his career, enjoying a comfortable salary at an established firm.

Philip still keeps up his love of sport, hindered only by office pressures. He plays badminton in a local team, and if he gets home early enough, enjoys a swim at the health club. He shares football season tickets with his son, and together they play cricket for the local Sunday side – alas, his rugby days are over.

Reasonably health conscious, Philip wants to stay healthy for later in life so he can keep playing sport for as long as possible. He's not in any hurry to hang up his pads, and anyway, he'd keep up his involvement in the club as fixture secretary.



Ethnic origin

Individuals in this segment are predominantly of White British (82%), or Other White (7%) origin; or may also be of Irish heritage (6%), Asian/Asian British (4%), Black/Black British (1%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Graham, Colin, Keith, Stuart, Clive



Philip: Sports Overview

- Philip's sporting activity levels are above the national average (more details overleaf).
- The top sports that Philip participates in are shown in the chart opposite: Cycling is the top sport, and 16% of this segment do this at least once a month, almost double the national average.
- Philip also enjoys keep fit/gym, swimming, football, golf and athletics (running). His participation in most of his top sports is above the national average, which is indicative of the priority he places on sport.

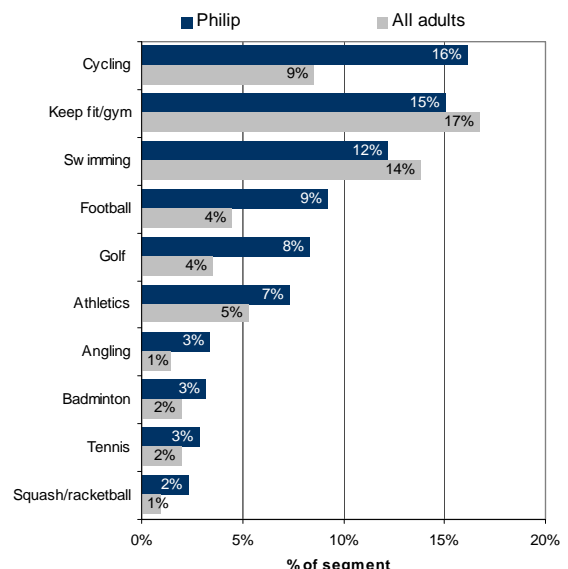
Philip is similar to/lives near:

Jackie (segment 8), Elaine (segment 12)

Philip are likely to live in towns such as:

Chippenham, Eastleigh, Aylesbury, Andover, Southport

Top sports that Philip participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Elaine - 12

Empty Nest Career Ladies

Mid-life professionals who have more time for themselves since their children left home

6% of all adults; 12% of adult women

- Mainly aged 46-55
- Married
- Full time employment and owner occupier



About Elaine

Elaine is 53 and married with two children who have now left home. Having picked up her career again after the children went to school, Elaine is now a full time senior teacher. In a few years' time she'll consider dropping her hours ready for retirement, but for now she's enjoying the career opportunities and chance to stretch herself.



When Elaine gets home from work she enjoys a glass of wine while making a healthy dinner for herself and her husband. They chat over dinner and might even call their son who is away at university, though inevitably they'll be talking to his voicemail.



Elaine goes to a class at the gym one evening a week and enjoys watching dramas or reading a book other nights. Weekends see her going to the stables, gardening or going for a long walk with her husband.

Ethnic origin

Individuals in this segment are predominantly of White British (83%), or Other White (7%) origin; or may also be of Irish heritage (6%), Asian/Asian British (3%), Black/Black British (1%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Carole, Sandra, Penelope, Julie, Jacqueline

Elaine: Sports Overview

- Elaine's sporting activity levels are consistent with the national average, and slightly above average for some indicators (more detail overleaf).
- The top sports that Elaine participates in are shown in the chart opposite: Keep fit/gym and swimming are the most popular sports with around a fifth of the segment doing these, followed by cycling (7%), athletics or running (3%), tennis (2%), badminton (2%) and horse riding (2%).
- Her participation levels are above average for keep fit/gym and swimming.

