

# South Staffordshire Playing Pitch Assessment: Analysis by District Locality areas

## Introduction

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This analysis report complements the full playing pitch strategy (PPS) produced by Hall Aitken as part of the full PPG17 assessment for South Staffordshire. It uses the same supply and demand data and consultation results used to produce the overall strategy. For this analysis the raw data has been used to provide a revised assessment using District Locality areas as the geographical parameters. There are 5 areas comprised of a number of wards each (see Figure 1).

The assessment figures need to be treated with caution. The District Locality areas do not necessarily reflect the organisation of sport on a local level, particularly from a supply perspective where Parish Councils are a key provider. For lower participatory sports (including Rugby and Hockey), the number of teams per areas is small. Assessments using areas where few teams have been identified can lead to an over estimation of the number of facilities required.

## Methods

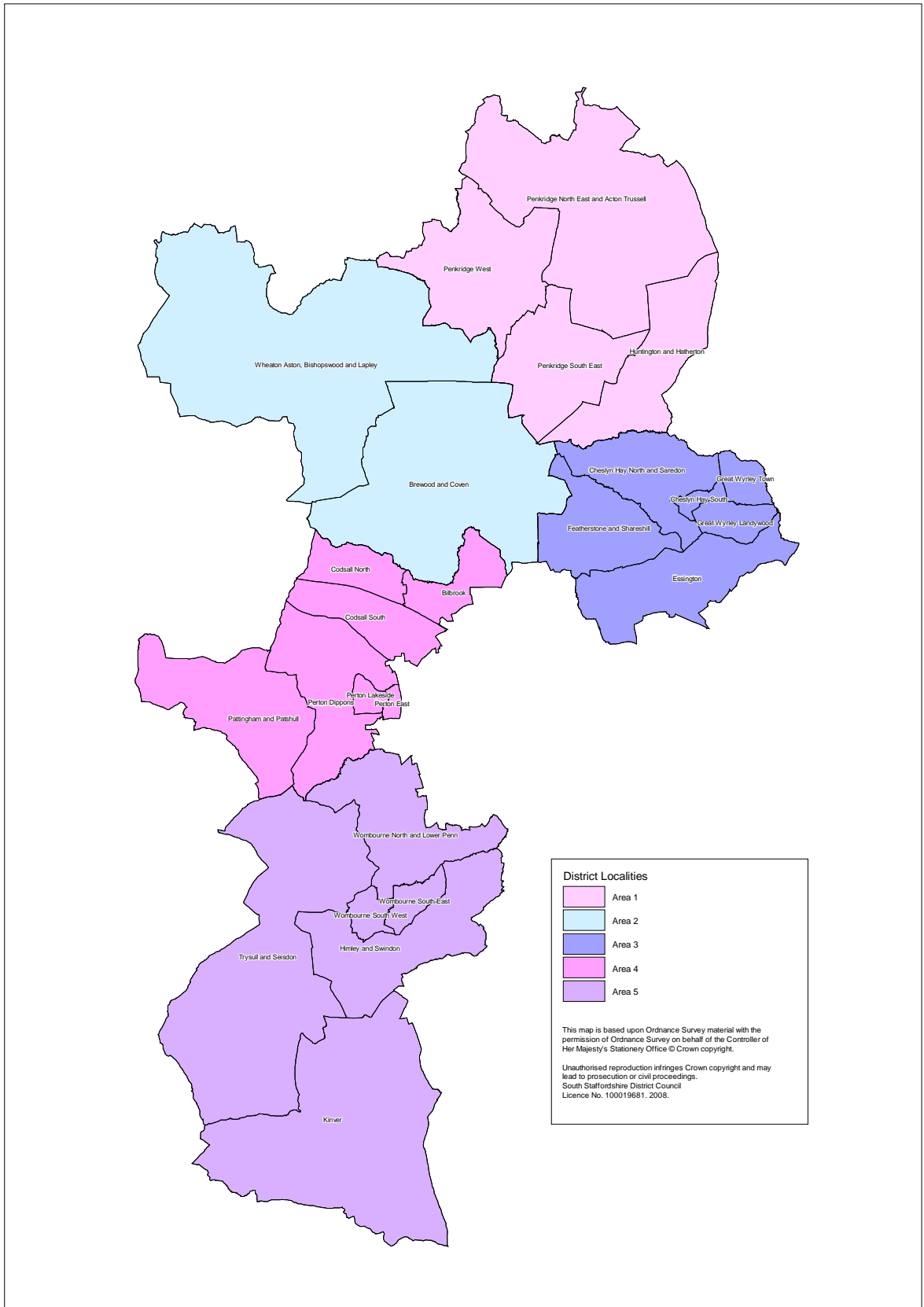
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Supply and demand data collected for the production of the Playing Pitch Strategy has been used to complete District Area Assessments. This assessment provides an indicative picture of the number of sports pitches required to meet current demand for Football, Cricket, Rugby Union and Hockey.

