



SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

ASSESSMENT REPORT JANUARY 2020

QUALITY, INTEGRITY, PROFESSIONALISM

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GLOSSARY

3G	Third Generation (artificial turf)
AGP	Artificial Grass Pitch
ASC	All Stars Cricket
BARLA	British Amateur Rugby League Association
BC	Bowls Club
CC	Cricket Club
CFA	County Football Association
CSP	County Sports Partnership
CISWO	The Coal Mining Charity
ECB	England and Wales Cricket Board
EH	England Hockey
FA	Football Association
FC	Football Club
FF	Football Foundation
FIFA	Fédération Internationale de Football Association
FIT	Fields in Trust
FPM	Facilities Planning Model
GIS	Geographical Information Systems
HC	Hockey Club
KKP	Knight, Kavanagh and Page
LDF	Local Development Framework
LMS	Last Man Stands
LTA	Lawn Tennis Association
ONS	Office of National Statistics
MUGA	Multi use games area
NGB	National Governing Body
NHS	National Health Service
NPPF	National Planning Policy Framework
PGA	Professional Golfers Association
PPS	Playing Pitch Strategy
PQS	Performance Quality Standard
RFL	Rugby Football League
RFU	Rugby Football Union
RFC	Rugby Union Football Club
S106	Section 106
SASSOT	Sport Across Staffordshire and Stoke-on-Trent
SCCB	Staffordshire County Cricket Board
SE	Sport England
TBTT	Transforming British Tennis Together
TC	Tennis Club
WJYL	Walsall Junior Youth League
WR	World Rugby
U	Under

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PART 1: INTRODUCTION AND METHODOLOGY

1.1: Introduction

Knight, Kavanagh & Page Ltd (KKP) was appointed by South Staffordshire District Council (SSDC) to undertake an assessment of all formal sport and leisure facilities across the authority to assist in strategically planning for the future. This outline includes both outdoor and indoor sport facilities.

This report presents a supply and demand assessment of playing pitch and other outdoor sports facilities in accordance with Sport England's Playing Pitch Strategy (PPS) Guidance: An Approach to Developing and Delivering a PPS and Sport England's Assessing Needs and Opportunities Guidance (ANOG). These have been followed to develop a clear picture of the balance between the local supply of, and demand for, playing pitches and other outdoor sports facilities. The PPS Guidance details a stepped approach as follows:

- ◀ Stage A: Prepare and tailor the approach (Step 1)
- ◀ Stage B: Gather information and views on the supply of and demand for provision (Steps 2 & 3)
- ◀ Stage C: Assess the supply and demand information and views (Steps 4, 5 & 6)
- ◀ Stage D: Develop the strategy (Steps 7 & 8)
- ◀ Stage E: Deliver the strategy and keep it robust and up to date (Steps 9 & 10)

Stages A to C are covered in this report.

1.2: Why the strategy is being developed

The Council is currently reviewing its Local Plan with the aim to create a new plan that will provide the planning framework for the District up to 2037. Consultation on the 'Issues and Options' document commenced in October 2019 with the 'Preferred Options' consultation earmarked for spring 2020; this will include draft policies relating to sport provision. The updated PPS will form a key element of the evidence base to support this policy and the Local Plan as a whole, ensuring that it is compliant with the National Planning Policy Framework (NPPF).

Developing a strategic approach to the analysis of playing pitch supply and demand is necessary to:

- ◀ Protect playing pitches against development pressures on land in, and around, urban areas.
- ◀ Identify pitch (natural grass and artificial) supply and demand issues in relation to predicted population changes.
- ◀ Address 'demand' pressures created as a result of specific sports development pressures e.g. growth of mini soccer and wider use of artificial grass pitches.
- ◀ Improve delivery of playing pitch facilities under Council ownership and management.

The PPS will provide an evidence base for planning decisions and funding bids along with background evidence to support Local Plan policies in relation to open space. It will ensure that this evidence is sound, robust and capable of being scrutinised through examination and meets the requirements of the National Planning Policy Framework (NPPF)¹.

¹<http://www.sportengland.org/facilities-planning/planning-for-sport/forward-planning/>

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One of the core planning principles of the NPPF is to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs. Paragraph 96 discusses the importance of access to high quality open spaces and opportunities for sport and recreation that can make an important contribution to the health and well-being of communities. Paragraphs 96 and 97 of the NPPF discuss assessments and the protection of “existing open space, sports and recreational buildings and land, including playing fields”. The PPS will provide the evidence required to help protect playing fields to ensure sufficient land is available to meet existing and projected future pitch requirements.

1.3: Stage A: Prepare and tailor the approach

Scope

The Assessment Report provides detail in respect of what provision exists, its condition, distribution and overall quality. It also considers the demand for facilities based on population distribution and planned growth. The full list of outdoor sports facilities covered is set out below:

- ◀ Football (including 3G pitches)
- ◀ Cricket
- ◀ Rugby union (including 3G pitches)
- ◀ Hockey (sand/water based AGPs)
- ◀ Tennis
- ◀ Bowls
- ◀ Netball
- ◀ Golf
- ◀ American football

No supply or demand has been identified for other pitch sports such as rugby league and lacrosse.

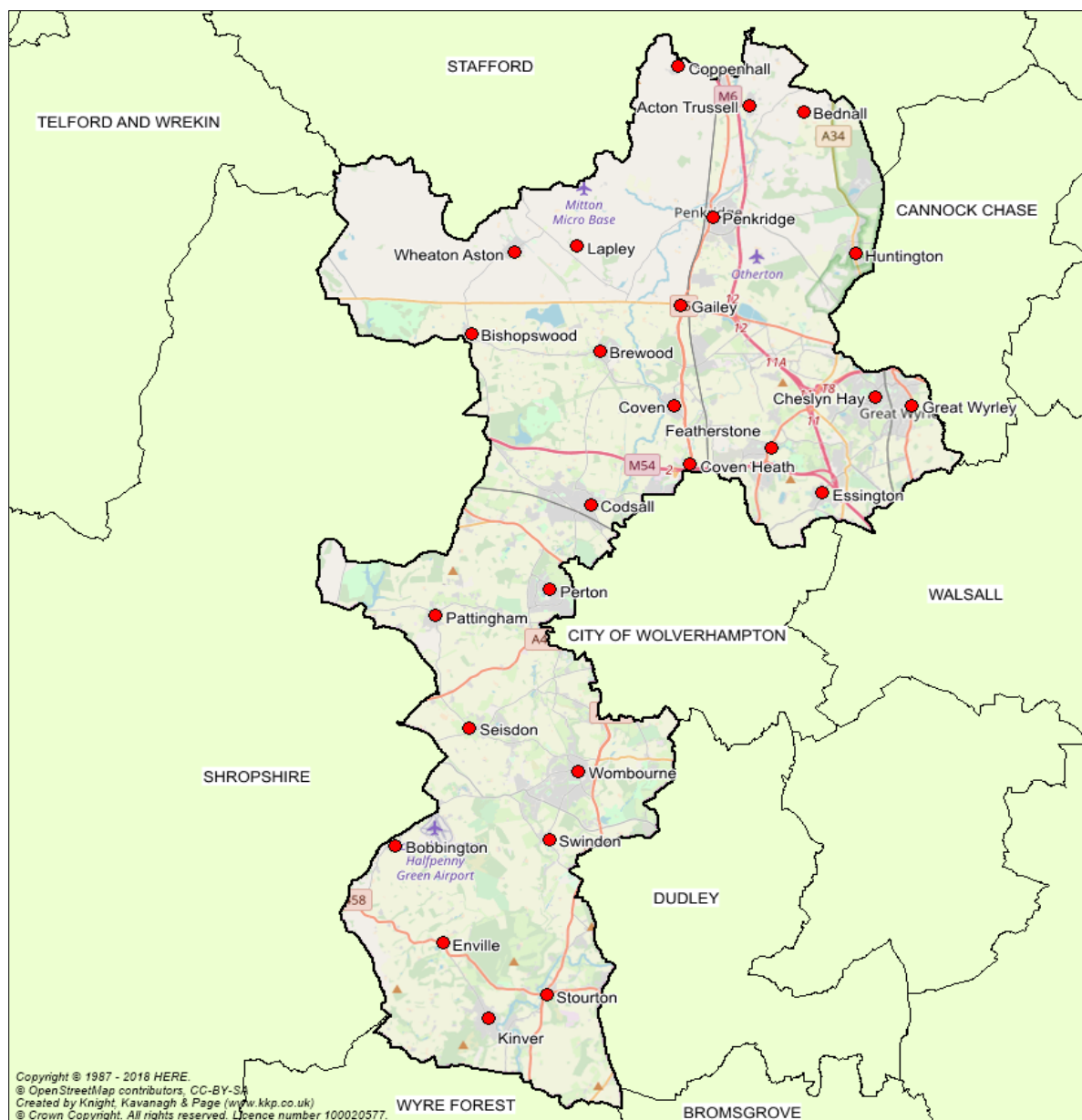
Study area

South Staffordshire is a rural district covering an area of 40,000 hectares on the north-western edge of the West Midlands conurbation. It is 80% Green Belt and comprises 27 parishes with a collection of settlements ranging from small hamlets to large villages. There is no dominant settlement in South Staffordshire.

Figure 1.1 overleaf illustrates that South Staffordshire is surrounded by eight other local authorities. It is centrally dissected from east to west by the M54 and from north to south (in the north of the district) by the M6. The map depicts how key transport routes including the M6, M54, A5, A458 and A449 run with routes in and out of Wolverhampton having a primary bearing.

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Figure 1.1: South Staffordshire with main roads

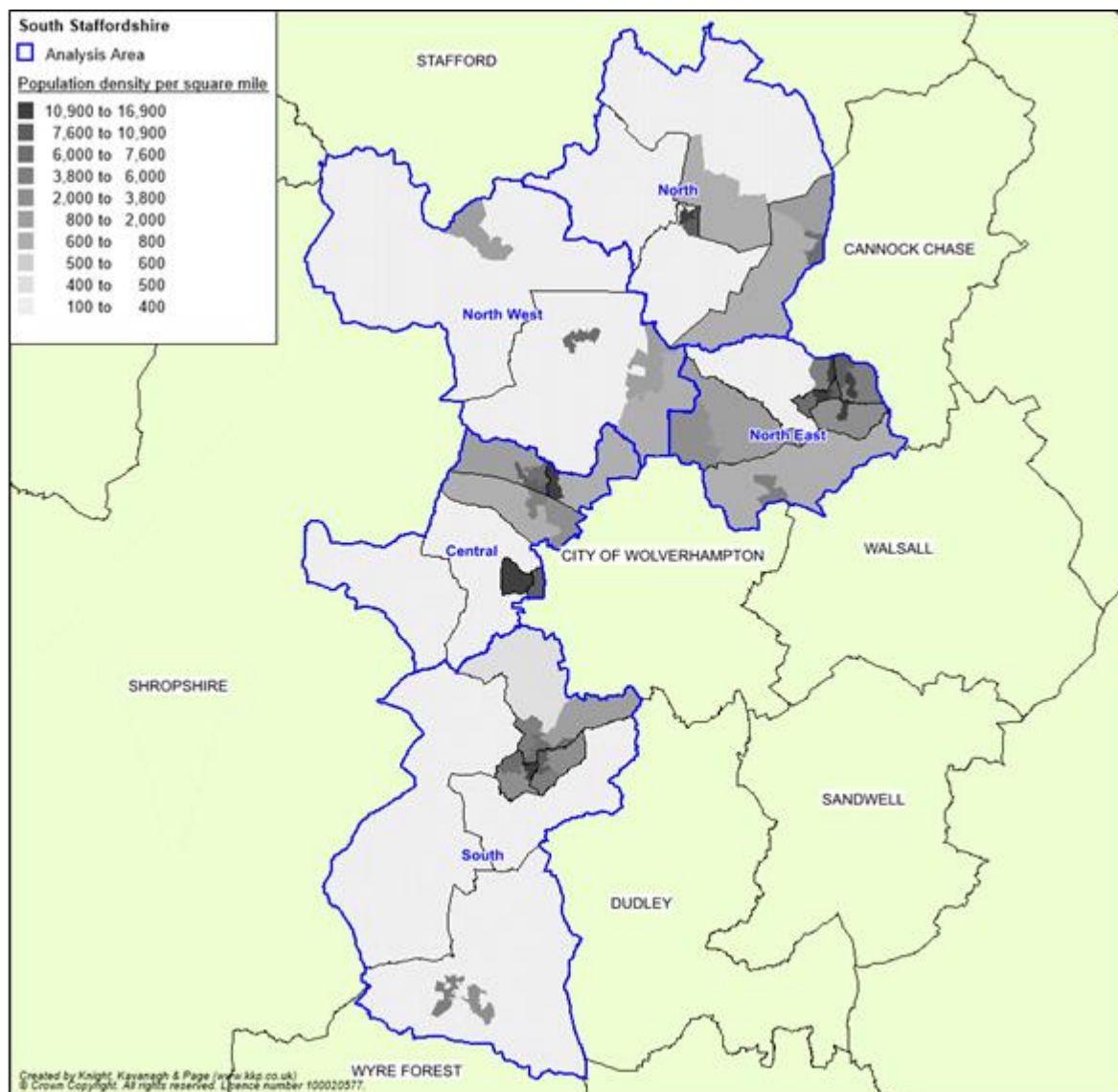


The study area for the PPS is the whole of the Council's administrative area. Further to this, analysis areas have been created to allow for a more localised assessment of provision and examination of playing pitch supply and demand at a local level. These areas are based upon ward boundaries as follows:

Sub area	Wards
North	Huntingdon & Hatherton; Penkridge South East; Penkridge West; and Penkridge North East & Acton Trussell
North East	Cheslyn Hay North & Saredon; Featherstone & Shareshill; Essington; and Great Wyrley Town
North West	Brewood & Coven; and Wheaton Aston, Bishopswood & Lapley
Central	Bilbrook; Codsall North; Codsall South; Penton Lakeside; Perton Dippons; and Pattingham & Patshull
South	Kinver; Trysull & Seisdon; Himley & Swindon; Wombourne South East; Wombourne North and Lower Penn

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Figure 1.2: Analysis area map



Management arrangements

A Project Team from the Council has worked with KKP to ensure that all relevant information is readily available and to support the consultants as necessary to ensure that project stages and milestones are delivered on time.

A strong and effective steering group has and will continue to lead and drive this PPS forward during its development and also to ensure the delivery of its recommendations and actions. The membership of the group is balanced and representative of the different parties and key drivers behind the work and the providers and users of playing pitches in the study area.

The Steering Group is and has been responsible for the direction of the PPS from a strategic perspective and for supporting, checking and challenging the work of the project team. The Steering Group is made up of representatives from the Council, Sport England and National Governing Bodies of Sport (NGBs).

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It will be important for the Steering Group to continue once the PPS has been finalised for several reasons, including a continuing responsibility to:

- ✦ Be a champion for playing pitch provision in the area and promote the value and importance of the PPS.
- ✦ Support implementation of the PPS's recommendations and action plan.
- ✦ Monitor and evaluate the outcomes of the PPS.
- ✦ Ensure that the PPS is kept up to date and refreshed.

Local context

South Staffordshire Council Plan 2020-2024 - "Shaping South Staffordshire's Future"

The Council's plan communicates the commitments it makes to its residents. The plan has identified two main themes:

- ✦ Prosperous Communities
- ✦ Vibrant Communities

Table 1.2: Council priorities

Theme	Purpose	Outcomes
Prosperous Communities	Provide business friendly services. Attract inward investment. Deliver economic growth. Support economic growth. Provide support to overcome barriers to employment.	Businesses stay, grow and relocate. Secure investment opportunities. New business and commercial openings. Planning permissions granted in accordance with the local plan. Residents contributing to the local economy.

Core Strategy Development Plan Document (adopted December 2012)

This shapes a sustainable future for South Staffordshire, it replaces the 1996 Local Plan and sets out the spatial planning strategy for the District up to 2028. It includes a number of statutory and non-statutory documents that together set out the planning policies and proposals to guide the development of the District. It comprises seven strategies

Table 2.2: Structure of strategic objectives

Strategy	Objectives
Spatial Strategy	<ul style="list-style-type: none"> ✦ The overall approach to the provision of new homes, jobs, community facilities and infrastructure and outlines the broad strategic direction that will be followed for managing change and development in the District to 2028.
Environmental Quality	<ul style="list-style-type: none"> ✦ Maintain high standards of cleanliness on streets and open spaces and take robust action to deter and reduce instances of environmental crime (littering, dog fouling and fly tipping). ✦ Reduce the impact on climate change and prepare for its effects. ✦ Ensure residents have access to a diverse range of open spaces. ✦ Protect and enhance South Staffordshire's natural and built environments and distinctive landscape. ✦ Minimise the amount of waste sent to landfill.