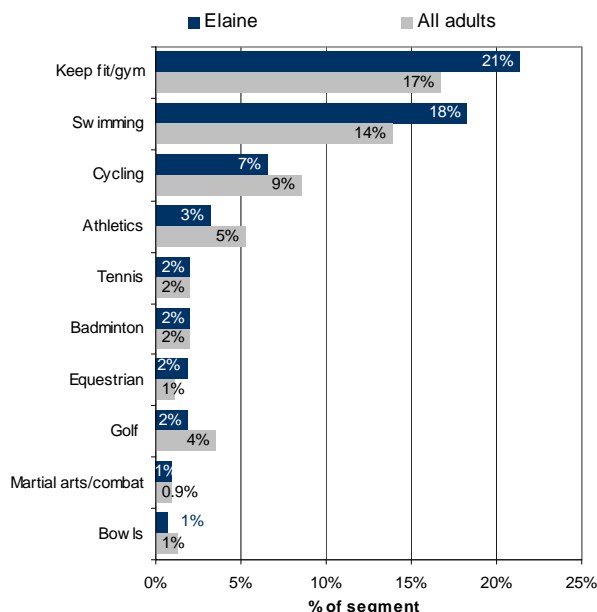
Elaine is similar to/lives near:

Philip (segment 11), Roger & Joy (segment 13)

Elaine are likely to live in towns such as:

Bishop's Stortford, Camberley, Dorchester, Stafford, Shrewsbury

Top sports that Elaine participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Roger & Joy - 13

Early Retirement Couples

Free-time couples nearing the end of their careers

7% of all adults; 6% of adult women, 8% of adult men

- Mainly aged 56 – 65
- Married
- Full time employment or retired



About Roger & Joy

Roger is 57 and Joy is 56. Last year Roger's accountancy firm made cutbacks and he was offered a generous long-service redundancy payment with which to take early retirement. Joy has always worked mornings as a receptionist in the local GP surgery, but is planning to retire herself late next year.

Having paid off the mortgage on their semi-detached house, Roger and Joy may not have a large income, but also haven't many financial responsibilities. If they need to they can always downsize, possibly to be nearer the grandchildren.

Roger walks the dog to the paper-shop each morning, and often plays golf. When Joy's around, they often go for a walk together or help out with childcare.

Sometimes Joy goes to over fifties aqua aerobics class at the leisure centre. Her daughter said it might be good exercise and easier on her joints.

Ethnic origin

Individuals in this segment are predominantly of White British (87%), or Other White (5%) origin; or may also be of Irish heritage (5%), Asian/Asian British (2%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Melvyn, Barry, Geoffrey, Linda, Susan, Patricia



Roger & Joy: Sports Overview

- Roger & Joy are slightly less active than the average adult population.
- The top sports that Roger & Joy participate in are shown in the chart opposite: Keep fit/gym and swimming are the most popular sports with 13% of the segment doing these, followed by cycling (8%), golf (6%) and angling (2%).
- Their participation levels are below average for all of these sports, with the exception of bowls, golf and angling.

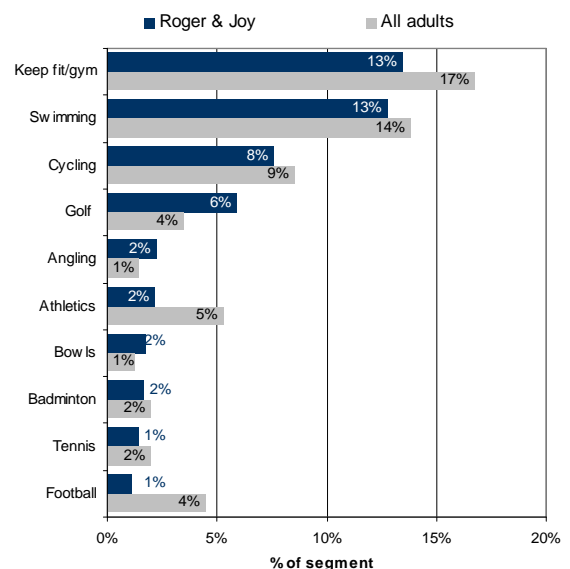
Roger & Joy are similar to/live near:

Roger & Joy (segment 13)

Roger & Joy are likely to live in towns such as:

Newton Abbot, King's Lynn, Poole, Beverley, Southend

Top sports that Roger & Joy participate in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Brenda - 14

Older Working Women

Middle aged ladies, working to make ends meet

5% of all adults; 10% of adult women

- Mainly aged 46 - 65
- Married
- Part time employee



About Brenda

Brenda is 51 and works in a local food factory on the production line. Her two children have left home now, so it's just Brenda and her husband in the terraced house.