Data was collected through data review, research and consultation exercises. These comprised:

- a review of information held by South Staffordshire Council;
- a review of the FA database and other relevant datasets;
- consultation with National Governing Bodies of Sport (NGBs);
- site visits to all identified facilities owned and managed by all providers at local level (with and without) community use;
- postal questionnaire to all identified sports clubs;
- a review of local sports league handbooks;
- consultation with key stakeholders (for example Governing Bodies of Sport);
- a postal survey of all schools within the authority;
- a postal and telephone survey to all identified Sports Clubs as agreed with South Staffordshire Council; and
- Consultation with relevant neighbouring authorities.

**Figure 1 - Analysis Area map**



**Figure 2 – Analysis areas and wards**

Analysis Area	Wards included
Area 1	Penkridge North East & Acton Trussell; Penkridge West; Penkridge South East; Huntington & Hatherton
Area 2	Wheaton Aston, Bishopswood & Lapley; Brewood & Coven
Area 3	Cheslyn Hay North & Saredon; Cheslyn Hay South; Great Wyrley Town; Great Wyrley Landywood; Essington; Featherstone & Shareshill;
Area 4	Bilbrook; Codsall North; Codsall South; Pattingham & Patshull; Perton Dippons; Perton Lakeside; Perton East
Area 5	Wombourne North & Lower Penn; Wombourne South East; Wombourne South West; Himley & Swindon; Trysull & Seisdon; Kinver

## Assessment findings – Football

### Demand and Supply

#### Demand

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Our research identified **66** football clubs generating **187** teams. A full listing of these clubs and teams is provided in the appendices to the main Strategy report. The number of teams generated by each club varies significantly, from single team clubs to those with more than twenty-five teams. Most clubs (84% of those consulted) report they have capacity for new members. These teams are shown by type in Figure 3 below which also shows which areas of the district teams originate from.

**Figure 3 - Football demand in South Staffordshire**

Team Type	Number of teams					
	District	Area 1	Area 2	Area 3	Area 4	Area 5
Mini Soccer (6-9 years)	57	7	8	15	14	13
Junior Football (10-15 years)	89	13	10	13	31	22
Senior Football (Over 16)	41	3	6	11	10	11
<b>TOTAL NUMBER OF TEAMS</b>	<b>187</b>	<b>23</b>	<b>24</b>	<b>39</b>	<b>55</b>	<b>46</b>

These teams produce around 93 games per week. Saturday is the peak time for Junior Football (52% of demand) and for Mini Soccer (63% of demand). The peak time for adult football is on a Sunday (84% of games). For junior football peak demand is marginal, with demand at 'off-peak' times almost at the same level as the peak days.

Demand is based on teams playing home and away games. The playing pitch model makes the assumption that teams will demand a pitch for home games once every two weeks – so weekly demand for each team is assumed to be 0.5 pitches.

#### Supply

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We identified **117** pitches on **72** sites with secured public use included in our assessment calculations. We identified a further 12 sites with some facilities without secured community use. A full listing of all sites is included within the full report appendices.

**Figure 4 – Football pitches with secured community use in South Staffordshire**

Pitch Type	Number of pitches					
	District	Area 1	Area 2	Area 3	Area 4	Area 5
Mini Soccer Pitch	17	2	2	6	4	3
Junior Football Pitch	31	6	2	13	4	6
Senior Football Pitch	69	13	8	17	12	19
<b>PITCHES IN SECURED PUBLIC USE</b>	<b>117</b>	<b>21</b>	<b>12</b>	<b>36</b>	<b>20</b>	<b>28</b>

## Assessing quantity

Our quantitative assessment is based on how many pitches are available (those with secured public use) to meet peak demand.