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Strategy	Objectives
Housing	<ul style="list-style-type: none"> ◆ Maintain the sustainability of local villages. ◆ Ensure the supply of the right type of housing in the right locations. ◆ Reduce and prevent homelessness. ◆ Target poor quality housing and ensure everyone has access to a decent house. ◆ Ensure that a variety of housing options is available for the most vulnerable residents.
Economic Vibrancy	<ul style="list-style-type: none"> ◆ Increase the range of employment opportunities. ◆ Support and develop the key business sectors. ◆ Core Strategy DPD Adopted December 2012. ◆ Equip local people with the skills businesses require. ◆ Attract new businesses and services into the area. ◆ Improve access to services and jobs. ◆ Deliver appropriate affordable and aspirational housing.
Community Safety	<ul style="list-style-type: none"> ◆ Reduce violent crime; including actual bodily harm and alcohol fuelled violence. ◆ Improve road safety. ◆ Reduce anti-social behaviour; including criminal damage and vehicle related nuisance. ◆ Reduce business crime; including domestic burglary and distraction burglary. ◆ Reduce vehicle crime – including theft of, and theft from, vehicles.
Health and wellbeing	<ul style="list-style-type: none"> ◆ Support older people to stay healthy and independent. ◆ Promote healthy lifestyles of adults and young people. ◆ Reduce health inequalities.
Children and young people	<ul style="list-style-type: none"> ◆ Improve access to services. ◆ Ensure the voices of children and young people in the District are heard. ◆ Ensure families and parents are engaged with services.

Local Plan Review

SSDC is currently undertaking a review of its Local Plan. The Issues and Options Consultation (held in Autumn 2018) identified a suggested level of growth to plan for in the District of approximately 9,000 homes. This included five different high-level growth options for where growth could be located. The spatial strategy and draft developmental management policies are being progressed in preparation for the Preferred Options Consultation in 2020.

Sports Facilities and Playing Pitch Strategy 2013-2028

This provided recommendations in terms of specific sports facilities, usage and condition. This report, the subsequent strategy and the corresponding playing pitch needs assessment and strategy will supersede the 2013-28 report.

Sport Across Staffordshire and Stoke-on-Trent (SASSOT)

SASSOT is the Active Partnership (AP) for the area including Lichfield. It is a network of local agencies committed to working together to increase the number of people taking part in physical activity and sport, and is part of an England wide network of 43 APs. Its team provides services to partners involved with the delivery of sport, physical education and active recreation.

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The following is a brief overview of SASSOT's stated services and programmes:

Strategic Networking	Information Advice & Guidance	Programme Delivery
<ul style="list-style-type: none"> •Developing relationships •Influencing local agendas •Levering investment •Facilitating meeting infrastructures 	<ul style="list-style-type: none"> •Investment •Facilities •Behaviour Change •Workforce Development •Marketing & Communications •Insight •Inclusion •Monitoring & Evaluation •Open Data 	<ul style="list-style-type: none"> •Satellite Clubs •School Games •Primary School Sport Premium •DfE Volunteering •CYP Active Lives Survey •Ironman Staffordshire 70.3

Everyone More Active More Often (2018-2021)

SASSOT's current strategy, Everyone More Active More Often, identifies four key strategic priorities under four key themes:

- ▶ People – residents, from all socio-economic backgrounds, enjoy the physical and mental health benefits of an active lifestyle.
- ▶ Place – our communities are places where being physically active is an easy choice.
- ▶ Economy – our sporting economy is thriving, providing employment and training to an active workforce.
- ▶ System – strong strategic leadership ensures that physical activity and sport become a core feature in local policy and practice, creating communities which are inherently active.

1.4: Stage B: Gather information and views on the supply of and demand for provision

A clear picture of supply and demand for outdoor sports facilities in South Staffordshire needs to be provided to include an accurate assessment of quantity and quality. This is achieved through consultation with key stakeholders to ensure that they inform the subsequent strategy. It informs current demand, adequacy, usage, future demand and strategies for maintenance and investment for outdoor sports facilities.

Gather supply information and views – an audit of playing pitches

PPS guidance uses the following definitions of a playing pitch and playing field. These definitions are set out by the Government in the 2015 'Town and Country Planning (Development Management Procedure) (England) Order'.²

- ▶ ***Playing pitch*** – a delineated area which is used for association football, rugby, cricket, hockey, lacrosse, rounders, baseball, softball, American football, Australian football, Gaelic football, shinty, hurling, polo or cycle polo.
- ▶ ***Playing field*** – the whole of a site of at least 0.2ha or more which encompasses at least one playing pitch.

² www.sportengland.org>Facilities and Planning> Planning Applications

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Although the statutory definition of a playing field sets out a minimum size, this PPS takes into account smaller sized sites that contribute to the supply side, for example, a site containing a mini 5v5 football pitch. This PPS counts individual grass pitches (as a delineated area) as the basic unit of supply. The definition of a playing pitch also includes artificial grass pitches (AGPs).

As far as possible the assessment report aims to capture all of the outdoor sports facilities within South Staffordshire. However, there may be instances, for example, on school sites, where access was not possible and has led to omissions within the report (although facilities at sites not accessed are still included within the PPS where provision is known to exist from other data sources). Where pitches have not been recorded within the report they remain as pitches and for planning purposes continue to be so. Furthermore, exclusions of a pitch does not mean that it is not required from a supply and demand point of view.

Quantity

Where known, all outdoor sports facilities are included irrespective of ownership, management and use. Sites were initially identified using Sport England's Active Places web based database, with the Council and NGBs supporting the process by checking and updating this initial data. This was also verified against club information supplied by local leagues.

For each site, the following details were recorded in the project database:

- ◀ Site name, address (including postcode) and location
- ◀ Ownership and management type
- ◀ Security of tenure
- ◀ Total number, type and quality of outdoor sports facilities

Accessibility

Not all outdoor sports facilities offer the same level of access to the community. The ownership and accessibility of provision also influences actual availability for community use. Each site is assigned a level of community use as follows:

- ◀ **Community use** - pitches in public, voluntary, private or commercial ownership or management (including education sites) recorded as being available for hire and currently in use by teams playing in community leagues.
- ◀ **Available but unused** - pitches that are available for hire but are not currently used by teams which play in community leagues; this most often applies to school sites but can also apply to sites which are expensive to hire.
- ◀ **No community use** - pitches which as a matter of policy or practice, are not available for hire or used by teams playing in community leagues. This should include professional club pitches along with some semi-professional club pitches, where play is restricted to the first or second team.
- ◀ **Disused** – sites that are not being used at all by any users and are not available for community hire either. Once these sites are disused for five or more years they will then be categorised as 'lapsed sites'.
- ◀ **Lapsed** - last known use was as a playing field more than five years ago. These fall outside of Sport England's statutory remit but still have to be assessed using the criteria in paragraph 97 of the National Planning Policy Framework and Sport England would nonetheless challenge a proposed loss of playing pitches/playing field which fails to meet such criteria. It should be emphasised that the lawful planning use of a lapsed site is still that of a playing field.

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In addition, there should be a good degree of certainty that the pitch will be available to the community for at least the following three years. A judgement is made based on the information gathered and a record of secured or unsecured community use put against each site.

Quality

The capacity of provision to regularly provide for competitive play, training and other activity over a season is most often determined by their quality. As a minimum, the quality and therefore the capacity of provision affects the playing experience and people's enjoyment of a sport. In extreme circumstances it can result in a facility being unable to cater for all or certain types of play during peak and off-peak times.

It is not just the quality itself which has an effect on its capacity but also the quality, standard and range of ancillary facilities. The quality of both the outdoor sports facility and ancillary facilities will determine whether provision is able to contribute to meeting demand from various groups, and for different levels and types of play.

The quality of all outdoor sports facilities identified in the audit and the ancillary facilities supporting them are assessed regardless of ownership, management or availability. Along with capturing any details specific to the individual facilities and sites, a quality rating is also recorded within the audit for each. These ratings are used to help estimate the capacity to accommodate competitive and other play within the supply and demand assessment.

In addition to undertaking non-technical assessments (using the templates provided within the guidance and as determined by NGBs), users and providers were also consulted on the quality and in some instances the quality rating was adjusted to reflect this.

Gather demand information and views

Presenting an accurate picture of current demand for outdoor sports facilities (i.e. recording how and when provision is used) is important when undertaking a supply and demand assessment.

Demand for outdoor sports facilities in South Staffordshire tends to fall within the following categories:

- ◆ Organised competitive play
- ◆ Organised training
- ◆ Informal play

Current and future demand for outdoor sports facilities is presented on a sport by sport basis within the relevant sections of this report.

In addition, unmet, latent, imported and exported demand for provision is also identified within each section. Unmet and latent demand is defined as the number of additional teams that could be fielded if access to a sufficient number of outdoor sports facilities (and ancillary provision) was available, whereas exported and imported demand refers to those that are playing outside of their local authority area of choice.

A variety of consultation methods were used to collate such demand information. Firstly, face to face consultation was carried out with key clubs from each sport, thus allowing for the collection of detailed demand information and an exploration of key issues to be interrogated and more accurately assessed. For all remaining clubs, an online survey (converted to postal if required) was utilised.

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Local sports development officers, county associations and regional governing body officers advised which of the clubs to include in the face to face consultation and Sport England was also included within the consultation process prior to the project commencing. Issues identified by clubs returning questionnaires were followed up by telephone or face to face interviews.

As key providers and users of outdoor sports facilities, educational establishments were also consulted. This involved face to face meetings with secondary schools and colleges and an online survey being sent to primary schools, special schools and independent schools.

Future demand

Alongside current demand, it is important for a PPS to assess whether the future demand for playing pitches can be met. Using ONS population projections and proposed housing growth, as well as likely participation growth informed through consultation, an estimate can be made of the likely future demand for playing pitches.

Team generation rates are used to provide an indication of how many people it may take to generate a team (by gender and age group) in order to help estimate the change in demand for pitch sports that may arise from any population change. Future demand for pitches is calculated by adding the percentage increases to the population increases in each analysis area. This figure is then applied to the team generation rates and is presented on a sport by sport basis.

Other information sources that were used to help identify future demand, especially for non-pitch sports (where team generation rates are not applicable) include:

- ◀ Recent trends in the participation.
- ◀ The nature of the current and likely future population and their propensity to participate.
- ◀ Feedback from clubs on their plans to develop additional teams / attract additional members.
- ◀ Any local and NGB specific sports development targets (e.g. increase in participation).

Population growth

The current resident population in South Staffordshire is 112,126³. By 2037 the District's population is projected to increase to 115,995 representing an increase of 3,869 (or equivalent to a percentage increase of 3.5%) according to 2017 ONS data.

1.5: Stage C: Assess the supply and demand information and views

Supply and demand information gathered is used to assess the adequacy of playing pitch provision in South Staffordshire. It focuses on how much use each site could potentially accommodate (on an area by area basis) compared to how much use is currently taking place.

Understand the situation at individual sites

Qualitative pitch ratings are linked to a pitch capacity rating derived from NGB guidance and tailored to suit a local area. The quality and use of each pitch is assessed against the recommended pitch capacity to indicate how many match equivalent sessions per week (per season for cricket) a pitch could accommodate.

³Source: ONS 2017 Population Estimates for Lower Layer Super Output Areas in England and Wales by Single Year of Age and Sex

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This is compared to the number of matches actually taking place and categorised as follows, to identify:

Potential spare capacity: Play is below the level the site could sustain.	
At capacity: Play is at a level the site can sustain.	
Overused: Play exceeds the level the site can sustain.	

As a guide, the FA, RFU and the ECB have set a standard number of matches that each grass pitch type should be able to accommodate without adversely affecting its quality.

Table 1.3: Capacity of playing pitches

Sport	Pitch type	No. of match equivalent sessions		
		Good	Standard	Poor
Football	Adult pitches	3 per week	2 per week	1 per week
	Youth pitches	4 per week	2 per week	1 per week
	Mini pitches	6 per week	4 per week	2 per week
Rugby union*	Natural Inadequate (D0)	2 per week	1.5 per week	0.5 per week
	Natural Adequate (D1)	3 per week	2 per week	1.5 per week
	Pipe Drained (D2)	3.25 per week	2.5 per week	1.75 per week
	Pipe and Slit Drained (D3)	3.5 per week	3 per week	2 per week
Cricket	One grass wicket	5 per season	4 per season	0 per season
	One synthetic wicket	60 per season	60 per season	60 per season

For other grass pitch sports (e.g. rugby league), no guidelines are set by the NGBs although it can be assumed that similar principles should be followed.

The above does not apply to hockey as there is no limit to how often an AGP can be used, with capacity instead limited by availability and current usage levels. A pitch without floodlighting or capacity restrictions can generally be accessed for four matches during one day.

For tennis, the capacity of courts is determined by membership levels rather than through matches. The Lawn Tennis Association (LTA) suggests that a non-floodlit hard court can accommodate 40 members whereas a floodlit hard court can accommodate 60 members. For air domed courts, membership of 100 is considered applicable and permanent indoor courts can accommodate 200 members.

It should be noted that the abovementioned figures relate to LTA viability guidelines for clubs and are not the maximum capacity. This varies for other court types (e.g. grass).

For all remaining non-pitch sports (i.e. bowls, netball) there are no nationally recognised capacity recommendations set out by NGBs. Instead, potential capacity is evaluated on a site by site basis following consultation and site assessments.

Develop the current picture of provision

Once capacity is determined on a site by site basis, actual spare capacity is calculated on an area by area basis via further interrogation of temporal demand. Although this may have been identified, it does not necessarily mean that there is surplus provision. For example, spare capacity may not be available when it is needed or the site may be retained in a 'strategic reserve' to enable pitch rotation to reduce wear and tear.

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Capacity ratings assist in the identification of sites for improvement/development, rationalisation, decommissioning and disposal.

Identify the key findings and issues

By completing Steps 1-5 it is possible to identify several findings and issues relating to the supply, demand and adequacy of outdoor sports provision in South Staffordshire. This report seeks to identify and present the key findings and issues prior to development of the Strategy and Action Plan for South Staffordshire and the subsequent Strategy document.

Develop the future picture of provision (scenario testing)

Modelling scenarios to assess whether existing provision can cater for unmet, latent, exported and future demand is made after the capacity analysis. This will also include, for example, removing sites with unsecured community use to demonstrate the impact this would have if these sites were to be decommissioned in the future.

Most of the scenario testing generally occurs in the strategy reports that proceed this document and therefore does not form part of the Assessment Report.

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PART 2: FOOTBALL

2.1: Introduction

The organisation primarily responsible for the development of football in South Staffordshire is Staffordshire FA. It is also responsible for the administration, in terms of discipline, rules and regulations, cup competitions and representative matches, development of clubs and facilities, volunteers, referees, coaching courses and delivering national football schemes.

This section of the report focuses on the supply and demand for grass football pitches. Part 3 captures supply and demand for third generation pitches (3G pitches) which are the preferred AGP (artificial grass pitch) surface type for football. In future, it is anticipated that there will be a growing demand for the use of 3G pitches for competitive football fixtures, especially to accommodate mini and youth football.

Local Football Facility Plans (LFFPs)

To support in delivery of both the current and superseding FA National Games Strategy (NGS), the FA has commissioned a nationwide consultancy project. Over the course of the next two years to spring 2020, a Local Football Facility Plan (LFFP) will be produced for every local authority across England. Each plan will be unique to its area as well as being diverse in its representation.

The LFFP is strategically aligned to the National Football Facilities Strategy (NFFS); a 10-year plan to change the landscape of football facilities in England. The NFFS represents a major funding commitment from the national funding partners (the FA, Premier League, DCMS and the Football Foundation) to inform and direct an estimated one billion pounds of investment into football facilities over the next ten years.

Each LFFP will build upon PPS findings (where present and current) regarding the formal and affiliated game, to also include strategic priorities for investment across small sided football (recreational and informal including indoors). The LFFP will also incorporate consultation with groups outside of formal football, as well as under-represented communities. This could include those which may be key partners with regards to football for behavioural change and groups which may be key drivers of FA NGS priorities around participation in the likes of women and girls' football, disability football and futsal.

LFFPs will identify key projects to be delivered and act as an investment portfolio for projects that require funding. As such, around 90% of all national football investment through the funding partners will be identified via LFFPs.

It is important to recognise that the LFFP is an investment portfolio of priority projects for potential investment - it is not a detailed supply and demand analysis of all pitch provision in a local area. Consequently, it cannot be used in place of a PPS and is not an accepted evidence base for site change of use or disposal. A LFFP will, however, build on available/existing local evidence and strategic plans and may adopt relevant actions from a PPS and/or complement these with additional investment priorities.

The LFFP for South Staffordshire was finalised in December 2018. Given the changing nature of supply and demand, some information and recommendations may differ. As such, it is imperative that the LFFP is updated (led by the FA) to reflect the finalised PPS.

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Consultation

In addition to face-to-face consultation with key football clubs, an electronic survey was sent to all clubs playing within South Staffordshire. Contact details were provided by Staffordshire County FA and the invitation to complete the survey was distributed via email. Through both face to face meetings and survey responses, a total of 12 of 43 clubs responded, equating to a 28% club response rate and an 58% team response rate. Face to face consultation was carried out with the following four clubs:

- ▶ Hawkins Sports FC
- ▶ Kewford Eagles FC
- ▶ Wolverhampton Casuals FC
- ▶ Wyrley Juniors FC

Cresswell Wanderers FC was also contacted for a face-to-face; however, the Club declined to participate in the study. The majority of other non-responsive clubs field just one team.

2.2: Supply

The audit identifies a total of 144 grass football pitches within South Staffordshire across 56 sites. Of the these, 135 pitches are available, at some level, for community use across 50 sites. Unavailable pitches in South Staffordshire are predominantly located at education and government managed sites. The only exception to this is Broad Lane Pavilion (Springhill), which is deemed to be unavailable for community use as it is Walsall FC's training ground.

It should be noted that the boundary between South Staffordshire and Wolverhampton cuts through the Barnhurst Lane (Bilbrook) site. For the purposes of this report, the site is considered to be outside of South Staffordshire as it is managed by City of Wolverhampton Council and was included in the Wolverhampton PPS.