Brenda gets up early and walks to the early shift at the factory. After a long day on her feet and a walk back home again, she's too tired to do much with her evenings. A good dose of TV soaps provide some welcome relaxation, or she might go to the bingo hall instead. Dinner is inevitably oven food – she's too tired to go to any effort.

On Saturdays, Brenda looks after her grandchildren while her daughter works, often taking them swimming. If she doesn't have them she'll go to an exercise class instead, but with the kids in tow, and the adventure playground being pricey, that doesn't happen often.

Ethnic origin

Individuals in this segment are predominantly of White British (76%), or Other White (8%) origin; or may also be Asian/Asian British (7%), of Irish heritage (6%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Shirley, June, Maureen, Janet, Diane



Brenda: Sports Overview

- Brenda is generally less active than the average adult population.
- The top sports that Brenda participates in are shown in the chart opposite: Keep fit/gym is the most popular sport with 15% of the segment doing this, followed by swimming (13%) and cycling (4%).
- Athletics (including running) is enjoyed by 2% of Brendas. In all cases her participation levels are below the national average for all adults.
- Other sports that she may participate in are badminton, horse riding, tennis, martial arts (including Tai Chi), football and golf.

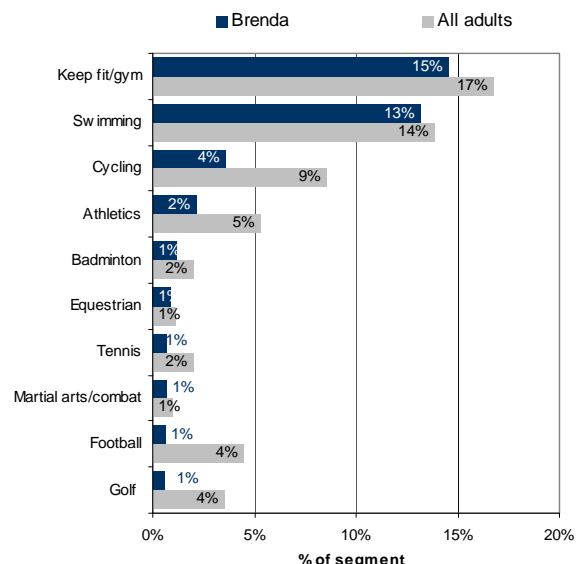
Brenda is similar to/lives near:

Kev (segment 9) and Terry (segment 15)

Brenda are likely to live in towns/areas such as:

Hackney, Rochdale, Lancaster, Corby

Top sports that Brenda participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Terry - 15

Local 'Old Boys'

- Mainly aged 56-65
- Single/Married
- Unemployed

Generally inactive older men, low income and little provision for retirement

4% of all adults; 8% of adult men



About Terry

Terry is 59 and lives on his own in a council flat. Having worked on and off as a builder, he has struggled in recent years to get work. At the moment he has a small income as a school caretaker, barely covering the bills.

During the day Terry might do the odd job around the school, but invariably he's not needed until the end of the day once the children have gone home. He spends his mornings watching TV, and afternoons playing darts in the pub, fishing or on the allotment. As part of the local darts team, he plays the occasional competition at weekends, otherwise he goes to the bookies or stays at the pub watching boxing into the early hours. He wishes he still had the fitness to box himself, but those days are a thing of the past.

Terry eats oven food or at the pub most nights. Healthy eating isn't high on his list of concerns – it's expensive and he'd rather have pie and chips.

Ethnic origin

Individuals in this segment are predominantly of White British (79%), or of Irish heritage (7%); or may also be Asian/Asian British (6%), of Other White (6%) origin; Black/Black British (1%), Chinese (0.5%) or belong to another ethnic group (1%).

Alternative names

Derek, Brian, Malcolm, Raymond, Michael



Terry: Sports Overview

- Terry is generally less active than the general adult population.
- The top sports that Terry participate in are shown in the chart opposite: Keep fit/gym is the most popular sport with 8% of the segment doing this, followed by swimming (6%) and cycling (6%). Angling and golf are the next most popular sports, both being played by 4% of this segment.
- Golf, angling and archery are the only sports where a higher proportion of Terrys participate than the national average. In all other cases his participation in his top sports is below average.