For football we have assessed the adequacy for mini soccer, junior and adult football separately. The results are shown below in Figure 5 below.

**Figure 5 - Football quantitative assessment - district**

Sport	No. pitches required	No. of pitches available	Surplus / Deficiency
Mini Soccer	18	17	-1
Junior Football	18	31	+13
Senior Football	10	69	+59

Our full calculations are detailed in the appendices to this report. As an example of how assessment results are calculated, for Mini Soccer:

- 63%, or 36 of the 57 teams play their games on a Saturday afternoon;
- these 36 teams play home games every other week; so
- 18 pitches are required.

The model also works on an assumption there are four possible times for matches to be played – Saturday and Sunday, morning and afternoon. In reality most pitches will only house one game on each day. If this is assumed to be the case, the recorded surplus for Junior football reduces to +9 if **all** Saturday demand is included (total of morning and afternoon demand). Similarly the surplus of adult football pitches reduces to +41 if all demand on a Sunday is added together.

The surplus in senior and junior pitch provision, if re-designated as mini pitches is more than enough to meet the identified shortages.

We also assessed the adequacy of pitches on a more local level. Details of areas included are provided in our methods section.

**Figure 6 - Football quantitative assessment – by area**

Pitch Type	Number of pitches				
	Area 1	Area 2	Area 3	Area 4	Area 5
Mini Soccer Pitch	-1	-1	0	-1	-4
Junior Football Pitch	+3	-1	+10	-5	-3
Senior Football Pitch	+12	+6	+13	+9	+15

We did not identify any latent demand or potential teams who would play if there were more facilities. But we did identify some clubs and teams currently accessing pitches outside the district or their local area for their home games. Where identified, we include these within the demand audit of the assessment if it reasonable to assume most of their playing membership lives in South Staffordshire.

The surplus / deficiencies identified may not total the figure identified for the whole district. This is due to rounding up, particularly where few teams have been identified. For mini soccer it is also attributable to different peak time demand in the different areas.

## Local Standards of provision

### Quantity standards

We set Quantity standards based on the assessment results and estimations of future demand. The proposed standards reflect the assessment results and findings of local consultation. Standards reflect pitch requirements to meet peak demand. They are stated in pitch units (as recommended in PPG17) rather than hectares. The local standards presented reflect the number of pitches needed to meet estimated future demand. It is also prudent to ensure there is a satisfactory surplus to enable pitches to be taken out of use periodically for major renovation works. Advice from specialist natural turf consultancies suggests that spare supply of around **10%** of the total needed number of pitches would be prudent. This effectively allows every pitch to be taken out of use for a season once every ten years. This allows time for any essential renovation and reinstatement of drainage works. Several recommendations are made later in the report in consideration to meeting local standards of provision.

We recommend the following standards of provision:

**Figure 7 - Recommended quantity standards**

Area	Current provision			Recommended required provision		
	Mini	Junior	Adult	Mini	Junior	Adult
Area 1	2	6	13	4	4	2
Area 2	2	2	8	4	2	3
Area 3	6	13	17	7	4	5

Area	Current provision			Recommended required provision		
	Mini	Junior	Adult	Mini	Junior	Adult
Area 4	4	4	12	6	9	4
Area 5	3	6	19	8	9	5

The following will be required to meet standards:

- access to 2 additional mini soccer pitches in area 1;
- access to 2 additional mini soccer pitches in area 2;
- access to 1 additional mini soccer pitch in area 3;
- access to 2 additional mini soccer pitches in area 4;
- access to 5 additional mini soccer pitches in area 5;
- access to 5 additional junior football pitches in area 4; and
- access to 3 additional junior football pitches in area 5.

From the results of our audit, this additional provision can be created from existing supply rather than developing new pitches.

## Football findings

### Quantity

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Our conclusions about the quantity of football pitches are:

- There is adequate quantity of adult and junior pitches to meet current demand district wide;
- There is a small deficiency in mini soccer provision to meet current demand district wide – but due to variance in peak demand across individual areas this deficiency increases in individual areas;
- There is a deficiency in both mini soccer and junior pitches in areas 2, 4 and 5.
- There is adequate quantity of pitches overall to meet estimated demand in each area if some surplus adult pitches are re-designated as junior or mini.