Table 2.1: Summary of grass football pitches available to the community

Analysis area	Available for community use					Totals
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Central	10	1	2	4	3	20
North	6	5	2	5	2	20
North East	15	3	5	2	-	25
North West	5	3	1	2	1	12
South	18	7	7	11	15	58
Total	54	19	17	24	21	135

As it stands, The South Analysis Area hosts the most community available pitches in the District (58 pitches) whilst the fewest number of pitches are in North West Analysis Area (12 pitches).

Most available pitches in South Staffordshire (54 pitches) are adult size which is, in part, due to youth 11v11 teams playing on adult pitches. This is not ideal for youth players at U13-U16 level and is not in line with the recent FA Youth Review. Just 19 available pitches are youth 11v11 size representing 14% of the available supply in South Staffordshire. This is comparable in relation to the proportion of youth teams (53 teams or 24% of all teams) which should be playing matches on this size pitch.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

In accordance with the FA Youth Review, U17 and U18 teams can play on adult pitches. The FA's recommended pitch size for adult football is 100x64 metres. Please refer to the table below for more detail.

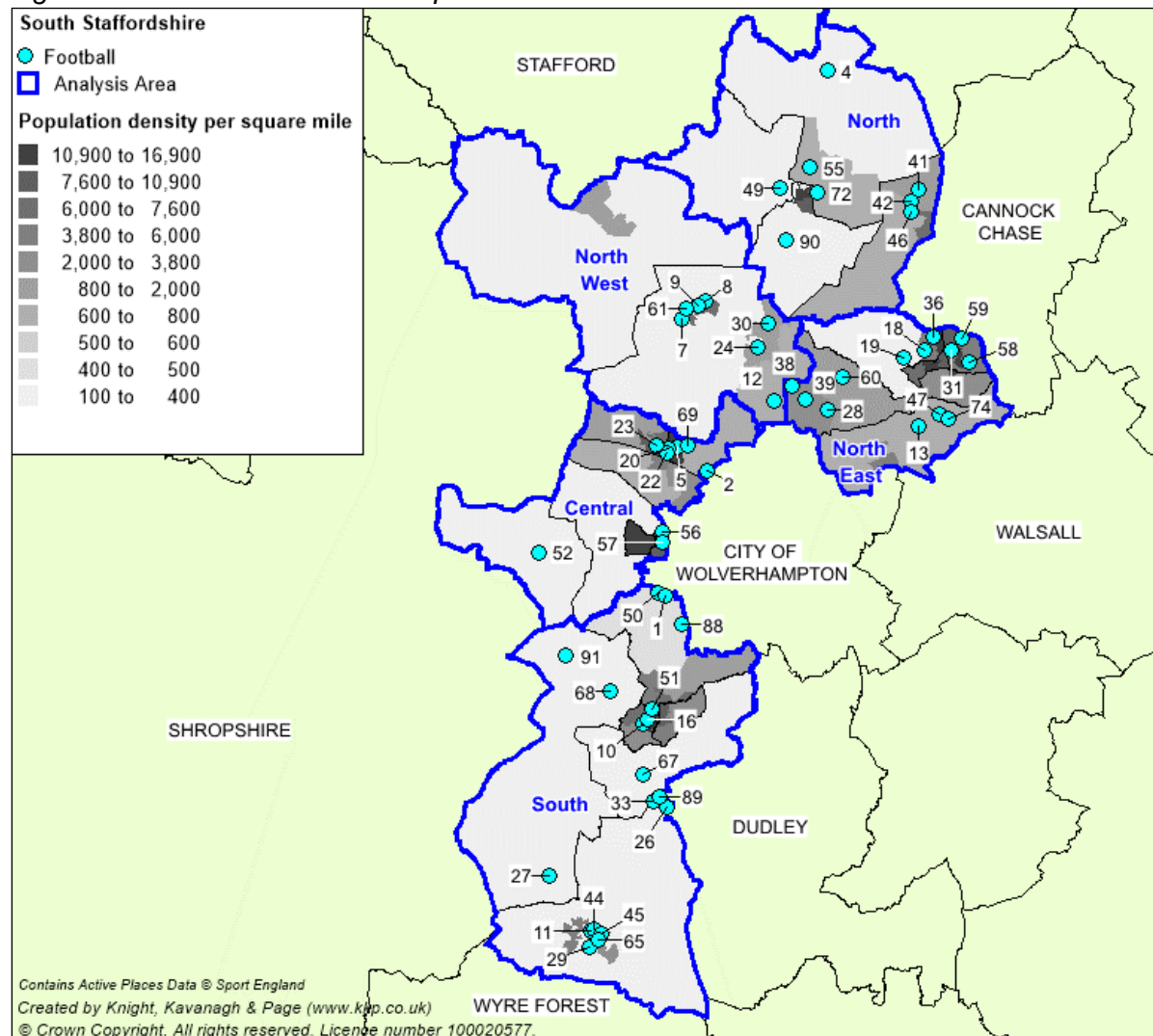
Table 2.2: Recommended pitch sizes

Format	Age group	Recommended pitch size (metres)
Adult	U17s+	100 x 64
Youth 11v11	U15s-U16s	91 x 55
	U13s-U14s	82 x 50
Youth 9v9	U11s-U12s	73 x 46
Mini 7v7	U9s-U10s	55 x 37
Mini 5v5	U7s-U8s	37 x 27

Figure 2.1 overleaf identifies all grass football pitches currently servicing South Staffordshire. For a key to the map, see Table 2.15.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Figure 2.1: Location of all football pitches in South Staffordshire



SOUTH STAFFORDSHIRE DISTRICT COUNCIL

PLAYING PITCH STRATEGY

Future provision

Kewford Eagles FC owns additional land of approximately 25 acres adjacent to Eagle Park (Kingswinford). The Club has aspirations to develop this into additional playing field land and provide a greater number of pitches on the site.

Lapsed/disused provision

Playing fields which have previously accommodated formal pitch provision are categorised as either disused or lapsed. A disused site is a playing field which is not being used at all by any users and is not available for community hire either. Once these sites are disused for five or more years they will then be categorised as 'lapsed sites'. Lapsed sites fall outside of Sport England's statutory remit but still have to be assessed using the criteria in paragraph 97 of the NPPF and Sport England would nonetheless challenge a proposed loss of playing pitches/playing field which fails to meet such criteria.

Aerial imagery reveals that two youth 11v11 and two mini 5v5 football pitches were previously located on Jones Lane (Great Wyrley). The site no longer appears to be maintained as playing field land, with pitches last marked on site in 2017 (making the site disused). Similarly, Marston Field (Wheaton Aston) previously accommodated one adult and one mini 5v5 football pitch on site although this is no longer marked by the Parish Council due to a lack of demand albeit the site remains as public open space.

Chase Park (Hatherton), for the purposes of this report, is classified as disused with clubs accessing the site for competitive fixtures up until Summer 2019. The site contains two grass adult football pitches as well as two full size floodlit water-based AGPs, one full size floodlit sand AGP (unusable due to quality), two grass cricket squares, one floodlit crown bowling green and three floodlit sand-based tennis courts. The entire site is serviced by a substantial ancillary provision including car parking and clubhouse. It was previously owned and managed by an overarching sports club, Cannock Cricket and Hockey Club; however, it went into receivership and was forced to sell the site in June 2019 in order to clear outstanding debts. At this time, the site was put up for auction forcing all community clubs utilising the site to find alternative provision. After an unsuccessful purchase in July, it was eventually sold in October 2019 into private ownership. It is currently unknown what the future of the site will be.

Pitch quality

The quality of football pitches across South Staffordshire has been assessed via a combination of site visits (using non-technical assessments as determined by the FA) and user consultation to reach and apply an agreed rating as follows:

- ◀ Good
- ◀ Standard
- ◀ Poor

Pitch quality primarily influences the carrying capacity of a site; often pitches lack the drainage and maintenance necessary to sustain levels of use. Pitches that receive little to no ongoing repair or post-season remedial work are likely to be assessed as poor, therefore limiting the number of games they are able to accommodate each week without it having a detrimental effect on quality. Conversely, well maintained pitches that are tended to regularly are likely to be of a higher standard and capable of taking a number of matches without a significant reduction in surface quality.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

The percentage parameters used for the non-technical assessments were as follows: Good (>80%), Standard (50-80%), Poor (<50%). The final quality ratings assigned to the sites also take into account the user quality ratings gathered from consultation.

The table below summarises the quality of pitches that are available for community use in South Staffordshire. In total, 25 pitches are assessed as good quality, 102 as standard quality and eight as poor quality.

Table 2.3: Pitch quality assessments (community use pitches)

Analysis area	Adult pitches			Youth pitches			Mini pitches		
	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
Central	-	7	3	-	2	1	-	7	-
North	-	5	1	-	7	-	-	7	-
North East	1	14	-	1	7	-	-	2	-
North West	-	4	1	-	2	2	-	3	-
South	6	12	-	3	11	-	14	12	-
Total	7	42	5	4	29	3	14	31	0

Poor quality pitches are located at Four Ashes Playing Field, Huntington Recreation Ground and Perton Playing Fields (Wergs). These pitches often receive limited amounts of dedicated maintenance due to budgetary restraints. It should also be noted that many other pitches in the authority only just reach standard quality and could therefore also fall to poor quality with only a marginal decline in pitch condition or maintenance.

The following sites accommodate pitches that only just qualify as standard quality:

- ✦ Bednall and Teddesley Hay Community Centre (Acton Trussell)
- ✦ Kinver Sports and Community Association
- ✦ Old Wulfrunians Sports and Social Club (Castlecroft)
- ✦ Pattingham Playing Field
- ✦ Stag Meadow (Kinver)
- ✦ Swindon Playing Fields
- ✦ Trysull Playing Fields
- ✦ Twentyman Playing Fields Association (Bilbrook)

Of the 25 good quality pitches, 21 are located at Eagle Park (Kingswinford), where Kewford Eagles FC employs a full-time groundsman to maintain the pitches on site. The remaining four good quality pitches are located across three sites; AFC Wulfrunians (Castlecroft Stadium), Wyrley JFC (Newtown) and Scouts Playing Fields (Kingswinford).

Specific comments relating to the pitch conditions at individual sites can be seen in the table below. These are either from club consultation or have been discovered from site assessments.

Table 2.4: Summary of pitch quality comments

Site ID	Site name	Club name	Comments
4	Bednall and Teddesley Hay Community Centre (Acton Trussell)	-	Evidence of unofficial use or damage to the pitch surface.
8	Brewood Parish Sports Association	-	Evidence of poor drainage on site.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Site ID	Site name	Club name	Comments
18	Cheslyn Hay Recreation Ground	Cheslyn Hay SCC FC	Pitches are reported to drain well, with games only called off in extreme weather conditions.
26	Eagle Park (Kingswinford)	Kewford Eagles FC	Eight pitches on site suffer from poor drainage. One pitch is currently unusable after a drainage pipe burst.
30	Four Ashes Playing Field	-	Evidence of poor drainage on site.
41	Huntington Recreation Ground	-	Evidence of poor drainage on site.
42	Huntington Scout Pitches	Huntington Harriers FC	Evidence of poor drainage on site.
45	Kinver Sports and Community Association	-	Evidence of poor drainage on site.
49	Penkridge Sports and Recreation Centre (Monckton Recreation Centre)	South Staffs RTC FC	Evidence of poor drainage on site.
50	Old Wulfrunians Sports and Social Club (Castlecroft)	-	Evidence of poor drainage on site.
52	Pattingham Playing Field	-	Evidence of poor drainage on site.
55	Penkridge Middle School	Penkridge Junior FC	Pitch quality has declined in the last season due to a less rigorous maintenance schedule.
57	Perton Playing Fields (Wergs)	-	Evidence of poor drainage on site.
60	Shareshill Village Hall Football Pitch	-	Evidence of poor drainage on site.
65	Stag Meadow (Kinver)	-	Evidence of poor drainage on site.
68	Trysull Playing Fields	-	Evidence of poor drainage on site.
69	Twentyman Playing Fields Association (Bilbrook)	-	Evidence of poor drainage on site.
74	Wyrley JFC (Newtown)	-	Evidence of poor drainage on site.

In addition to the above, the presence of dog fouling, litter or glass on football pitches in South Staffordshire is found to be an issue across the District through the site assessments.

For a full breakdown of quality ratings at each site, please refer to Table 2.15.

FA Pitch Improvement Programme (PIP)

With quality of grass pitches becoming one of the biggest influences on participation in football, the FA has made it a priority to work towards improving quality of grass pitches across the country. This has resulted in the creation of the FA Pitch Improvement Programme (PIP). As part of this, grass pitches identified as having quality issues undergo a pitch inspection from a member of the Institute of Groundsmanship (IOG).

Following a PIP report, clubs can work towards the recommended dedicated maintenance regime identified in order to improve the quality of their pitches. Clubs can also utilise the report as an evidence base to acquire potential funding streams to obtain the relevant equipment maintenance equipment.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Over marked pitches

Over marking of pitches can cause notable damage to surface quality and lead to overuse beyond recommended capacity. In some cases, mini or youth pitches may be marked onto adult pitches or mini matches may be played widthways across adult or youth pitches. This can lead to targeted areas of surface damage due to a large amount of play focused on high traffic areas, particularly the middle third of the pitch.

Over marking of pitches not only influences available capacity, it may also cause logistical issues regarding kick off times; for example, when two teams of differing age formats are due to play at the same site at the same time. In South Staffordshire, overmarking is known to take place at Eagle Park (Kingswinford) and Trysull Playing Fields.

Ancillary facilities

The quality of ancillary facilities across South Staffordshire has been assessed via a combination of site visits and user consultation to reach and apply an agreed rating as follows:

- ◀ Good
- ◀ Standard
- ◀ Poor

Ancillary facility rating is primarily influenced by the type of amenities which are available on a site accompanied by their quality, such as a clubhouse, changing rooms, showering provision, car parking, dedicated official and spectator facilities and boundary fencing. The table below identifies the findings for football sites across South Staffordshire.

Table 2.5: Summary of community available ancillary facility quality

Site ID	Site name	Analysis area	Ancillary facility quality
1	AFC Wulfrunians (Castlecroft Stadium)	South	Good
4	Bednall and Teddesley Hay Community Centre (Acton Trussell)	North	Good
8	Brewood Parish Sports Association	North West	Standard
9	Brewood Playing Field	North West	Standard
12	Brinsford Stadium (Wolverhampton Casuals FC) (Coven Heath)	North West	Poor
18	Cheslyn Hay Recreation Ground	North East	Good
26	Eagle Park (Kingswinford)	South	Good
30	Four Ashes Playing Field	North West	Standard
31	Great Wyrley Academy (Littlewood)	North East	Standard
33	Handrahan Stadium (Kingswinford)	South	Standard
34	Harrisons Ground (Newtown)	North East	Poor
36	Hawkins Sports Club (Littlewood)	North East	Poor
45	Kinver Sports and Community Association	South	Standard
49	Penkridge Sports and Recreation Centre (Monkton Recreation Centre)	North	Standard
50	Old Wulfrunians Sports and Social Club (Castlecroft)	South	Standard
52	Pattingham Playing Field	Central	Good
57	Perton Playing Fields (Wergs)	Central	Good
60	Shareshill Village Football Pitch	North East	Standard

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Site ID	Site name	Analysis area	Ancillary facility quality
67	Swindon Playing Fields	South	Good
68	Trysull Playing Fields	South	Good
69	Twentyman Playing Fields Association (Bilbrook)	Central	Standard
74	Wyrley JFC (Newtown)	North East	Good

Of the community available sites that are serviced by ancillary provision, nine have good quality facilities. A further ten have standard quality ancillary facilities whilst the remaining three are serviced by poor quality provision.

Huntington Harriers FC states the lack of ancillary provision at Huntington Scout Pitches is an issue for the Club. It instead must access Huntington Recreation Ground for facilities when required (adjacent site). The Club's maintenance equipment is also stored at Huntington Recreation Ground and must be taken over to Huntington Scout Pitches whenever it is required. There is also a lack of parking facilities at Huntington Scout Pitches.

Penkridge Cross Keys FC also reports that it is without ancillary provision at the Club's home ground at Wolgarston High School (Penkridge). A lack of adequate toilets is particularly problematic.

Despite being serviced by good quality facilities, Kewford Eagles FC states that ancillary provision at Eagle Park (Kingswinford) is insufficient for the level of demand on site. There are currently only two sets of changing rooms to cater for the 47 teams playing at the site. The Club states that it requires an additional two sets of changing rooms at the very least and it has aspirations to build a second storey on top of the existing pavilion to accommodate this as well as classroom and social space. The Club has already started fundraising for this development.

Hawkins Sports FC only has access to a run down, dated, temporary building at Hawkins Sports Club (Littlewood) which has only two changing rooms. The Club has ambitions to replace this pavilion with a more suitable building.

The only form of ancillary provision at Harrisons Ground (Newtown) is three shipping containers which are presently used for changing by Wyrley Juniors FC. The Club has recently submitted a funding bid to the Football Foundation to provide a pavilion on site for changing. A decision will be made by the Football Foundation in April 2020. The Club is also known to have aspirations to add floodlights and a stand to service the pitch.