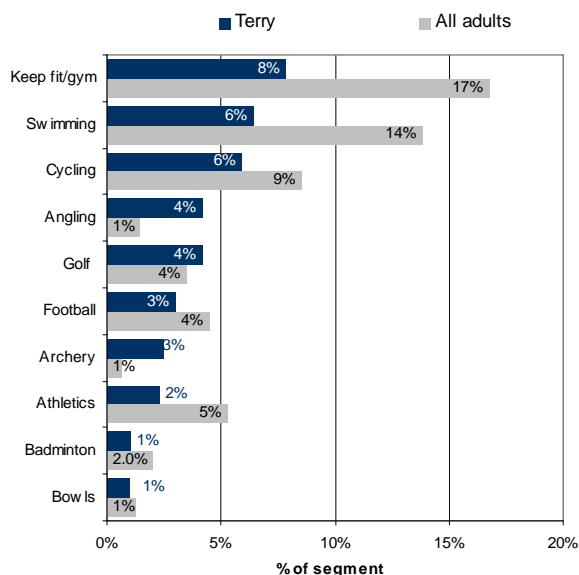
Terry is similar to/lives near:

Brenda (segment 14), Norma (segment 16)

Terry are likely to live in towns such as:

Mansfield, Sunderland, Doncaster, Hull, Dewsbury

Top sports that Terry participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Norma - 16

Later Life Ladies

Older ladies, recently retired, with a basic income to enjoy their lifestyles

2% of all adults; 4% of adult women

- Mainly aged 56-65
- Single
- Unemployed/Retired

About Norma

Norma is 60 and has now retired. Having spent the last few years as a part time cleaner, she has little income now and a basic private pension to subsidise her state allowance. She lives in a small bungalow, although thankfully the small mortgage has been paid off.

Norma likes to get out for a bit during the day. She goes to an aqua aerobics class at the leisure centre, which is heavily subsidised for her as a pensioner. She also walks to buy a lottery ticket, go to the library or to afternoon bingo. She has to take her time though, as she's not as well these days, having seen the late onset of diabetes in the last few years. When she gets home, Norma likes to sit and watch TV, knit or do some embroidery. At weekends her family usually visit her.

Norma prefers traditional home cooking, she smokes, but rarely drinks – her health and diet are therefore not a great concern.

Ethnic origin

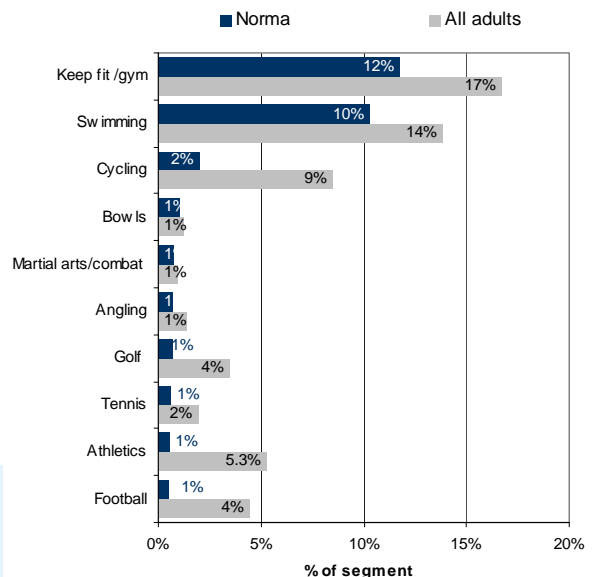
Individuals in this segment are predominantly of White British (79%), or Other White (8%) origin; or may also of Irish heritage (7%), Asian/Asian British (4%), Black/Black British (2%), Chinese (0.5%) or belong to another ethnic group (1%).

Alternative names

Pauline, Angela, Irene, Denise, Jean



Top sports that Norma participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Norma: Sports Overview

- Norma is generally less active than the average adult population.
- She is likely to be doing the same or less sport than 12 months ago, with health the main issue for those doing less.
- The top sports that Norma participate in are shown in the chart opposite: Keep fit/gym is the most popular sport with 12% of Normas doing this, followed by swimming (10%). Other sports are much less popular with cycling the next choice with only 2% of this segment participating.