## Assessment findings – Cricket

### Demand and Supply

#### Demand

Our research identified **14** cricket clubs generating **111** teams. We provide a full listing of these clubs and teams in the appendices to this report. The number of teams generated by each club varies significantly, from single team clubs to those with more than ten teams. Nearly all clubs (91% of those consulted) report they have capacity for new members. We included Cannock Cricket Club in our assessment. – Despite originating from outside the district, they are now located within and attract playing membership from the South Staffordshire population.

A summary of South Staffordshire cricket teams by type is shown in Figure 8 below.

**Figure 8 - Cricket demand in South Staffordshire**

Team Type	Number of teams					
	District	Area 1	Area 2	Area 3	Area 4	Area 5
Junior Boys (11-17 year olds)	54	3	9	3	3	36
Junior Girls (11-17 year olds)	1	0	0	0	0	1
Senior Men (18 – 55 year olds)	56	14	4	4	4	30
Senior Women (18 – 55 year olds)	0	0	0	0	0	0
<b>TOTAL NUMBER OF TEAMS</b>	<b>111</b>	<b>17</b>	<b>13</b>	<b>7</b>	<b>7</b>	<b>67</b>

These teams generate around 56 games per week. Peak demand for all cricket is on a Sunday. 43% of all games are played on this day. But demand is almost equally split across the weekend – 41% of games take place on a Saturday.

#### Supply

We identified 25 pitches across 20 sites with secured public use. We include these in our assessment calculations. A full listing of all sites is included within the appendices.

**Figure 9 - Pitches with secured community use in South Staffordshire**

Pitch Type	Number of pitches					
	District	Area 1	Area 2	Area 3	Area 4	Area 5
Cricket Pitch	25	5	3	4	2	11
<b>PITCHES IN SECURED PUBLIC USE</b>	<b>25</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>11</b>

## Assessing quantity

Our quantitative assessment is based on how many pitches are available (those with secured public use) to meet peak demand. The results are shown below in Figure 17 below.

**Figure 10 - Cricket quantitative assessment**

Sport	No. pitches required	No. of pitches available	Surplus / Deficiency
Cricket - Sunday	23	25	+2
Cricket – Saturday	24	25	+1

We identified few pitches not in community use that could be used as ‘spare’ facilities. Only one pitch (at Featherstone Prison) was identified without secured community use.

We also assessed the adequacy of pitches on a more local level. Details of areas included are provided in our methods section. The results are summarised in the table below.

**Figure 11 - Cricket quantitative assessment – by area**

Sport	Area surplus/ deficiency				
	Area 1	Area 2	Area 3	Area 4	Area 5
Cricket	-1	0	+2	+1	-3

We did not identify any latent demand or potential teams who would play if there were more facilities. But we did identify some clubs and teams currently accessing pitches outside the district or their local area for their home games. Where identified, these teams have been included within the demand audit of the assessment if it reasonable to assume most of their playing membership lives in South Staffordshire.

## Local Standards of provision

### Quantity standards

We set Quantity standards based on the assessment results and estimations of future demand. The proposed standards reflect the assessment results and findings of local consultation. Standards reflect pitch requirements to meet peak demand. They are stated in pitch units (as recommended in PPG17) rather than hectares. The local standards presented reflect the number of pitches needed to meet estimated future demand. It is also prudent to ensure there is an acceptable surplus to enable pitches to be taken out of use periodically for major renovation works. Advice from specialist natural turf consultancies suggests that spare pitches should comprise around **10%** of available supply. This allows time for any essential renovation and reinstatement of drainage works. Several recommendations are made later in the report in consideration to meeting local standards of provision.

We recommend the following standards of provision:

**Figure 12 - Recommended quantity standards**

Area	Current provision	Recommended required provision
	No. of cricket pitches	No. of cricket pitches
Area 1	5	6
Area 2	3	3
Area 3	4	4
Area 4	2	2
Area 5	11	14

The following will be required to meet standards:

- 1 additional cricket pitch in area 1; and
- 3 additional cricket pitches in area 5

From the results of our audit, this extra provision can be created from existing supply, or by some teams travelling to access facilities in a neighbouring analysis area.