Security of tenure

Tenure of sites in South Staffordshire is generally secure, i.e. through a long-term lease or a guarantee that pitches will continue to be provided over the next three years. Whilst most clubs rent their respective home venues, this is often from the respective parish council or local community organisation and so this is considered to be a secure agreement. An exception to this is at education sites, where access can be prevented at short notice unless there is a long-term agreement in place.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Essington, Castlecroft Rangers, Chase Colts, Codsall Community High, Huntington Harriers, Penkridge Juniors, Stafford Rangers Juniors, Wyrley Juniors, Penn Colts and Trysull Tigers football clubs are all identified as playing home matches at education sites. Of these clubs, only Penn Colts FC is deemed to have security of tenure as the Club has a long term lease agreement in place for the use of Highfields School Detached Playing Fields (Upper Penn). All remaining schools are accessed without a community use agreement in place, meaning usage can generally be stopped without prior warning at any point.

Hawkins Sports FC has no formal agreement in place for the use of Hawkins Sports Club (Littlewood). The site is owned by the Coal Mining Charity (CISWO) and whilst the Club has no concerns with this arrangement due to the length of time it has played at the venue, access is deemed to be unsecure.

Kewford Eagles FC and Wolverhampton Casuals FC both own their home venues at Eagle Park (Kingwinford) and Brinsford Stadium (Wolverhampton Casuals FC) (Coven Heath) respectively whilst Wyrley Juniors FC has long term lease agreements in place for both Wyrley JFC and Harrisons Ground. The Club's agreement for Harrisons Ground was a 25 year lease but this now has only 16 years remaining. It is currently in negotiations to extend this to 25 years once again; a lease of over 25 years is likely to assist with any funding applications.

2.3: Demand

Through the audit and assessment, 221 teams from 43 clubs are identified as playing within South Staffordshire. This consists of 32 adult men's, two adult women's, 71 youth boys', 11 youth girls' and 105 mini teams. Mini 5v5 football is the most prominent format of play, whilst youth 9v9 football is the least common.

Table 2.6: Summary of competitive teams currently playing in South Staffordshire

Analysis area	No. of teams					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Central	7	1	-	-	-	8
North	4	10	6	-	5	25
North East	16	20	7	3	-	46
North West	3	2	-	-	-	5
South	4	21	15	20	23	83
Total	34	54	28	23	28	167

As seen in the table above, the South Analysis Area hosts the largest number of teams which corresponds with the area also accommodating the most amount of provision. In comparison, North West Analysis Area services the least number of teams.

In addition to the teams listed in the table above, 37 teams play in the Mid Staffs Junior Football League (MSJFL) and 17 teams play in the Walsall Junior Youth League (WJYL). In the MSJFL, a central venue format is used for mini 5v5 and mini 7v7 football. This is summarised in the table below.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Table 2.7: Summary of mini football central venues used by the MSJFL

Age group	Pitch type	Venues	Local authority	Provision used
U7s & U8s	Mini 5v5	Stafford Manor High School	Stafford	Grass
		Wolgarston High School (Penkridge)	South Staffordshire	3G
		5's Pavilion and Sports Ground	Cannock Chase	3G
U9s & U10s	Mini 7v7	Rowley Park Stadium	Stafford	3G
		Stafford Town Football Club	Stafford	3G
		Cardinal Griffin Catholic College	Cannock Chase	3G
		Penkridge Sports and Recreation Centre (Monckton Recreation Centre)	South Staffordshire	Grass

The League utilises seven central venues for mini football of which two are located within South Staffordshire (Wolgarston High School and Penkridge Sports and Recreation Centre). The remaining five sites are in neighbouring authorities; Stafford and Cannock Chase, with three and two venues used respectively. All mini teams play on a rotational basis meaning teams playing in the mini 5v5 format play in South Staffordshire, on average, once every three weeks, whereas teams in the mini 7v7 format play in the District once every four weeks.

In the WJYL, a central venue format is used for mini 5v5, mini 7v7 and youth 9v9 football. This is summarised in the table below.

Table 2.8: Summary of mini and youth football central venues used by the WJYL

Age group	Pitch type	Venues	Local authority	Provision used
U7s & U8s	Mini 5v5	Grace Academy	Walsall	3G
		Cheslyn Hay Leisure Centre	South Staffordshire	3G
		Goals Willenhall	Wolverhampton	3G
		Shelfield Special Academy	Walsall	3G
U9s & U10s	Mini 7v7	Oak Park Active Living Centre	Walsall	3G
		Wolverhampton University (Walsall Campus)	Walsall	3G
		Silverdale FC	Walsall	Grass
		Pelsall EDC	Walsall	Grass
		Sporting Khalsa	Walsall	3G
		Bustleholme	Sandwell	Grass
		Rushall Olympic FC	Walsall	3G
		City of Wolverhampton College	Wolverhampton	3G
U11s & U12s	Youth 9v9	Aldridge Airport	Walsall	Grass
		Bentley West Playing Fields	Walsall	Grass
		Bustleholme	Sandwell	Grass
		Kings Hill Park	Walsall	Grass
		Willenhall E-Act Academy	Walsall	Grass

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

As seen, the League utilises 16 central venues for mini and youth football, of which only one is located in South Staffordshire (Cheslyn Hay Leisure Centre). The remaining 15 sites are in Walsall, Wolverhampton and Sandwell. All teams play on a rotational basis meaning teams playing in the mini 5v5 format play in South Staffordshire, on average, once every four weeks whilst teams in the mini 7v7 and youth 9v9 formats are all exported out of the District for every game. This demand will be discussed further in the exported demand section.

Participation trends

Over the last three years, most of the clubs' report that participation has remained consistent; however, Penkrudge Junior FC and Coven United FC both state changes that suggest an overall decrease in demand for adult football. Similarly, most clubs' state that youth participation has remained consistent over the same time period, although both Penkrudge Junior FC and South Staffs RTC FC report that youth participation has increased in recent years.

In contrast, the majority of responding clubs' have seen an increase in mini football demand in the last three years. Only Cheslyn Hay SCC, The Boat Inn and Penkrudge Cross Keys football clubs did not report an increase in mini participation, with these clubs' instead stating that demand has remained static.

Football pyramid demand

The National League System is a series of interconnected leagues for adult men's football clubs in England. It begins below the football league (the National League) and comprises of seven steps, with various leagues at each level and more leagues lower down the pyramid than at the top. The system has a hierarchical format with promotion and relegation between the levels, allowing even the smallest club the theoretical possibility of rising to the top of the system.

Clubs within the step system must adhere to ground requirements set out by the FA. The higher the level of football being played the higher the requirements. Clubs cannot progress into the league above if the ground requirements do not meet the correct specifications. Ground grading assesses grounds from A to H, with 'A' being the requirements for Step 1 clubs.

There are no professional clubs that plays above the football pyramid with South Staffordshire; however, there are a total of three clubs which play within the football pyramid, as seen in following table.

Table 2.9: Summary of teams playing within the football pyramid structure

Team	League	Level
AFC Wulfrunians	Midland Football League – Premier Division	Step 5
Wolverhampton Casuals FC	West Midlands Regional League – Premier League	Step 6
Wolverhampton Sporting Community FC	West Midlands Regional League – Premier League	Step 6
Wyrley Juniors FC	West Midlands Regional League – Division One	Step 7

Wolverhampton Casuals FC reports that the floodlights at Brinsford Stadium (Wolverhampton Casuals FC) (Coven Heath) need refurbishment as many of the lights are reported to no longer work and the bulbs are not believed to have been replaced since lighting was installed. The Club has aspirations to replace these lights with LED floodlights but notes that the cost is restrictive.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

A common issue for clubs entering the pyramid is changing facilities. For Step 7 football (ground grading H), changing rooms must be a minimum size of 18 square metres, exclusive of shower and toilet areas. The general principle for clubs in the football pyramid is that they must achieve the appropriate grade by March 31st of their first season after promotion, which therefore allows a short grace period for facilities to be brought up to standard. This, however, does not apply to clubs being promoted to Step 7 (as they must meet requirements immediately).

It should be noted that current FA proposals to restructure the non-league pyramid would see the West Midlands Regional League's Premier Division removed, although Division's One and Two would remain intact. Should the current proposal go ahead, clubs currently in the West Midlands Premier Division would be re-distributed into other leagues at the same level. In South Staffordshire, Wolverhampton Casuals FC and Wolverhampton Sporting Community FC would be affected, with Wyrley Juniors FC potentially impacted in the long-term (if promoted).

Women's National League System

There is also a Women's National League System similar to the adult men's football pyramid, providing structure to the women's game. As seen in the table below, this ranges from Step 1 to Step 6 with each step requiring differing ground grading requirements. The system is also hierarchical format with promotion and relegation between the levels.

Table 2.10: Summary of ground grading for women's football

Level	League	Grading category
Step 3 and 4	Women's Super League 1	Grade A
Step 3 and 4	Women's Super League 2	Grade B
Step 5	Northern and Southern Women's Premier League	Grade A
Step 6	Women's Combination Leagues	Grade B
Step 7	Women's Regional Leagues – Premier Divisions	Grade C

Although women's clubs are still required to meet ground requirements set out by the FA, these differ from the men's National League System. Ratings range from grade A to C, each with differing minimum requirements. Step 1 and 2 in the Women's National League System is akin to Step 3 and 4 of the men's National League System, although not exactly the same.

In 2017, the FA announced plans to restructure the women's league for the highest performers in the football pyramid. The changes were implemented from the start of the 2018-19 season and saw the top league, FA WSL 1, expand from ten clubs to 14 and the creation of a new national league established at tier two for a maximum of 12 teams.

Wyrley Juniors FC is the only team within South Staffordshire that plays in the Women's National League System. The team currently plays at Step 6 in the West Midlands Regional League in Division One North and plays fixtures at the Club's home ground; Wyrley JFC (Newtown).

Imported demand

Imported demand refers to any demand from neighbouring local authorities that accesses facilities within the South Staffordshire study area due to a lack of available facilities in other local authorities where such team or club is based. Due to the nature of both the MSJFL and WJYL utilising central venues across various local authorities, demand is regularly imported and exported from South Staffordshire.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

For the 2019/20 season, there are a total of 97 teams competing in the U7, U8, U9 and U10 age groups in the MSJFL. Of these teams, 37 are based in South Staffordshire. This means that a total of 60 teams are potentially imported into the District at varying points in the season. As for the WJYL, there are a total of 74 teams competing in the U7 and U8 age groups. Of these teams, 17 are based in South Staffordshire, meaning a total of 57 teams are potentially imported into the District.

Outside of the MSJFL and WJYL, only Penn Colts FC are known to import demand into South Staffordshire. The Club draws its player base from Wolverhampton and plays at Highfields Secondary School (Upper Penn) which is also based in Wolverhampton. However, as mentioned previously, the Club utilises the detached playing field on site, which is located in South Staffordshire. This is not perceived to be an issue due to the close proximity of the pitches to Wolverhampton and the Club is not known to have any ambitions to relocate after agreeing a long-term usage agreement for the site.

Exported demand

Exported demand refers to teams that are currently accessing pitches for home fixtures outside of South Staffordshire, despite being registered to the District.

As mentioned previously, due to the nature of the MSJFL and WJYL, demand is regularly imported and exported from South Staffordshire. From the MSJFL, 37 teams from South Staffordshire are exported out of the authority at varying points of the season in addition to 17 teams from the WJYL. However, at the U9, U10, U11 and U12 age groups, the WJYL does not utilise any venues within South Staffordshire. Therefore, all teams based in the District export demand to neighbouring authorities for every match. This relates to a total of 41 teams that originate from South Staffordshire.

In addition to the teams mentioned above, Cresswell Wanderers, South Staffs RTC and Wyrley Juniors football clubs also export demand out of the authority. Wyrley Juniors FC reports there is a lack of youth 9v9 pitches in South Staffordshire and exports one team into Cannock Chase for this reason. The Club exports an additional three youth 11v11 teams and a women's team into Walsall, Wolverhampton and Cannock Chase. Again, this is due to a lack of available match pitches in the area. No major issues are highlighted with this arrangement although the Club would prefer to return this demand to South Staffordshire.

South Staffs RTC FC exports a total of six teams to Wolverhampton at the U8, U9 and U10 age groups. The Club states this is due to not being able to access comparably sized facilities within South Staffordshire.

Cresswell Wanderers FC exports its U16 team to Walsall. The Club was previously based at Chase Park (Hatherton) before the closure of the site. It is perceived that the Club now exports demand outside of the authority again due to a lack of available pitches. The U16 team plays home fixtures at King George V Playing Fields (in Bloxwich) which is a 20-minute drive from Chase Park. The Club would prefer to return this demand to South Staffordshire.

Latent demand

Latent demand refers to potential demand; individuals who would like to participate within the sport but do not do so. This can be for a variety of reasons including a lack pitches or appropriate facilities. Clubs that report latent demand and the reasons provided for this latent demand can be seen in the table below.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Table 2.11: Clubs that report latent demand and the reasons provided

Club	Need for more match pitches	Need for more/better training facilities	Need for better/more appropriate changing provision
Chase Predators Juniors FC	Yes	-	-
Cheslyn Hay SCC FC	-	-	-
Coven United FC	-	Yes	-
Hawkins Sports FC	-	-	-
Huntington Harriers FC	Yes	-	-
Kewford Eagles FC	Yes	-	-
Penkridge Cross Keys FC	-	Yes	-
Penkridge Juniors FC	-	Yes	-
South Staffs RTC FC	Yes	Yes	-
The Boat Inn FC	-	Yes	-
Wolverhampton Casuals FC	-	-	-
Wyrley Juniors FC	Yes	Yes	-

Of the 12 responding clubs, nine indicate some level of latent demand. Five clubs indicate that they would be able to field additional teams if they had access to more match pitches. Of these clubs, none were able to quantify how many additional teams they could field.

Six clubs suggest that they would be able to increase participation if more/better training facilities were available in South Staffordshire. Chase Predators Juniors FC and South Staffs RTC FC both state that Wolgarston High School is difficult to access due to the level of demand for the 3G pitch on site. Penkridge Cross Keys, Penkridge Junior and Wyrley Juniors football clubs also specifically indicate a lack of available 3G provision in the District.

Unmet demand

Unmet demand is existing demand that is not getting access to pitches. It is usually expressed, for example, when a team is already training but is unable to access a match pitch, or when a league has a waiting list due to a lack of pitch provision, which in turn is hindering the growth of the league. No unmet demand is expressed by responsive clubs in South Staffordshire.

Future demand

Future demand can be defined in two ways, through participation increases and by using population forecasts.

Participation increases

Five clubs' report aspirations to increase the number of teams they provide. Through the clubs that quantified potential increase, there is a predicted growth of 31 teams, as seen in the table overleaf.

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Table 2.12: Potential team increases identified by clubs

Club	Analysis area	Future demand	Pitch size	Match equivalent sessions ⁴
Chase Predators Juniors FC	North	2 x Youth	9v9	1
		2 x Mini	5v5	1
Kewford Eagles FC	South	6 x Mini	5v5	3
Penkridge Juniors FC	North	1 x Mini	5v5	0.5
The Boat Inn FC	North	1 x Adult	Adult	0.5
Wyrley Juniors FC	North East	8 x Mini	5v5	4
		4 x Youth	9v9	2
		4 x Youth	11v11	2
		3 x Adult	Adult	1.5
Total				15.5

It should be noted that Chase Predators Juniors and Penkridge Juniors football clubs compete in the MSJFL. Therefore, future mini 5v5 demand from these clubs has been attributed to the North Analysis Area, where Wolgarston High School (Penkridge) is located due to this being the only central venue for 5v5 football in South Staffordshire. As matches are played on 3G, this future demand will be disregarded, equating to 1.5 match equivalent sessions of mini 5v5 demand in the North Analysis Area.

Whilst South Staffs RTC FC indicates ambitions to add two mini 5v5 teams, this has not been considered in the table above as the Club exports its mini demand to Wolverhampton. Therefore, it is likely these teams would be accommodated outside of South Staffordshire.

The total future demand expressed amounts to 14 match equivalent sessions. The North East Analysis Area contains the majority of this, equating to 9.5 match equivalent sessions from Wyrley Juniors FC alone. The South Analysis area is likely to accommodate three additional match equivalent sessions on mini 5v5 pitches whilst the remaining 1.5 match equivalent sessions will be located in the North Analysis Area, with one match equivalent session attributed to youth 9v9 pitches and 0.5 match equivalent sessions to mini 5v5 pitches.

Population increases

Team generation rates are used to calculate the number of teams likely to be generated in the future (2037) based on population growth.

Table 2.13: District wide team generation rates

Age group	Current population within age group	Current no. of teams ⁵	Team Generation Rate	Future population within age group	Predicted future number of teams (2040)	Additional teams that may be generated from the increased population
Adult Men (18-45)	17,888	32	1:559	17,234	30	0
Adult Women (18-45)	15,984	2	1:7,992	15,610	2	0
Youth Boys (12-17)	3,540	45	1:79	3,772	47	2

⁴ Two teams require one pitch to account for playing on a home and away basis; therefore, 0.5 pitches can therefore be seen in the table where there is latent demand for one team.