Norma is similar to/lives near:

Terry (segment 15), Frank (segment 18)

Norma is likely to live in towns/areas such as:

Middlesbrough, East Ham, Barnsley, Newcastle, Sheffield

Ralph & Phyllis - 17

Comfortable Retired Couples

Retired couples, enjoying active and comfortable lifestyles

4% of all adults; 5% of adult men, 4% of adult women

- Mainly aged 66+
- Married/single
- Retired



About Ralph & Phyllis

Ralph and Phyllis are in their late 60s and have been retired for some time now. Their children are grown up and have moved out of the family home. Ralph was a successful banker, enabling them to retire early. They've downsized recently, benefiting from Ralph's investment portfolio and comfortable private pension.

Both Ralph and Phyllis feel there is still much of life to live. They enjoy playing golf together, and Ralph competes at weekends sometimes. Phyllis likes to go for the occasional swim while Ralph is out trout fishing, and they also love to go for long walks together. In their earlier years the pace was faster, but they're proud they're still active, enjoying life and can just about keep up with the grandchildren.

Ralph and Phyllis enjoy volunteering in the local community, organising church bazaars and raising money for the local museum.

Ethnic origin

Individuals in this segment are predominantly of White British (89%), or Other White (5%) origin; or may also be of Irish heritage (4%), Asian/Asian British (1%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie

Ralph & Phyllis: Sports Overview

- Ralph & Phyllis are generally less active than the average adult population, but their activity levels are higher than others in their age range.
- They are likely to be doing the same or less sport than 12 months ago, with health the main issue for those doing less.
- The top sports that Ralph & Phyllis participate in are shown in the chart opposite: 10% of this group take part in keep fit or gym, 9% swim, 7% play golf and 4% play bowls.

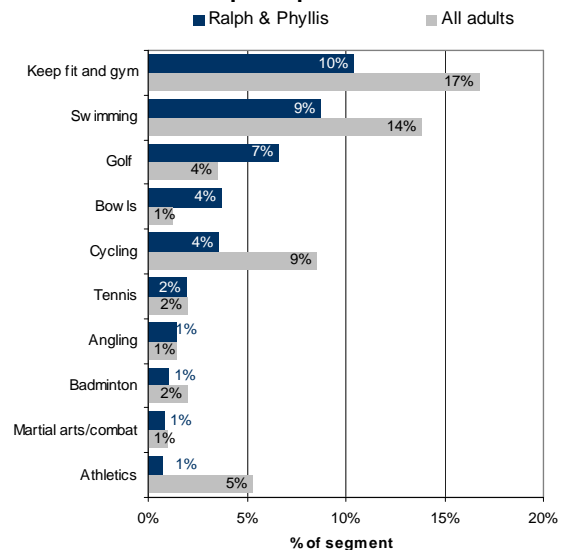
Ralph & Phyllis are similar to/live near:

Other Ralph & Phyllis (segment 17)

Ralph & Phyllis are likely to live in towns such as:

Stratford-upon-Avon, Chichester, Kendal, Farnham, Evesham

Top sports that Ralph & Phyllis participate in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Frank - 18

Twilight Year Gents

Retired men with some pension provision and limited sporting opportunities

4% of all adults; 8% of adult men

- Mainly aged 66+
- Married/single
- Retired



About Frank

Frank is 69 and lives with his wife in a small bungalow. Having put money into a private pension during his years working as a sales manager, Frank has a reasonable income, and though he can't afford luxuries he enjoys a flutter on the horses, the odd scratch card and spoiling the grandchildren.

Frank spends most of his days watching TV or having a pint at his local. He enjoys playing snooker there, and has taken part in mini tournaments occasionally. At weekends he may take his grandson fishing, but he's not sure for how much longer he'll be able to - his eyesight is getting worse and he won't be able to drive for much longer.

Frank is not particularly health conscious, enjoying hearty traditional meals and a good pint at his local. He is also likely to smoke.

Ethnic origin

Individuals in this segment are predominantly of White British (89%), or of Irish heritage (5%); or may also be of Other White (4%) origin, Asian/Asian British (2%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Roy, Harold, Stanley, Alfred, Percy

Frank: Sports Overview

- Frank is generally much less active than the average adult population, but his activity levels are more consistent with other segments in this age range (more details overleaf).
- He is are likely to be doing the same or less sport than 12 months ago, with health the main issue for those doing less.
- The top sports that Frank participates in are shown in the chart opposite: 7% of this group take part in golf, 6% in keep fit/gym and 6% in bowls and swimming.