## Cricket findings

### Quantity

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Our conclusions about the quantity of cricket pitches are:

- There is adequate quantity pitches across the district to meet current demand on a district wide basis. But this is only because demand is split fairly evenly across the weekend);
- There is a small deficiency provision more locally – specifically in area 1 and area 5 of the district; and
- There is likely to be a small deficiency in the future in cricket provision in the these areas.

## Assessment findings – Rugby Union

### Demand and Supply

#### Demand

Our research identified **4** rugby union clubs generating **53** teams. We provide a full listing of these clubs and teams in the appendices to this report. The number of teams generated by each club varies significantly, from single team clubs to those with more than ten teams.

We included Clubs originating from outside the district, but now located within and attract playing membership from the South Staffordshire population. Specifically these include Dudley Kingswinford RUFC, Stourbridge RUFC and Willenhall RUFC.

A summary of South Staffordshire rugby teams by type is shown in Figure 13 below.

**Figure 13 - Rugby demand in South Staffordshire**

Team Type	Number of teams					
	District	Area 1	Area 2	Area 3	Area 4	Area 5
Mini Rugby – (8-12 year olds)	15	0	0	5	0	10
Junior (13-17 year olds)	20	0	0	5	0	15
Senior (18 – 45 year olds)	18	0	0	7	0	11
<b>TOTAL NUMBER OF TEAMS</b>	<b>53</b>	<b>0</b>	<b>0</b>	<b>17</b>	<b>0</b>	<b>36</b>

These teams generate around 27 games per week. Peak demand for all rugby is on a Sunday. 70% of all games, and all junior fixtures are played on this day and all other games taking place on a Saturday.

#### Supply

We identified 19 pitches all with secured public use and included in our assessment calculations. A full listing of all sites is in the appendices.

**Figure 14 – Rugby pitches with secured community use in South Staffordshire**

Pitch Type	Number of pitches					
	District	Area 1	Area 2	Area 3	Area 4	Area 5
Rugby Union Pitch	19	4	0	5	1	9
<b>PITCHES IN SECURED PUBLIC USE</b>	<b>19</b>	<b>4</b>	<b>0</b>	<b>5</b>	<b>1</b>	<b>9</b>

We identified few pitches not in community use that could be used as ‘spare’ facilities.

## Assessing quantity

We based our quantitative assessment on how many pitches are available (those with secured public use) to meet peak demand. We adapted the model for rugby to take account of mini rugby games using a section of senior pitches. More than one mini game can be accommodated on one senior pitch. The results are shown below in Figure 15 below.

**Figure 15 - Rugby quantitative assessment - district**

Sport	No. pitches required	No. of pitches available	Surplus / Deficiency
Rugby	15	19	+4

The surplus is a nominal one across the district. We also assessed quantity on a more local level. The results are shown below in Figure 16.

**Figure 16 - Rugby quantitative assessment – by area**

Sport	Area surplus / deficiency				
	Area 1	Area 2	Area 3	Area 4	Area 5
Rugby	+4	0	+1	+1	-2

Our assessment shows despite a small surplus across the district, pitches are not always in the right place to meet local demand.

We did not identify any latent demand or potential teams who would play if there were more facilities.

## Local Standards of provision

### Quantity standards

We set Quantity standards based on the assessment results and estimations of future demand. The proposed standards reflect the assessment results and findings of local consultation. Standards reflect pitch requirements to meet peak demand. They are stated in pitch units (as recommended in PPG17) rather than hectares. The local standards presented reflect the number of pitches needed to meet estimated future demand. It is also prudent to ensure there is an enough surplus to enable pitches to be taken out of use periodically for major renovation works. Advice from specialist natural turf consultancies suggests that spare supply of around **10%** of the total needed number of pitches would be prudent. This effectively allows every pitch to be taken out of use for a season periodically. This allows time for any essential renovation and reinstatement of drainage works. Several recommendations are made later in the report in consideration to meeting local standards of provision.

We recommend the following standards of provision:

**Figure 17 - Recommended quantity standards**

Area	Current provision	Recommended required provision
	No. of rugby pitches	No. of rugby pitches
Area 1	4	0
Area 2	0	0
Area 3	5	4
Area 4	1	0
Area 5	9	11

The following will be required to meet standards:

- o access to 4 additional rugby pitches in area 5.

## Rugby findings

### Quantity

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Our conclusions about the quantity of rugby pitches are:

- o sufficient levels of provision to meet demand when measured on a district wide level; but
- o areas of shortage in area 5 (south) of the district;
- o a need for more provision within some local clubs to cater for expected growth.