⁵ Age group team numbers differ from Table 2.6 as forecasts are based on age rather than playing format. U17 and U18 teams affiliate to their respective County FA as juniors, however, are generally considered to play on and require adult pitches and are considered by age boundaries to be in the adult age group

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Age group	Current population within age group	Current no. of teams ⁵	Team Generation Rate	Future population within age group	Predicted future number of teams (2040)	Additional teams that may be generated from the increased population
Youth Girls (12-17)	3,357	8	1:420	3,599	8	0
Youth Boys (10-11)	1,191	25	1:48	1,169	24	0
Youth Girls (10-11)	1,169	3	1:390	1,126	3	0
Mini Mixed (8-9)	2,104	35	1:60	2,220	37	1
Mini Mixed (6-7)	2,220	70	1:32	2,105	66	0

Using the table above, it is predicted that there will be a possible increase of two youth 11v11 boys' teams and one mini 7v7 mixed team across South Staffordshire. However, when applied by analysis area, this falls to one youth 11v11 boys' team and one mini 7v7 mixed team which are both likely to be generated in the South Analysis Area. Any residual future demand is likely to be accommodated within existing teams.

It is important to note that team generation rates are based on population figures and cannot account for specific targeted development work within certain areas or focused towards certain groups, such as NGB initiatives or coaching within schools. For example, the FA has committed to doubling women's and girl's football participation by 2020. In 2017 to assist in obtaining this goal, and in partnership with SSE, it has introduced SSE Wildcats Centres.

SSE Wildcats centres

SSE Wildcats centres work with County FA qualified coaches to deliver local weekly sessions, which provide opportunities for girls aged five to 11 to develop fundamental skills and experience football in a safe and fun environment. There are already 200 established centres which delivered the SSE Wildcats pilot in 2017, with a further 800 centres to be in place for 2018.

As part of the expansion process, organisations extending beyond affiliated clubs to include other providers or community groups were invited to apply in late 2017 to become one of the new centres. All organisations delivering Wildcats centres receive a £900 start-up grant and 30 branded footballs in their first year of running the programme to help develop and increase girl's participation.

In light of both FA aspirations to double female participation in football through its Game Changer strategy and the effect of the SSE Wildcats programme, it is likely that the growth in affiliated women's and girl teams may exceed that shown through team generation rates; however, to what extent is not currently quantifiable.

There are currently Wildcats centres operating at Codsall Leisure Centre, Wyrley JFC (Newtown), Cheslyn Hay Leisure Centre and Eagle Park (Kingswinford).

2.4: Capacity analysis

The capacity for pitches to regularly provide for competitive play, training and other activity over a season is most often determined by quality. As a minimum, the quality and therefore the capacity of a pitch affect the playing experience and people's enjoyment. In extreme circumstances, it can result in the inability of a pitch to cater for all or certain types of play during peak and off peak times.

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As a guide, The FA has set a standard number of matches that each grass pitch type should be able to accommodate without it adversely affecting its quality. Taking into consideration the guidelines on capacity, the following ratings were used:

Adult pitches		Youth pitches		Mini pitches	
Pitch quality	Matches per week	Pitch quality	Matches per week	Pitch quality	Matches per week
Good	3	Good	4	Good	6
Standard	2	Standard	2	Standard	4
Poor	1	Poor	1	Poor	2

Table 2.14 overleaf applies the above pitch ratings against the actual level of weekly play recorded to determine a capacity rating as follows:

Potential capacity	Play is below the level the site could sustain
At capacity	Play matches the level the site can sustain
Overused	Play exceeds the level the site can sustain

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Match equivalent sessions

Pitches have a limit of how much play they can accommodate over a certain period of time before their quality, and in turn their use, is adversely affected. As the main usage of pitches is likely to be for matches, it is appropriate for the comparable unit to be match equivalent sessions but may for example include training sessions and informal use.

Education sites

To account for curricular/extra-curricular use of education pitches it is likely that the carrying capacity at such sites will need to be adjusted. The only time this would not happen is when a school does not use its pitches at all and the sole use is community use. The adjustment is typically dependent on the amount of play carried out and the number of pitches on site.

In some cases, where there is no identified community use, there is little capacity to accommodate further play. Internal usage often exceeds recommended pitch capacity, which is further exacerbated by basic maintenance regimes that may not extend beyond grass cutting and line marking.

Table 2.14 shows community usage of available pitches. Where not overplayed as a result of community use, school sites are considered to have no spare capacity to accommodate further usage based on assumed curricular and extracurricular activity.

For school sites which are available for community use but that currently do not have any external hirers, one match equivalent session per week, per pitch has been accredited to indicate use for curricular and extracurricular activity as opposed to them being completely unused.

Informal use

A number of football pitches in the area are on open access sites. As such, these pitches are subject to informal use in the form of dog walkers, unorganised games of football and exercise groups. It must be noted, however, that informal use of these sites is not recorded and it is therefore difficult to quantify on a site-by-site basis. Instead, it is recommended that open access sites be protected through an improved maintenance regime.

Peak time

Spare capacity can only be considered as actual spare capacity if pitches are available at peak time. In South Staffordshire, peak time is Sunday AM for all pitches as the majority of teams play at this time except for youth 11v11 teams, where peak time is Saturday AM.

In the table overleaf, please note that, on occasions, spare capacity in the peak period is identified despite the pitch being played to capacity or overplayed or more spare capacity is identified in the peak period than what exists overall. This is because most of the use on those particular pitches occurs outside of the peak period, therefore the identified spare capacity at peak time should not be utilised over and above overall capacity unless quality improvements are made that increases overall capacity

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Table 2.14: Football pitch capacity analysis

Site ID	Site name	Analysis area	Settlement	Community use?	Management	Security of tenure	Pitch type	Pitch size	No. of pitches	Quality rating	Current play (match sessions)	Site capacity ⁶ (match sessions)	Overused, at capacity or spare capacity	Spare capacity in peak period	Comments
1	AFC Wulfrunians (Castlecroft Stadium)	South	Castlecroft	Yes	Sports Club	Secure	Adult		1	Good	1.5	3	1.5	1	Actual spare capacity is discounted to preserve pitch quality.
4	Bednall and Teddesley Hay Community Centre (Acton Trussell)	North	Acton Trussell	Yes	Community	Secure	Youth	(11v11)	1	Standard	0.5	2	1.5	1	Actual spare capacity for additional play at peak time.
4	Bednall and Teddesley Hay Community Centre (Acton Trussell)	North	Acton Trussell	Yes	Community	Secure	Mini	(7v7)	1	Standard	0	4	4	1	Actual spare capacity for additional play at peak time.
5	Bilbrook C of E Middle School	Central	Bilbrook	No	Education	Unsecure	Mini	(7v7)	1	Poor	1	2	1	-	Unavailable for community use.
7	Brewood Middle School	North West	Brewood	No	Education	Unsecure	Youth	(11v11)	2	Standard	1	4	3	-	Unavailable for community use.
8	Brewood Parish Sports Association	North West	Brewood	Yes-unused	Community	Secure	Adult		1	Standard	0	2	2	1	Actual spare capacity for additional play at peak time.
8	Brewood Parish Sports Association	North West	Brewood	Yes	Community	Secure	Youth	(11v11)	1	Standard	0.5	2	1.5	1	Actual spare capacity for additional play at peak time.
9	Brewood Playing Field	North West	Brewood	Yes-unused	Parish/Town Council	Secure	Mini	(7v7)	1	Standard	0	4	4	1	Actual spare capacity for additional play at peak time.
10	Brickbridge Playing Fields	South	Blakeley	Yes-unused	Parish/Town Council	Secure	Adult		1	Standard	0	2	2	1	Actual spare capacity for additional play at peak time.
10	Brickbridge Playing Fields	South	Blakeley	Yes-unused	Parish/Town Council	Secure	Youth	(11v11)	1	Standard	0	2	2	1	Actual spare capacity for additional play at peak time.
11	Brindley Heath Junior School	South	Potter's Cross	No	Education	Unsecure	Mini	(7v7)	1	Poor	1	2	1	-	Unavailable for community use.
12	Brinsford Stadium (Wolverhampton Casuals FC)	North West	Coven Heath	Yes	Sports Club	Secure	Adult		2	Standard	0.5	4	3.5	2	Actual spare capacity for additional play at peak time.
13	Broad Lane Pavilion (Walsall FC Training Ground)	North East	Springhill	No	Sports Club	Secure	Adult		2	Good	0	6	6	-	Unavailable for community use.
13	Broad Lane Pavilion (Walsall FC Training Ground)	North East	Springhill	No	Sports Club	Secure	Youth	(11v11)	1	Good	0	4	4	-	Unavailable for community use.
16	Cherry Trees School	South	Blakeley	No	Education	Unsecure	Mini	(5v5)	1	Poor	1	2	1	-	Unavailable for community use.
18	Cheslyn Hay Recreation Ground	North East	Cheslyn Hay	Yes	Parish/Town Council	Secure	Adult		4	Standard	1.5	8	6.5	2.5	Actual spare capacity for additional play at peak time.
19	Cheslyn Hay Sport & Community High School	North East	Cheslyn Hay	Yes	Education	Unsecure	Adult		1	Standard	1.5	2	0.5	0.5	Spare capacity discounted due to unsecure tenure.
19	Cheslyn Hay Sport & Community High School	North East	Cheslyn Hay	Yes	Education	Unsecure	Youth	(11v11)	1	Standard	2	2		-	Played to capacity through curricular and community demand.
19	Cheslyn Hay Sport & Community High School	North East	Cheslyn Hay	Yes	Education	Unsecure	Youth	(9v9)	1	Standard	1	2	1	1	Spare capacity discounted due to unsecure tenure.

⁶ Based on pitch quality The FA recommends a maximum number of match equivalent sessions to be accommodate per pitch type. Please refer to Section 2.4 for the full breakdown.

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Site ID	Site name	Analysis area	Settlement	Community use?	Management	Security of tenure	Pitch type	Pitch size	No. of pitches	Quality rating	Current play (match sessions)	Site capacity ⁶ (match sessions)	Overused, at capacity or spare capacity	Spare capacity in peak period	Comments
20	Codsall Community High School	Central	Codsall	Yes	Education	Unsecure	Adult		3	Standard	4.5	6	1.5	1.5	Spare capacity discounted due to unsecure tenure.
20	Codsall Community High School	Central	Codsall	Yes	Education	Unsecure	Mini	(7v7)	1	Standard	1	4	3	1	Spare capacity discounted due to unsecure tenure.
22	Codsall Middle School	Central	Codsall	Yes	Education	Unsecure	Mini	(7v7)	1	Standard	1	4	3	1	Spare capacity discounted due to unsecure tenure.
22	Codsall Middle School	Central	Codsall	Yes	Education	Unsecure	Mini	(5v5)	3	Standard	1	12	11	3	Spare capacity discounted due to unsecure tenure.
23	Codsall Village Hall	Central	Codsall	Yes-unused	Community	Secure	Adult		1	Standard	0	2	2	1	Actual spare capacity for additional play at peak time.
24	Coven Playing Fields	North West	Lower Green	Yes	Parish/Town Council	Secure	Adult		1	Standard	1	2	1	-	Played to capacity at peak time.
24	Coven Playing Fields	North West	Lower Green	Yes-unused	Parish/Town Council	Secure	Mini	(7v7)	1	Standard	0	4	4	1	Actual spare capacity for additional play at peak time.
26	Eagle Park	South	Kingswinford	Yes	Sports Club	Secure	Adult		4	Good	13	12	1	-	Pitches are overplayed.
26	Eagle Park	South	Kingswinford	Yes	Sports Club	Secure	Youth	(9v9)	3	Good	8	12	4	-	Played to capacity at peak time.
26	Eagle Park	South	Kingswinford	Yes	Sports Club	Secure	Mini	(7v7)	4	Good	10	24	14	-	Played to capacity at peak time.
26	Eagle Park	South	Kingswinford	Yes	Sports Club	Secure	Mini	(5v5)	10	Good	12.5	60	47.5	3.5	Actual spare capacity for additional play at peak time.
27	Enville Sports and Social Club	South	Enville	Yes-unused	Sports Club	Secure	Adult		1	Standard	0	2	2	1	Actual spare capacity for additional play at peak time.
28	Featherstone Academy (Whitgreave)	North East	Featherstone	Yes	Education	Unsecure	Adult		1	Standard	1	2	1	1	Spare capacity discounted due to unsecure tenure.
29	Foley Infant School	South	Kinver	Yes	Education	Unsecure	Mini	(7v7)	1	Standard	1	4	3	1	Spare capacity discounted due to unsecure tenure.
30	Four Ashes Playing Field	North West	Four Ashes	Yes-unused	Commercial	Unsecure	Adult		1	Poor	0	1	1	1	Spare capacity discounted due to poor pitch quality and unsecure tenure.
30	Four Ashes Playing Field	North West	Four Ashes	Yes	Commercial	Unsecure	Youth	(11v11)	2	Poor	0.5	2	1.5	1.5	Spare capacity discounted due to poor pitch quality and unsecure tenure.
31	Great Wyrley Academy	North East	Littlewood	Yes	Education	Unsecure	Youth	(11v11)	1	Standard	2	2		-	Played to capacity.
31	Great Wyrley Academy	North East	Littlewood	Yes	Education	Unsecure	Youth	(9v9)	1	Standard	1.5	2	0.5	0.5	Spare capacity discounted due to unsecure tenure.
31	Great Wyrley Academy	North East	Littlewood	Yes	Education	Unsecure	Mini	(7v7)	1	Standard	1	4	3	1	Spare capacity discounted due to unsecure tenure.
33	Handrahan Stadium	South	Kingswinford	Yes-unused	Sports Club	Secure	Adult		1	Standard	0	2	2	1	Actual spare capacity for additional play at peak time.
36	Hawkins Sports Club	North East	Littlewood	Yes	CISWO	Unsecure	Adult		2	Standard	4	4		-	Played to capacity.
36	Hawkins Sports Club	North East	Littlewood	Yes	CISWO	Unsecure	Youth	(9v9)	1	Standard	1	2	1	-	Played to capacity at peak time.
38	HMP Brinsford	North East	Brinsford	Yes	MOD	Unsecure	Adult		1	Standard	0.5	2	1.5	0.5	Spare capacity discounted due to unsecure tenure.
39	HMP Featherstone	North East	Brinsford	No	MOD	Unsecure	Adult		1	Standard	0	2	2	-	Unavailable for community use.
41	Huntington Recreation Ground	North	Huntington	Yes-unused	Parish/Town Council	Secure	Adult		1	Poor	0	1	1	1	Spare capacity discounted due to poor pitch quality.
42	Huntington Scout Pitches	North	Huntington	Yes	Sports Club	Secure	Adult		1	Standard	0.5	2	1.5	1	Actual spare capacity for additional play at peak time.
42	Huntington Scout Pitches	North	Huntington	Yes-unused	Sports Club	Secure	Youth	(11v11)	1	Standard	0.5	2	1.5	1	Actual spare capacity for additional play at peak time.

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Site ID	Site name	Analysis area	Settlement	Community use?	Management	Security of tenure	Pitch type	Pitch size	No. of pitches	Quality rating	Current play (match sessions)	Site capacity ⁶ (match sessions)	Overused, at capacity or spare capacity	Spare capacity in peak period	Comments
44	Kinver High School	South	Kinver	No	Education	Unsecure	Adult		2	Standard	1	4	3	-	Unavailable for community use.
44	Kinver High School	South	Kinver	No	Education	Unsecure	Youth	(9v9)	2	Standard	2	4	2	-	Unavailable for community use.
45	Kinver Sports and Community Association	South	Kinver	Yes-unused	Sports Club	Secure	Adult		1	Standard	0	2	2	1	Actual spare capacity for additional play at peak time.
46	Littleton Green Community School	North	Huntington	Yes	Education	Unsecure	Mini	(7v7)	1	Standard	1.5	4	2.5	0.5	Spare capacity discounted due to unsecure tenure.
46	Littleton Green Community School	North	Huntington	Yes	Education	Unsecure	Mini	(5v5)	1	Standard	1	4	3	1	Spare capacity discounted due to unsecure tenure.
47	Long Lane Park	North East	Newtown	Yes	Commercial	Unsecure	Adult		1	Standard	1.5	2	0.5	0.5	Spare capacity discounted due to unsecure tenure.
49	Monckton Recreation Centre	North	Penkridge	Yes	Community	Secure	Adult		2	Standard	0.5	4	3.5	1.5	Actual spare capacity for additional play at peak time.
49	Monckton Recreation Centre	North	Penkridge	Yes	Community	Secure	Youth	(11v11)	1	Standard	1	2	1	0.5	Actual spare capacity for additional play at peak time.
49	Monckton Recreation Centre	North	Penkridge	Yes	Community	Secure	Mini	(7v7)	3	Standard	1.5	12	10.5	1.5	Actual spare capacity for additional play at peak time.
49	Monckton Recreation Centre	North	Penkridge	Yes	Community	Secure	Mini	(5v5)	1	Standard	0	4	4	1	Actual spare capacity for additional play at peak time.
50	Old Wulfrunians Sports and Social Club	South	Castlecroft	Yes-unused	Sports Club	Secure	Adult		1	Standard	0	2	2	1	Actual spare capacity for additional play at peak time.
50	Old Wulfrunians Sports and Social Club	South	Castlecroft	Yes-unused	Sports Club	Secure	Youth	(11v11)	2	Standard	0	4	4	2	Actual spare capacity for additional play at peak time.
50	Old Wulfrunians Sports and Social Club	South	Castlecroft	Yes-unused	Sports Club	Secure	Mini	(7v7)	1	Standard	0	4	4	1	Actual spare capacity for additional play at peak time.
50	Old Wulfrunians Sports and Social Club	South	Castlecroft	Yes-unused	Sports Club	Secure	Mini	(5v5)	1	Standard	0	4	4	1	Actual spare capacity for additional play at peak time.
51	Ounsdale High School	South	Wombourne	Yes	Education	Unsecure	Youth	(11v11)	2	Standard	2.5	4	1.5	0.5	Spare capacity discounted due to unsecure tenure.
51	Ounsdale High School	South	Wombourne	Yes	Education	Unsecure	Youth	(9v9)	1	Standard	1.5	2	0.5	0.5	Spare capacity discounted due to unsecure tenure.
51	Ounsdale High School	South	Wombourne	Yes	Education	Unsecure	Mini	(7v7)	2	Standard	1	8	7	1	Spare capacity discounted due to unsecure tenure.
52	Pattingham Playing Field	Central	Pattingham	Yes	Community	Secure	Adult		1	Standard	1	2	1	0.5	Actual spare capacity for additional play at peak time.
52	Pattingham Playing Field	Central	Pattingham	Yes	Community	Secure	Mini	(7v7)	1	Standard	0	4	4	1	Actual spare capacity for additional play at peak time.
55	Penkridge Middle School	North	Penkridge	Yes	Education	Unsecure	Youth	(11v11)	1	Standard	1.5	2	0.5	0.5	Spare capacity discounted due to unsecure tenure.
55	Penkridge Middle School	North	Penkridge	Yes	Education	Unsecure	Youth	(9v9)	1	Standard	2	2		-	Played to capacity through curricular and community demand.
56	Perton Middle School	Central	Wergs	Yes	Education	Unsecure	Youth	(9v9)	2	Standard	1	4	3	2	Spare capacity discounted due to unsecure tenure.
56	Perton Middle School	Central	Wergs	Yes	Education	Unsecure	Mini	(7v7)	1	Standard	1	4	3	1	Spare capacity discounted due to unsecure tenure.