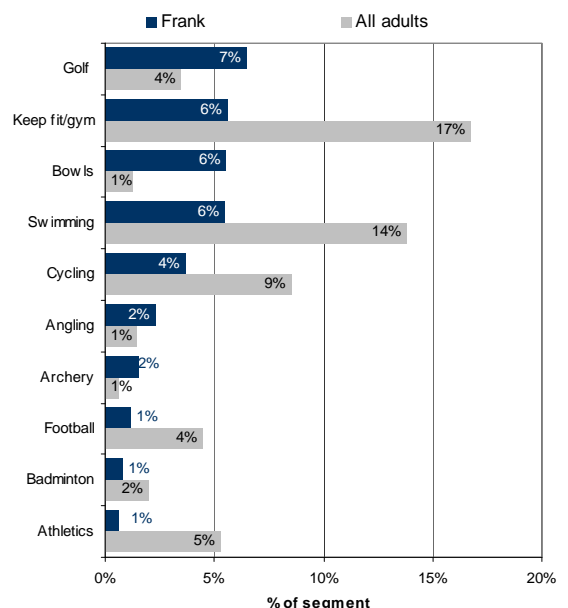
Frank is similar to/lives near:

Elsie (segment 19), Ralph & Phyllis (segment 17)

Frank is likely to live in towns such as:

Eastbourne, Bognor Regis, Skegness, Colchester, Bishop Auckland

Top sports that Frank participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Elsie & Arnold - 19

Retirement Home Singles

- Mainly aged 66+
- Widowed
- Retired

Retired singles or widowers, predominantly female, living in sheltered accommodation

8% of all adults; 2% of adult men, 14% of adult women



About Elsie & Arnold

Elsie and Arnold are aged 81 and live on their own in warden-controlled sheltered accommodation. Their spouses passed away three years ago and they are just about getting used to life on her own, thanks to the support of the other residents.

The sheltered housing is good and the warden checks if anything is needed, and they have card mornings, dance afternoons and bingo evenings in the community lounge each week. Despite this Elsie and Arnold find themselves on their own quite a bit, and like to fill the quiet with TV shows, particularly programmes on the War or black and white films.

They can no longer drive, due to their cataracts. Instead they look forward to a once a week walk to the post office to collect the pension, having a good natter with the lady who works there.

Ethnic origin

Individuals in this segment are predominantly of White British (88%), or of Other White origin (5%); or may also be of Irish heritage (5%), Asian/Asian British (1%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Doris, Ethel, Gladys, Stanley, Walter, Harold

Elsie & Arnold: Sports Overview

- Elsie & Arnold are much less active than the average adult population, but their activity levels are more consistent with other segments in this age range (more details overleaf).
- They are likely to be doing less sport than 12 months ago, mainly due to health or injury.
- The top sports that Elsie & Arnold participate in are shown in the chart opposite: 10% of this group take part in 'keep fit/gym', 7% take part in swimming, and 3% take part in bowls.

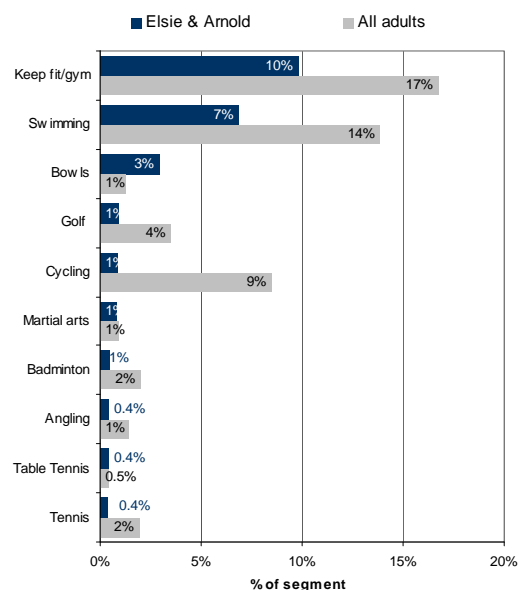
Elsie & Arnold are similar to/live near:

Frank (segment 18), other Elsie & Arnolds (segment 19)

Elsie & Arnold are likely to live in towns such as:

Hartlepool, Pontefract, Durham, Scarborough, West Bromwich

Top sports that Elsie & Arnold participate in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running