## Assessment findings – Hockey

### Demand and Supply

#### Demand

Our research identified **3** hockey clubs generating **30** teams. We provide a full listing of these clubs and teams in the appendices to this report.

We included Cannock Hockey Club in our assessment. Despite originating from outside the district, they are now located within and attract playing membership from the South Staffordshire population. We also included Finchfield Hockey Club, which serves the south of the district but currently plays its matches outside. In addition, some teams from Rugeley Hockey Club who play at Cannock Hockey Club are included to provide an accurate picture of demand.

A summary of South Staffordshire hockey teams by type is shown in Figure 18 below.

**Figure 18 - Hockey demand in South Staffordshire**

Team Type	Number of teams					
	District	Area 1	Area 2	Area 3	Area 4	Area 5
Junior Boys	7	6	0	0	0	1
Junior Girls	1	1	0	0	0	0
Senior Men	14	10	0	0	0	4
Senior Women	8	8	0	0	0	0
<b>TOTAL</b>	<b>30</b>	<b>25</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>

These teams generate around 15 games per week. Peak demand for all hockey games is on a Saturday.

Besides demand from Hockey, STPs are used for training facilities for other sports, including football. It is important therefore to consider STP facilities for sports other than hockey.

#### Supply

We identified 3 pitches all with secured public use and included in our assessment calculations.

**Figure 19 – STP pitches with secured community use in South Staffordshire**

Pitch Type	Number of pitches					
	District	Area 1	Area 2	Area 3	Area 4	Area 5
Synthetic Turf Pitch	3	3	0	0	0	0
<b>PITCHES IN SECURED PUBLIC USE</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

All three pitches are located at Cannock Hockey Club. The priority use for these pitches is hockey.

## Assessing quantity

Our quantitative assessment is based on how many pitches are available (those with secured public use) to meet peak demand. The calculation for synthetic pitches differs to that for natural turf. It takes account of the all-weather nature of the facility and capacity to play fixtures on a rolling basis. So we adapted the model to take account of how many matches can be programmed on an STP, with a maximum of 4 games per day (at the weekend). The results are shown below in the figure below.

**Figure 20 - Hockey quantitative assessment - district**

Sport	No. match slots required	No. of match slots available	Actual pitch surplus / deficiency
Hockey	12	12	0

The current provision is just adequate to accommodate the estimated demand.

We also assessed the adequacy of provision on a local level using the three analysis areas.

**Figure 21 – Hockey quantitative assessment – by area**

Sport	Area surplus / deficiency				
	Area 1	Area 2	Area 3	Area 4	Area 5
Hockey	+3 match slots	N/A	N/A	N/A	-3 match slots

We did not identify any latent demand or potential teams who would play if there were more facilities. But we did identify some clubs and teams currently accessing pitches outside the district or their local area for their home games. Specifically, Finchfield Hockey Club attracts players from within South Staffordshire.

## Local Standards of provision

### Quantity standards

We set Quantity standards based on the assessment results and estimations of future demand. The proposed standards reflect the assessment results and findings of local consultation. Standards have been set to reflect pitch requirements to meet peak demand. They are stated in pitch units (as recommended in PPG17) rather than hectares. The local standards presented reflect the number of pitches needed to meet estimated future demand. We make several recommendations later in the report in consideration to meeting local standards of provision.

We recommend the following standards of provision:

**Figure 22 - Recommended quantity standards**

Area	Current provision	Recommended required provision
	No. of synthetic pitches	No. of synthetic pitches
Area 1	3	3
Area 2	0	0
Area 3	0	0
Area 4	0	0
Area 5	0	1

The following will be required to meet standards:

- 1 additional synthetic turf pitch in the area 5. But given the catchment for this facility and the need to fit with provision in neighbouring authorities a facility in area 4 area could be considered instead.

## Hockey findings

### Quantity

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Our conclusions about the quantity of STPs are:

- There is just adequate quantity of synthetic pitches to meet current demand on a district wide basis;
- There is a small shortage in provision to meet current demand in the south analysis area (area 5) - although Finchfield Hockey Club plays at facilities in a neighbouring authority;
- There is a theoretical shortage if other sporting use is considered.