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Site ID	Site name	Analysis area	Settlement	Community use?	Management	Security of tenure	Pitch type	Pitch size	No. of pitches	Quality rating	Current play (match sessions)	Site capacity ⁶ (match sessions)	Overused, at capacity or spare capacity	Spare capacity in peak period	Comments
57	Perton Playing Fields	Central	Wergs	Yes-unused	Trust	Secure	Adult		3	Poor	0	3	3	3	Spare capacity discounted due to poor pitch quality.
57	Perton Playing Fields	Central	Wergs	Yes-unused	Trust	Secure	Youth	(11v11)	1	Poor	0	1	1	1	Spare capacity discounted due to poor pitch quality.
58	Pride Park	North East	Great Wyrley	Yes	Sports Club	Secure	Adult		3	Standard	1.5	6	4.5	2	Actual spare capacity for additional play at peak time.
59	Saint Thomas More Primary School	North East	Churchbridge	Yes	Education	Unsecure	Youth	(9v9)	1	Standard	1	2	1	1	Spare capacity discounted due to unsecure tenure.
60	Shareshill Village Hall Football Pitch	North East	Shareshill	Yes	Parish/Town Council	Secure	Adult		1	Standard	0.5	2	1.5	0.5	Actual spare capacity for additional play at peak time.
61	St Dominic's Brewood	North West	Brewood	Yes	Education	Unsecure	Youth	(9v9)	1	Standard	1	2	1	1	Spare capacity discounted due to unsecure tenure.
61	St Dominic's Brewood	North West	Brewood	Yes	Education	Unsecure	Mini	(5v5)	1	Standard	1	4	3	1	Spare capacity discounted due to unsecure tenure.
65	Stag Meadow	South	Kinver	Yes-unused	Sports Club	Secure	Adult		1	Standard	0	2	2	1	Actual spare capacity for additional play at peak time.
65	Stag Meadow	South	Kinver	Yes-unused	Sports Club	Secure	Youth	(11v11)	1	Standard	0	2	2	1	Actual spare capacity for additional play at peak time.
67	Swindon Playing Fields	South	Swindon	Yes	Parish/Town Council	Secure	Adult		1	Standard	0.5	2	1.5	1	Actual spare capacity for additional play at peak time.
68	Trysull Playing Fields	South	Trysull	Yes	Parish/Town Council	Secure	Adult		2	Standard	2.5	4	1.5	1	Actual spare capacity for additional play at peak time.
68	Trysull Playing Fields	South	Trysull	Yes	Parish/Town Council	Secure	Mini	(7v7)	1	Standard	1	4	3	-	Played to capacity at peak time.
68	Trysull Playing Fields	South	Trysull	Yes	Parish/Town Council	Secure	Mini	(5v5)	2	Standard	2.5	8	5.5	-	Played to capacity at peak time.
69	Twentyman Playing Fields Association	Central	Bilbrook	Yes-unused	Community	Secure	Adult		2	Standard	0	4	4	2	Actual spare capacity for additional play at peak time.
72	Wolgarston High School	North	Penkridge	Yes	Education	Unsecure	Adult		2	Standard	2.5	4	1.5	0.5	Spare capacity discounted due to unsecure tenure.
72	Wolgarston High School	North	Penkridge	Yes	Education	Unsecure	Youth	(9v9)	1	Standard	2	2		-	Played to capacity through curricular and community demand.
74	Wyrley JFC	North East	Newtown	Yes	Sports Club	Secure	Adult		1	Good	3	3		-	Played to capacity.
74	Wyrley JFC	North East	Newtown	Yes	Sports Club	Secure	Youth	(11v11)	1	Good	2	4	2	-	Played to capacity at peak time.
74	Wyrley JFC	North East	Newtown	Yes	Sports Club	Secure	Youth	(9v9)	1	Standard	2	2		-	Played to capacity.
74	Wyrley JFC	North East	Newtown	Yes	Sports Club	Secure	Mini	(7v7)	1	Standard	1.5	4	2.5	1	Actual spare capacity for additional play at peak time.
88	Highfields School Detached Playing Fields	South	Upper Penn	Yes-unused	Sports Club	Secure	Adult		1	Standard	0	2	2	1	Actual spare capacity for additional play at peak time.
88	Highfields School Detached Playing Fields	South	Upper Penn	Yes	Sports Club	Secure	Youth	(11v11)	1	Standard	1	2	1	1	Actual spare capacity for additional play at peak time.
88	Highfields School Detached Playing Fields	South	Upper Penn	Yes	Sports Club	Secure	Youth	(9v9)	1	Standard	1.5	2	0.5	0.5	Actual spare capacity for additional play at peak time.
88	Highfields School Detached Playing Fields	South	Upper Penn	Yes	Sports Club	Secure	Mini	(7v7)	1	Standard	2	4	2	-	Played to capacity at peak time.

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Site ID	Site name	Analysis area	Settlement	Community use?	Management	Security of tenure	Pitch type	Pitch size	No. of pitches	Quality rating	Current play (match sessions)	Site capacity ⁶ (match sessions)	Overused, at capacity or spare capacity	Spare capacity in peak period	Comments
88	Highfields School Detached Playing Fields	South	Upper Penn	Yes	Sports Club	Secure	Mini	(5v5)	2	Standard	2.5	8	5.5	-	Played to capacity at peak time.
89	Scouts Playing Fields	South	Kingswinford	Yes-unused	Private	Unsecure	Adult		1	Good	0	3	3	1	Spare capacity discounted due to unsecure tenure.
90	The Rural Enterprise Academy	North	Rodbaston	Yes	Education	Unsecure	Youth	(11v11)	1	Standard	1	2	1	1	Spare capacity discounted due to unsecure tenure.
91	Seisdon Playing Fields	South	Seisdon	Yes	Parish/Town Council	Secure	Youth	(9v9)	1	Standard	1	2	1	0.5	Actual spare capacity for additional play at peak time.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Spare capacity

To determine 'actual spare capacity', each site with 'potential capacity identified in Table 2.14 has been reviewed. A pitch is only said to have 'actual spare capacity' if it is available for community use and available at the peak time for that format of the game. Any pitch not meeting this criterion has consequently been discounted.

There may also be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as spare capacity against the site. For example, a site may be managed to operate slightly below full capacity to ensure that it can cater for a number of regular friendly matches and activities that take place but are difficult to quantify on a weekly basis.

Pitches that are of a poor quality are not deemed to have actual spare capacity due to their already low carrying capacity. Any identified spare capacity should be retained in order to relieve the pitches of use, which in turn, will aid the improvement of pitch quality.

Unless tenure is considered secure through the operator, school sites that are currently available for community use but unused are also not considered to have actual spare capacity as the full availability of these pitches cannot be determined. Further consultation with the providers is therefore recommended to fully understand community use aspects, i.e. are the pitches available during peak time, are they available throughout the playing season and are they affordable.

Given the above, actual spare capacity in South Staffordshire totals 44.5 match equivalent sessions per week across 38 pitches. This has been aggregated up by area and by pitch type.

Table 2.15: Summary of actual spare capacity

Analysis area	Actual spare capacity (match equivalent sessions per week)				
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
Central	4	-	-	0.5	-
North	2.5	2.5	-	2.5	1
North East	5	-	-	1	-
North West	3	1	-	2	-
South	8	5	1	1	4.5
Total	22.5	8.5	1	6.5	5.5

Most of the actual spare capacity is identified on adult pitches, although some level is also identified on the remaining pitch types. The Central Analysis Area has the least amount of spare capacity with 4.5 match equivalent sessions whilst the South Analysis Area has the largest amount of spare capacity, equating to 19.5 match equivalent sessions.

Furthermore, 27.5 match equivalent sessions are discounted due to unsecure tenure, whereas 7.5 match equivalent sessions are discounted due to quality issues. This shows that capacity would substantially increase if resolutions could be found.

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Overplay

Overplay occurs when there is more play accommodated on a site than it is able to sustain, which can often be due to the low carrying capacity of pitches.

In South Staffordshire, the only evidenced overplay is identified on adult pitches at Eagle Park (Kingswinford), amounting to one match equivalent session due to the significant level of demand on site. This total level of overplay is significantly low when compared to other local authorities, both regionally and nationally.

2.5: Supply and demand analysis

Having considered supply and demand, the tables below identify current demand (i.e. spare capacity taking away overplay and any exported demand) in each of the analysis areas for each pitch type, based on match equivalent sessions. Future demand is based on team generation rates, which are driven by population increases in addition to club aspirational future growth plans.

Adult pitch analysis

Table 2.16: Supply and demand balance of adult pitches

Analysis area	Demand (match equivalent sessions per week)					
	Actual spare capacity	Overplay	Latent / exported demand	Current total	Future demand	Total
Central	4	-	-	4	-	4
North	2.5	-	-	2.5	0.5	2
North East	5	-	0.5	4.5	1.5	3
North West	3	-	-	3	-	3
South	8	1	-	7	-	7
Total	22.5	1	0.5	21	2	19

There is currently an adequate supply of adult pitches to meet demand, with 21 match equivalent sessions of spare capacity per week. Furthermore, there is also spare capacity existing in each analysis area. After considering future demand, spare capacity reduces slightly to 19 match equivalent sessions per week.

Youth 11v11 pitch analysis

Table 2.17: Supply and demand balance of youth 11v11 pitches

Analysis area	Demand (match equivalent sessions per week)					
	Actual spare capacity	Overplay	Latent / exported demand	Current total	Future demand	Total
Central	-	-	-		-	
North	2.5	-	0.5	2	-	2
North East	-	-	1.5	1.5	2	3.5
North West	1	-	-	1	-	1
South	5	-	-	5	1	4
Total	8.5	-	2	6.5	3	3.5

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There is currently spare capacity of 6.5 match equivalent sessions per week on youth 11v11 pitches across South Staffordshire. However, there is a shortfall in North East Analysis Area due to accounting for demand currently being exported out of the area.

After considering future demand, overall spare capacity is projected to fall to 3.5 match equivalent sessions per week whilst overplay in North East Analysis Area is likely to be exacerbated to 3.5 match equivalent sessions per week.

Youth 9v9 pitch analysis

Table 2.18: Supply and demand balance of youth 9v9 pitches

Analysis area	Demand (match equivalent sessions per week)					
	Actual spare capacity	Overplay	Latent / exported demand	Current total	Future demand	Total
Central	-	-	-		-	
North	-	-	-		1	1
North East	-	-	-		2	2
North West	-	-	-		-	
South	1	-	-	1	-	1
Total	1	-	-	1	3	2

Overall there is current minimal spare capacity on youth 9v9 pitches totalling one match equivalent session per week, residing in the South Analysis Area. When taking into consideration future demand, the North and North East analysis areas display shortfalls of one and two match equivalent sessions respectively. The Central and North West analysis areas are played to capacity whilst spare capacity in the South Analysis Area will remain.

Mini 7v7 pitch analysis

Table 2.19: Supply and demand balance of mini 7v7 pitches

Analysis area	Demand (match equivalent sessions per week)					
	Actual spare capacity	Overplay	Latent / exported demand	Current total	Future demand	Total
Central	0.5	-	-	0.5	-	0.5
North	2.5	-	2	0.5	-	0.5
North East	1	-	0.5	0.5	-	0.5
North West	2	-	-	2	-	2
South	1	-	-	1	0.5	0.5
Total	7	0	2.5	4.5	0.5	4

Across South Staffordshire there is currently spare capacity of 4.5 match equivalent sessions per week on mini 7v7 pitches. After considering future demand, this is likely to fall to four match equivalent sessions.

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Mini 5v5 pitch analysis

Table 2.20: Supply and demand balance of mini 5v5 pitches

Analysis area	Demand (match equivalent sessions per week)					
	Actual spare capacity	Overplay	Latent / exported demand	Current total	Future demand	Total
Central	-	-	-		-	
North	1	-	1		-	
North East	-	-	-		4	4
North West	-	-	-		-	
South	4.5	-	-	4.5	3	1.5
Total	5.5	-	1	4.5	7	2.5

Currently, there is spare capacity equating to 4.5 match equivalent sessions on mini 5v5 pitches across South Staffordshire. All of this spare capacity is located in the South Analysis Area.

After considering future demand, a shortfall of mini 5v5 pitches is expected to occur totalling four match equivalent sessions per week attributed to the North East Analysis Area.

2.6: Conclusions

Using the supply and demand analysis tables, it is determined that there is current spare capacity across all pitch types in South Staffordshire, with the majority being on adult pitches. After factoring in future demand, shortfalls become evident on youth 9v9 pitches and mini 5v5 pitches.

Table 2.21: Summary of supply and demand

Pitch type	Demand (match equivalent sessions per week)					
	Actual spare capacity	Overplay	Latent / exported demand	Current total	Future demand	Total
Adult	22.5	1	0.5	21	2	19
Youth 11v11	8.5	-	2	6.5	3	3.5
Youth 9v9	1	-	-	1	3	2
Mini 7v7	7	0	2.5	4.5	0.5	4
Mini 5v5	5.5	0	1	4.5	8.5	4

Overplay of youth 9v9 and mini 5v5 pitches is likely to arise due to the significant future demand aspirations expressed by clubs in the District.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Football – grass pitch summary

- ▶ **There is current spare capacity across all pitch types in South Staffordshire, with the vast majority on adult pitches. After factoring in future demand, shortfalls become evident on youth 9v9 pitches and mini 5v5 pitches.**
- ▶ The audit identifies a total of 144 grass football pitches within South Staffordshire across 56 sites. Of these, 135 pitches are available, at some level, for community use across 50 sites.
- ▶ Kewford Eagles FC own additional land which it has aspiration to develop more pitches on.
- ▶ In total, 25 pitches are assessed as good quality, 102 as standard quality and eight as poor quality.
- ▶ Of the community available sites that are serviced by ancillary provision nine have good quality facilities. A further ten have standard quality ancillary facilities whilst the remaining three are serviced by poor quality provision.
- ▶ Huntington Harriers FC accesses ancillary facilities at Huntington Recreation Ground when required as there is no ancillary provision at the Club's home ground (Huntington Scout Pitches).
- ▶ Kewford Eagles FC has aspiration to build a second storey on the existing pavilion to expand its facilities.
- ▶ Both Hawkins Sports FC and Wyrley Juniors FC have ambitions to improve ancillary facilities at Hawkins Sports Club (Littlewood) and Harrison's Ground (Newtown) respectively.
- ▶ Several football clubs are identified as playing home matches at education sites. Of these clubs, only Penn Colts FC is deemed to have security of tenure. In addition, Hawkins Sports FC has no formal agreement in place for the use of Hawkins Sports Club (Littlewood) which is a CISWO owned site.
- ▶ Through the audit and assessment, 221 teams from 43 clubs are identified as playing within South Staffordshire. This consists of 32 adult men's, two adult women's, 71 youth boys', 11 youth girls' and 105 mini teams.
- ▶ Wolverhampton Casuals FC reports that the floodlights at Brinsford Stadium (Wolverhampton Casuals FC) (Coven Heath) need refurbishment.
- ▶ Due to the nature of both the MSJFL and WJYL utilising central venues across various local authorities, demand is regularly imported and exported from South Staffordshire. In addition, Penn Colts FC is known to import demand whilst Cresswell Wanderers, South Staffs RTC and Wyrley Juniors football clubs export demand.
- ▶ Of the 12 responding clubs, nine indicate some level of latent demand.
- ▶ Five clubs' report aspiration to increase the number of teams they provide, equating to a predicted growth of 31 teams.
- ▶ Population growth predicts that there will be a possible increase of one youth 11v11 boys' team and one mini 7v7 mixed team which are both likely to be generated in the South Analysis Area.
- ▶ Actual spare capacity totals 44.5 match equivalent sessions across 38 pitches.
- ▶ In South Staffordshire, four pitches at one site are overplayed by a combined total of one match equivalent session per week.

PART 3: THIRD GENERATION TURF (3G) ARTIFICIAL GRASS PITCHES (AGPS)

3.1: Introduction

Competitive football can take place on 3G surfaces that have been FIFA or International Matchball Standard (IMS) tested and approved by the FA for inclusion on the FA pitch register. As such, a growing number of 3G pitches are now used for competitive match play, providing that the performance standard meets FIFA quality (previously FIFA One Star), as well as for training purposes. Football training can take place on sand and water based surfaces but is not the preferred option.

World Rugby produced the 'Performance Specification for artificial grass pitches for rugby', more commonly known as 'Regulation 22' that provides the necessary technical detail to produce pitch systems that are appropriate for rugby union. The artificial surface standards identified in Regulation 22 allows matches to be played on surfaces that meet the standard, meaning full contact activity, including tackling, rucking, mauling and lineouts, can take place. For rugby league, the equivalent is known as RFL Community Standard.

England Hockey's (EH) Artificial Grass Playing Surface Policy (June 2016) advises that 3G pitches should not be used for hockey matches or training and that they can only be used for lower level hockey (introductory level) as a last resort when no sand-based or water-based AGPs are available.

Table 3.1: 3G type and sport suitability

Surface	Category	Comments
Rubber crumb	Long Pile 3G (60mm with shock pad)	Rugby surface – must comply with World Rugby regulation 22 and/or RFL Community Standard, requires a minimum of 60mm pile.
Rubber crumb	Medium Pile 3G (55-60mm)	Preferred football surface. Suitable for non-contact rugby union/league practice or play.
Rubber crumb	Short Pile 3G (40mm)	Acceptable surface for some competitive football, able to be used for low level curricular hockey.

It should be noted that the FA generally refers to 3G pitches as 3G football turf pitches, though this term is not adopted in this PPS as 3G pitches can be and are used for other sports including rugby union, rugby league, lacrosse and American football, amongst others.

3.2: Current provision

A full size 3G pitch is considered by the FA to measure at least 100 x 64 metres (106 x 64 metres including run offs); however, for the purposes of this report, all pitches measuring over 90 x 55 metres (inclusive of run offs) are considered to be full size due to the amount of demand they can accommodate. Nationally, many 3G pitches are slightly undersized due to being converted from sand-based provision (dimensions for hockey are smaller than for football).

There are five full size 3G pitches in South Staffordshire that fully comply with the above specification. Two pitches are located in North East Analysis Area, with one pitch located in each Central, North and South analysis areas. There are no full size 3G pitches in North West Analysis Area.

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The pitch at HMP Brinsford (North East Analysis Area) is unavailable to community use due to access restrictions. It also has no floodlighting. All the remaining pitches are available for community use and floodlit.

Table 3.2: Summary of full size 3G pitches

Site ID	Site name	Settlement	Analysis area	Community use?	Floodlit?	Size (metres)
17	Cheslyn Hay Leisure Centre	Cheslyn Hay	North East	Yes	Yes	92x55
21	Codsall Leisure Centre	Codsall	Central	Yes	Yes	100x64
38	HMP Brinsford	Brinsford	North East	No	No	100x64
66	Stourton Park (Stourbridge RFC)	Wollaston	South	Yes	Yes	112x70
72	Wolgarston High School	Penkridge	North	Yes	Yes	100x64

In addition, there are also three smaller size 3G pitches servicing South Staffordshire across two sites (see table below). However, none of these pitches are available for community use. All three are located in North East Analysis Area.

Such pitches are generally not suitable for adult match play but can be used to accommodate youth and mini matches provided they are FA approved, of an adequate size and with adequate run-off areas. More commonly, they are used to accommodate training demand, commercial football leagues and social play.

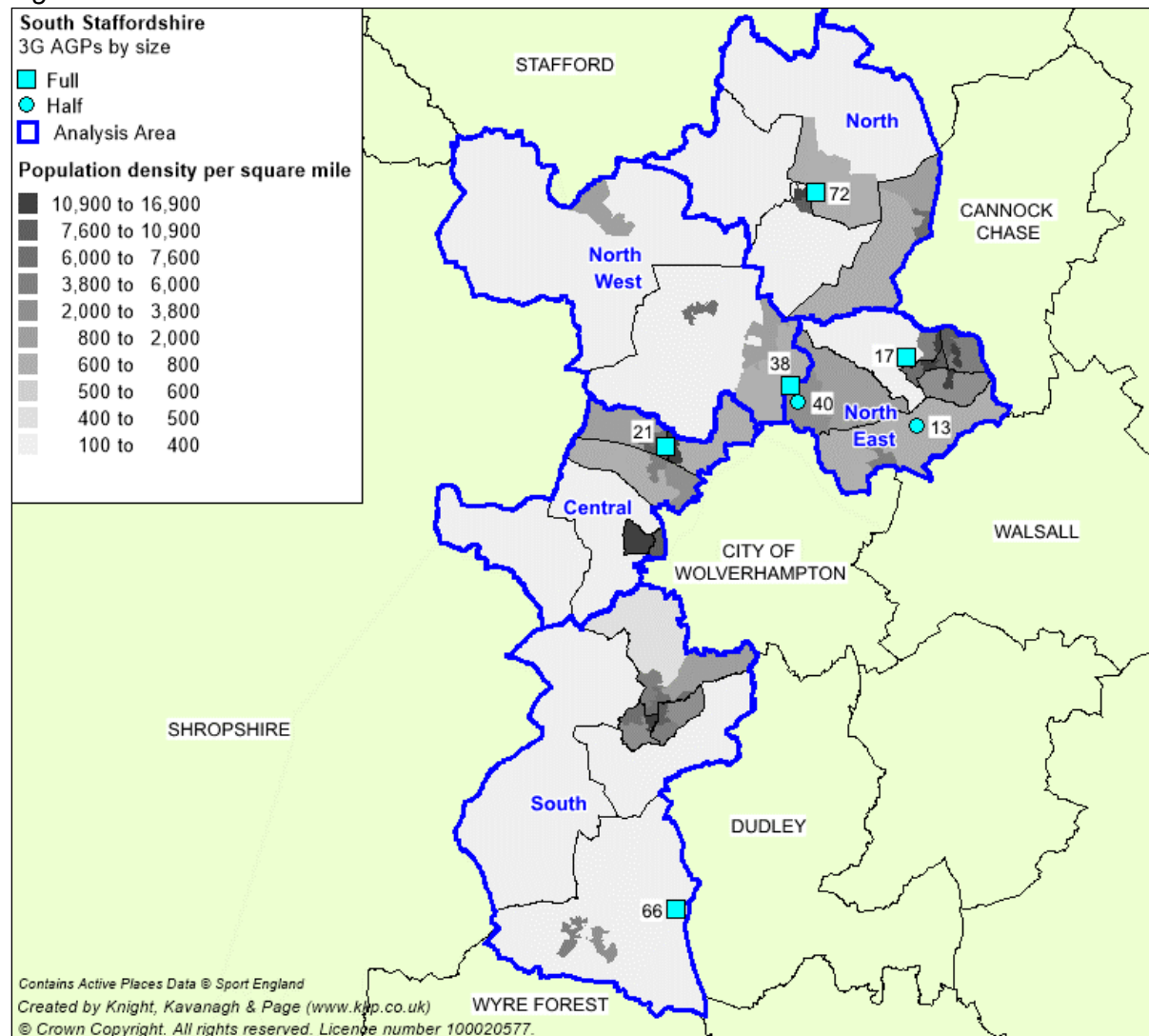
Table 3.3: Summary of small size 3G pitches

Site ID	Site name	Settlement	Analysis area	No. of pitches	Community use?	Floodlit?	Size (metres)
13	Broad Lane Pavilion (Walsall FC Training Ground)	Springhill	North East	1	No	No	33 x 25
40	HMP Oakwood	Brinsford	North East	2	No	Yes	50 x 33

Figure 3.1 overleaf shows the location of all 3G pitches within South Staffordshire, regardless of size.

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Figure 3.1: Location of 3G AGPs in South Staffordshire



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Future provision

The South Staffordshire LFFP identifies a shortfall of two full size 3G pitches and recommends that as a priority, a new full size 3G pitch is provided in each of the North East and South areas of the District.

For football, Kewford Eagles FC has an aspiration for a full size 3G pitch at Eagle Park (Kingswinford) to accommodate the Club's training demand and some match play, whilst Wyrley JFC is presently looking to partner with a school in the local area to provide a pitch. Preliminary discussions are currently taking place with Landywood Primary School regarding this development.

The Football Foundation reports that Ounsdale High School (Wombourne) has plans in place for a new full-size, floodlit 3G pitch to be located on site. The Council has secured some S106 funding which could contribute towards delivering this.

In addition, the feasibility of placing a second full-size, floodlit 3G pitch at Cheslyn Hay Leisure Centre (to create a hub site) is being considered. For this to be accommodated, improved and extended changing facilities would also be required.

Wolverhampton Casuals FC previously had plans drawn up to provide a full size 3G pitch and renovate the clubhouse at Brinsford Stadium (Wolverhampton Casuals FC) (Coven Heath) although the cost of this was reported to be prohibitive. As such, this is no longer believed to be an ambition for the Club.

Great Wyrley Academy (Littlewood) has previously had discussions with Staffordshire FA regarding the creation of a full-size, floodlit 3G pitch on site. This would replace the large redgra area currently located at the Academy.

Kinver High School is also known to have the ambition to install a full-size, floodlit 3G pitch on site which would be available to the community.

For rugby, Dudley Kingswinford RFC (Hinksford) would like to replace its designated training pitch with a full size 3G pitch to better accommodate the club's training demand as well as the wider community. Any 3G development for Rugby Union provision would have to be self-funded, as the RFU no longer offers funding opportunities for artificial pitches.

FA pitch register

In order for competitive matches to be played on 3G pitches, the pitch should be FIFA or IMS tested and approved and added to the FA pitch register, which can be found at: <http://3g.thefa.me.uk/>.

Pitches undergo testing to become a FIFA Quality pitch (previously FIFA One Star) or a FIFA Quality Pro pitch (previously FIFA Two Star), with pitches commonly constructed, installed and tested in situ to achieve either accreditation. This comes after FIFA announced changes to 3G performance in October 2015 following consultation with member associations and licenced laboratories. The changes are part of FIFA's continued ambition to drive up performance standard in the industry and the implications are that all 3G pitches built through the FA framework will be constructed to meet the new criteria.

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The changes from FIFA One Star to FIFA Quality will have minimal impact on the current hours of use guidelines, which suggests that One Star pitches place more emphasis on the product's ability to sustain acceptable performance and can typically be used for 60-85 hours per week with a lifespan of 20,000 cycles. In contrast, pitches built to FIFA Quality Pro performance standards are unlikely to provide the hours of use that some FIFA Two Star products have guaranteed in the past (previously 30-40 hours per week with a lifespan of 5,000 cycles). Typically, a FIFA Quality Pro pitch will be able to accommodate only 20-30 hours per week with appropriate maintenance due to strict performance measurements.

In South Staffordshire, the pitches at Cheslyn Hay Leisure Centre and Wolgarston High School (Penkridge) are on the FA Register and therefore can be used to host competitive matches. In addition, the pitch at Codsall Leisure Centre is FIFA certified which means it can host competitive football up to Step 2 on the non-league football pyramid.

World Rugby compliant pitches

To enable 3G pitches to host competitive rugby union matches, World Rugby has developed the Rugby Turf Performance Specification. This is to ensure that the surfaces replicate the playing qualities of good quality grass pitches, provide a playing environment that will not increase the risk of injury and are of an adequate durability.

The specification includes a rigorous test programme that assesses ball/surface interaction and player/surface interaction and has been modified to align the standard with that of FIFA. Any 3G pitch used for any form of competitive rugby must comply with this specification and must be tested every two years to retain compliance.

The RFU Investment Strategy into 3G pitches considers sites where grass rugby pitches are over capacity and where a pitch would support the growth of the game at the host site and for the local rugby partnership, including local clubs and education sites. There is currently one World Rugby compliant 3G pitches in South Staffordshire, located at Stourton Park (Stourbridge RFC) (Wollaston).

Management

The 3G pitches at Cheslyn Hay Leisure Centre, Codsall Leisure Centre and Wolgarston High School (Penkridge) are managed by the respective School throughout the day and the Council in the evenings and at weekends. HMP Brinsford is managed by Her Majesty's Prison Service whilst Stourton Park (Stourbridge RFC) (Wollaston) is managed by the RFU although football lettings on site are managed by Playfootball.

It should also be noted that both Penkridge Juniors and Stafford Rangers Juniors football clubs have a ten-year agreement preferential user agreement in place with South Staffordshire District Council to access slots on the 3G pitch further in advance and at a discounted rate. This was agreed with the installation of the pitch in 2015 so there are five years remaining on the current agreement.

Availability

The pitches at Cheslyn Hay Leisure Centre, Codsall Leisure Centre, Wolgarston High School (Penkridge) and Stourton Park (Stourbridge RFC) (Wollaston) are widely accessible throughout the week, whereas, as previously mentioned, the 3G pitch at HMP Brinsford is not available for community use.

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Table 3.4: Summary of 3G pitch availability

Site ID	Site	Analysis area	Availability
17	Cheslyn Hay Leisure Centre	North East	Available for hire from 18:00-22:00 throughout the week and from 13:00-18:00 at weekends.
21	Codsall Leisure Centre	Central	Available for hire from 17:30-21:30 during the week and from 09:30-17:30 at weekends.
38	HMP Brinsford	North East	Unavailable.
66	Stourton Park (Stourbridge RFC)	South	Available for hire from 09:00-22:00 during the week and from 09:00 – 17:00 on weekends.
72	Wolgarston High School	North	Available for hire from 18:00-22:00 throughout the week, from 09:00-17:00 on Saturdays and 09:00-18:00 on Sundays.

Quality

Depending on use, it is considered that the carpet of an AGP usually lasts for approximately ten years and it is the age of the surface, combined with maintenance levels, which most commonly affects quality. It is therefore recommended that sinking funds be put into place by providers to enable long-term sustainability, ongoing repairs and future refurbishment beyond this period.

In South Staffordshire, the full size 3G pitches at Codsall Leisure Centre, Stourton Park (Stourbridge RFC) (Wollaston) and Wolgarston High School (Penkridge) are assessed as good quality, with no issues identified following user consultation. All three pitches have been installed in the last five years.

The pitch at Cheslyn Hay Leisure Centre is assessed as standard quality due to the surface approaching the end of its recommended lifespan. The rate of deterioration should be monitored in the short-term with consideration given to resurfacing/refurbishment when required.

Table 3.5: Age and quality of community available full size 3G pitches

Site ID	Site	Analysis area	Year installed/ resurfaced	Quality
17	Cheslyn Hay Leisure Centre	North East	2011	Standard
21	Codsall Leisure Centre	Central	2016	Good
66	Stourton Park (Stourbridge RFC)	South	2017	Good
72	Wolgarston High School	North	2015	Good

The pitch at HMP Brinsford could not be assessed due to the private nature of the site.

Ancillary facilities

Ancillary facilities at Cheslyn Hay Leisure Centre, Codsall Leisure Centre and Wolgarston High School (Penkridge) are all considered to be of standard quality, with no issues highlighted with these facilities through consultation. As mentioned previously, for a second 3G pitch to be provided at Cheslyn Hay Leisure Centre, changing facilities on site would need to be improved and extended.

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Ancillary facilities at Stourton Park (Stourbridge RFC) (Wollaston) are good quality albeit the flow of traffic into the site is reported as an issue by Stourbridge RFC. With a single one-track lane, access to and from the site is problematic at peak times. The Club has planning permission to build a second exit onto the main road although it does not currently have the funding in place for the development. In addition, the Club also runs a BTEC course in partnership with Sandwell College, which it would like to be located on site. As such, it has ambitions to provide dedicated facilities for the students, including two new changing rooms and a gym area.

3.3: Demand

The four available full size 3G pitches currently servicing South Staffordshire are reported as operating at or close to capacity during midweek at desirable times, especially during winter months. The majority of capacity is currently taken up for football through recreational activity, commercial small-sided leagues and training demand, with rugby training also known to take place at Stourton Park (Stourbridge RFC) (Wollaston).

Football

The FA considers high quality 3G pitches as an essential tool in promoting coach and player development. The pitches can support intensive use and as such are great assets for football use. Primarily, such facilities have been installed for social use and training, however, they are increasingly used for competition, which the FA wholly supports.

Training demand

Getting access to good quality, affordable training facilities is a problem for many clubs throughout the country. In the winter months, midweek training is only possible at floodlit facilities. Of clubs responding to consultation, 50% report that they require additional training facilities, with 83% of these specifically mentioning demand for 3G pitches. Some teams currently access sand-based pitches or indoor sports halls, whilst others do access 3G pitches but do so at undesirable times.

The clubs that express a need for more 3G pitches are:

- ✦ Chase Predators Juniors FC
- ✦ South Staffs RTC FC
- ✦ Penkridge Cross Keys FC
- ✦ Penkridge Juniors FC
- ✦ Wyrley Juniors FC

South Staffordshire District Council reports that despite Penkridge Juniors FC indicating demand more 3G pitch provision, the Club has not requested access to additional booking at Wolgarston High School (Penkridge) where it has a preferential user agreement in place.

The FA's long-term ambition is to provide every affiliated team in England the opportunity to train once per week on a floodlit 3G surface, together with priority access for every Charter Standard Community Club through a partnership agreement.

It is estimated by the FA that 38 teams can be accommodated on one full size 3G pitch for training. Given this, with 223 teams currently affiliated to South Staffordshire, there is a need for six full size 3G pitches. As there are currently four full size 3G pitches available for community use (discounting provision at HMP Brinsford), there is a current shortfall of two full size 3G pitches across the District.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Due to the nature of football in South Staffordshire, it is not possible to breakdown this demand by analysis area because of the prominence of imported and exported demand in the District. It is therefore considered that the new provision should align with the findings of the LFFP given that it also identifies a shortfall of two full size 3G pitches. It recommends that a new pitch is provided in each of the North East and South areas of the District.

When considering future demand for an additional 33 teams (based on club aspirations and team generation rates), there is need for seven full size 3G pitches (rounded up from 6.7). This increases the shortfall from two full size pitches to three.

Match play demand

Improving grass pitch quality is one way to increase the capacity at sites but given the cost of doing such work and the continued maintenance required (and associated costs), alternatives need to be considered that can offer a more sustainable model for the future of football. The substitute to grass pitches is the use of 3G pitches for competitive matches, providing that the pitch is FA approved, floodlit and available for community use during the peak period.

In South Staffordshire, three of the four available full size 3G pitches are approved to accommodate competitive matches. The caveat to this is that programming may need to be adjusted to allow more teams to utilise the facilities and pricing can often be a barrier as grass pitches remain generally cheaper to access.

A total of 10 teams are currently identified as playing home matches on the 3G pitches in South Staffordshire. Of these teams, nine currently use Wolgarston High School (Penkridge), with the remaining team accessing the pitch at Codsall Leisure Centre. No clubs are identified as playing at Stourton Park (Stourbridge RFC) as the site is instead used for rugby match play by Stourbridge RFC. It should however be noted that these figures do not include match play demand on 3G pitches through central venue usage from the MSJFL or WJFL (this is not quantifiable due to differing each week).

Most games played on 3G pitches nationally are mini soccer matches. In South Staffordshire, five of the 10 teams using 3G pitches play this format. The remaining five teams that play youth and adult formats on 3G pitches come from Stafford Rangers Juniors FC, Penkridge Juniors FC and Tettenhall Royal Oak FC.

Rugby union

As mentioned previously, there is one World Rugby compliant 3G pitches in South Staffordshire. A total of nine rugby union teams are identified as playing matches on the 3G pitch at Stourton Park (Stourbridge RFC) (Wollaston) including two senior teams, one junior team and six mini teams. This has helped to reduce grass pitch shortfalls at the site.

Given the shortfalls of grass pitch provision identified in Part 5 of this report, evidence does exist for additional World Rugby compliant pitches to be installed to satisfy the other local clubs. The majority of training activity currently takes place on grass pitches, which exacerbates overplay.

3.4: Supply and demand analysis

In conclusion, there is an insufficient supply of full size 3G pitches to meet current and anticipated future demand for both football and rugby union in South Staffordshire. As such, it is determined that an increase in provision is required, with future provision best placed in the North East and South areas of the District.

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In addition, to ensure that current supply and any future supply are maintained to a good enough standard to accommodate demand, providers are encouraged to put sinking funds in place to ensure long-term sustainability. This will allow for re-surfacing to take place when required and will ensure that FA/RFU certification remains in place. In addition, to sustain current levels of match play on 3G pitches, FA and RFU testing should be undertaken periodically, as soon as it is required.

3G summary

- ◀ **There is an insufficient supply of full size 3G pitches to meet current and anticipated future demand for football in South Staffordshire.**
- ◀ There are five full size 3G pitches in South Staffordshire located at Cheslyn Hay Leisure Centre, Codsall Leisure Centre, HMP Brinsford, Stourton Park (Stourbridge RFC) (Wollaston) and Wolgarston High School (Penkridge).
- ◀ HMP Brinsford is without floodlighting and is unavailable for community use. The remaining four pitches are available to the community and are serviced by floodlights.
- ◀ In addition, there are three smaller sized 3G pitches none of these pitches are available for community use.
- ◀ The full size 3G pitches at Cheslyn Hay Leisure and Wolgarston High School (Penkridge) are FA certified, whereas, the pitch at Codsall Leisure Centre is FIFA certified.
- ◀ The 3G pitch at Stourton Park (Stourbridge RFC) (Wollaston) is the only World Rugby compliant pitch in the District.
- ◀ The 3G pitches at Codsall Leisure Centre, Stourton Park (Stourbridge RFC) (Wollaston) and Wolgarston High School (Penkridge) are considered good quality, whereas the pitch located at Cheslyn Hay Leisure Centre is considered standard quality.
- ◀ The flow of traffic into Stourton Park (Stourbridge RFC) (Wollaston) is an issue with a single one-track lane the only access to the site. The Club has planning permission to build a second exit onto the main road although it does not have the funding in place for this.
- ◀ Stourbridge RFC also aspires to extend ancillary provision on site to accommodate students of its BTEC course in partnership with Sandwell College.
- ◀ Of football clubs responding to consultation, 50% report that they require additional training facilities, with 83% of these specifically mentioning demand for 3G pitches.
- ◀ With 223 teams currently affiliated to South Staffordshire, there is a need for six full size 3G pitches, meaning a shortfall of two pitches (discounting the pitch at HMP Brinsford).
- ◀ After accounting for future demand, there will be a shortfall of three 3G pitches.
- ◀ A total of 10 football teams are currently identified as playing home matches on the 3G pitches in South Staffordshire.
- ◀ Nine rugby union teams play home matches at Stourton Park (Stourbridge RFC) (Wollaston).

PART 4: CRICKET

4.1: Introduction

Staffordshire Cricket serves as the main governing and representative body for cricket across South Staffordshire. Its aim is to promote the game at all levels through partnerships with professional and recreational cricketing clubs, and other appropriate agencies.

ECB Inspiring Generations

The ECB's refreshed strategy called "Inspiring Generations" was announced in January 2019. It builds on the strong foundations laid by Cricket Unleashed and supports the growth of cricket in England and Wales between 2020 and 2024. At the heart of this strategy is a single unifying purpose, which gets to the core of what the game can do for society both on and off the field to ensure that cricket is in an even stronger position that it is in 2019.

Inspire Generations has six key priorities and activities including:

- ◀ Growing and nurture the core
- ◀ Inspire through elite teams
- ◀ Make Cricket accessible
- ◀ Engage children and young people
- ◀ Transform Women's and Girls' Cricket
- ◀ Support our communities

There will be a structured pathway for women and girls in both softball and hardball cricket. At the time of writing the pathways and clubs involved in South Staffordshire are still in the planning stages.

Consultation

There are 14 cricket clubs playing in South Staffordshire. Of these, ten responded to either a telephone or an online survey request resulting in a 71% response rate.

The four unresponsive clubs are Wheaton Aston CC, Wightwick & Finchfield CC, Womborne CC and Hawkins CC. Information relating to these clubs are informed through consultation with Staffordshire Cricket and through online research.

It should be noted that until the end of the 2019 season Cannock CC was importing its demand into South Staffordshire; however, as of September 2019, this demand will return to Cannock Chase (Cannock Cricket Club – WS12 1JE). Therefore, in order to give an accurate representation of cricket within South Staffordshire, the Club will not be included in the supply and demand analysis although its previous home site, Chase Park (Hatherton), will be discussed as it is located within South Staffordshire.

4.2: Supply

There are 18 grass wicket squares in South Staffordshire located across 16 sites. All of the squares are available for community use, with most in South Analysis Area. There is one community available square each in the Central, North and North East analysis areas.

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Table 4.1: Summary of grass wicket squares

Analysis area	No. of squares
Central	1
North	1
North East	1
North West	3
South	12
Total	18

Lapsed/disused provision

Playing fields which have previously accommodated formal pitch provision are categorised as either disused or lapsed. A disused site is a playing field which is not being used at all by any users and is not available for community hire either. Once these sites are disused for five or more years they will then be categorised as 'lapsed sites'.

As mentioned, a lapsed site was a playing field site more than five years ago. These fall outside of Sport England's statutory remit but still have to be assessed using the criteria in paragraph 97 of the NPPF and Sport England would nonetheless challenge a proposed loss of playing pitches/playing field which fails to meet such criteria.

Chase Park (Hatherton), for the purposes of this report, is classified as disused with clubs accessing the site for competitive fixtures up until Summer 2019. The site accommodates two grass cricket squares, one with 22 grass wickets and one 13 grass wickets, as well as two full size floodlit water-based AGPs, one full size floodlit sand AGP (unusable due to quality), two grass adult football pitches, one floodlit crown bowling green and three floodlit sand-based tennis courts. The larger of the two squares is accompanied by two NTPs, whereas the smaller square is accompanied by one NTP. The site was previously owned and managed by an overarching sports club, Cannock Cricket and Hockey Club; however, after it went into receivership it was forced to sell the site in June 2019 in order to clear outstanding debts. At this time, the site was put up for auction forcing all community clubs utilising it to find alternative provision. After an unsuccessful purchase in July, it was eventually sold in October 2019 into private ownership. It is currently unknown what the future of the site will be.

Two grass cricket squares were previously marked alongside the NTPs at Kinver High School although according to aerial imagery, these are not believed to have been maintained since 2011 (lapsed). All the School's curricular demand now takes place on the NTP on site.

Non-turf pitches (NTPs)

The ECB highlights that NTPs which follow its TS6 guidance on performance standards are suitable for high level, senior play and are considered able to take 60 matches per season, although this may include training sessions via the use of mobile nets. In South Staffordshire, there are four NTPs that accompany grass wicket squares in addition to five standalone NTPs.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

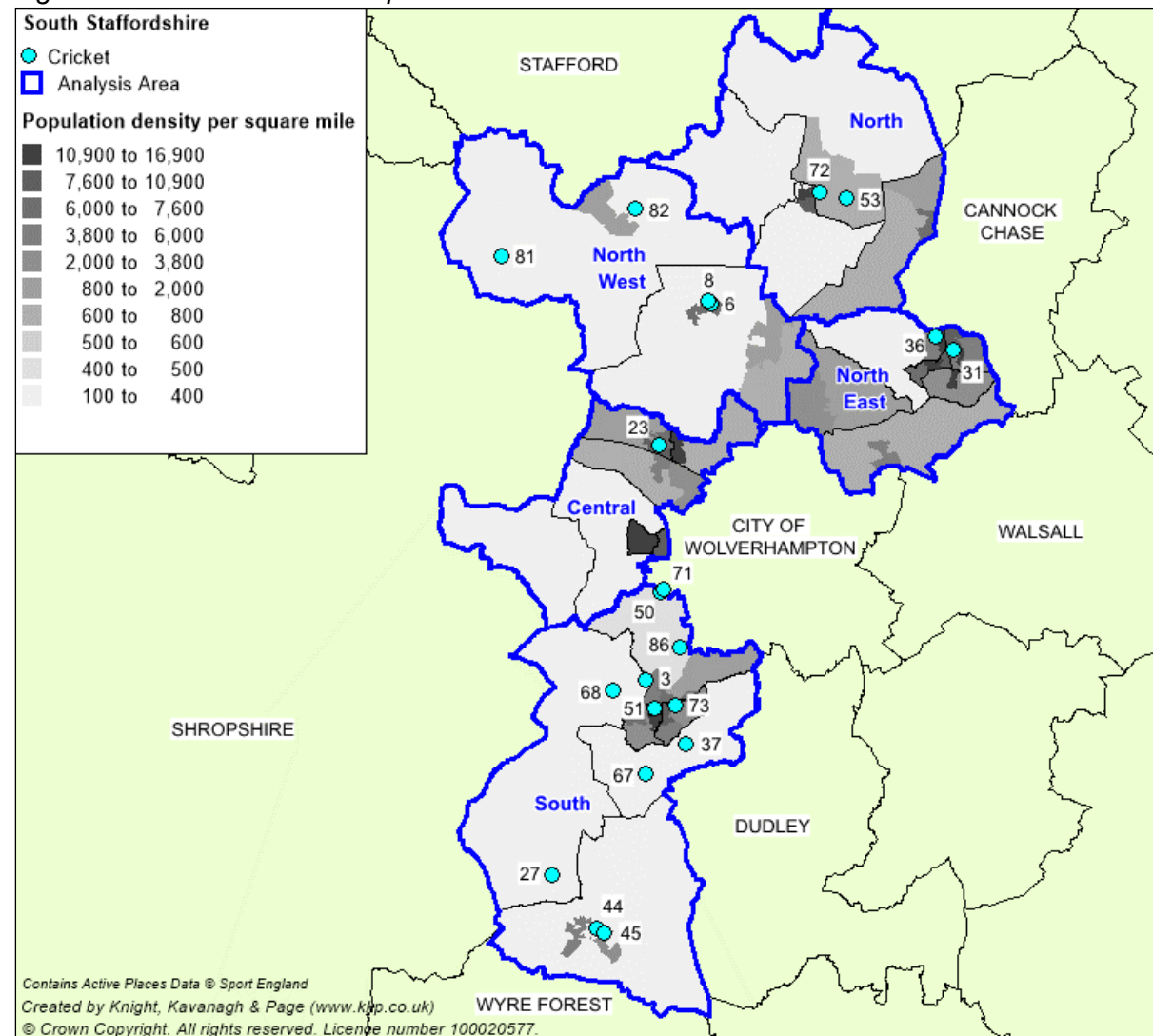
Table 4.2: Summary of NTPs

Site ID	Site	Settlement	Analysis area	Number of NTPs	Position
6	Brewood Cricket Club	Brewood	North West	1	Square
8	Brewood Parish Sports Association	Brewood	North West	1	Standalone
31	Great Wyrley Academy	Littlewood	North East	1	Standalone
44	Kinver High School	Kinver	South	1	Standalone
51	Ounsdale High School	Wombourne	South	1	Standalone
53	Penkridge Cricket Club	Pillaton	North	1	Square
71	Wightwick & Finchfield Cricket Club	Castlecroft	South	1	Square
72	Wolgarston High School	Penkridge	North	1	Standalone
82	Wheaton Aston and Lapley Recreation Ground	Wheaton Aston	North West	1	Square

The map overleaf identifies all cricket squares in South Staffordshire.

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Figure 4.1: Location of cricket pitches in South Staffordshire



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Table 4.3: Key to map of cricket pitches

Site ID	Site	Analysis area	Community use?	No. of squares	No. of wickets	
					grass	non-turf
3	Beacon Cricket Club	South	Yes	2	11	-
					6	-
6	Brewood Cricket Club	North West	Yes	1	12	1
8	Brewood Parish Sports Association	North West	Yes	1	-	1
23	Codsall Village Hall	Central	Yes	1	12	-
27	Enville Sports and Social Club	South	Yes	1	16	-
31	Great Wyrley Academy	North East	Yes-unused	1	-	1
36	Hawkins Sports Club	North East	Yes	1	6	-
37	Himley Cricket Club	South	Yes	2	16	-
					11	-
44	Kinver High School	South	No	1	-	1
45	Kinver Sports and Community Association	South	Yes	1	12	-
50	Old Wulfrunians Sports and Social Club	South	Yes	1	12	-
51	Ounsdale High School	South	Yes-unused	1	-	1
53	Penkridge Cricket Club	North	Yes	1	11	1
67	Swindon Playing Fields	South	Yes	1	10	-
68	Trysull Playing Fields	South	Yes	1	10	-
71	Wightwick & Finchfield Cricket Club	South	Yes	1	8	1
72	Wolgarston High School	North	Yes-unused	1	-	1
73	Wombourne Cricket Tennis and Bowling Club	South	Yes	1	14	-
81	Weston Cricket Ground	North West	Yes	1	8	-
82	Wheaton Aston and Lapley Recreation Ground	North West	Yes	1	7	1
86	Springhill Cricket Club	South	Yes	1	6	-

Security of tenure

As identified through consultation, seven of the 14 clubs in South Staffordshire have secure tenure at their home venues through either ownership or a long term lease. The remaining clubs are considered unsecure as their tenure is either unknown or rented on an annual basis. However, no clubs report any issues with their current arrangements.

Table 4.4: Summary of security of tenure for South Staffordshire cricket clubs

Club	Site	Tenure
Beacon CC	Beacon Cricket Club	Rented from Finchfield Hockey Club
Brewood CC	Brewood Cricket Club	Freehold
	Brewood Parish Sports Association	Lease from Brewood Parish Sports Association
Codsall CC	Codsall Village Hall	Rented from Codsall Village Hall
Enville CC	Enville Sports and Social Club	Lease from Enville Estates
	Kinver Sports and Community Association	Rented
Hawkins CC	Hawkins Sports Club	Unknown

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Club	Site	Tenure
Himley CC	Himley Cricket Club	Freehold
	Ounsdale High School	Rented
Old Wulfrunians Tetterhall CC	Old Wulfrunians Tetterhall Sports and Social Club	Freehold
	Wolverhampton Cricket Club (Exported – City of Wolverhampton)	Lease from Wolverhampton Council
Penkridge CC	Penkridge Cricket Club	Freehold
	Stafford Grammar School (Exported – Stafford Borough)	Rented
Springhill CC	Springhill Cricket Club	Freehold
Swindon CC	Swindon Playing Fields	Lease from Swindon Parish Council expiring 2026
Trysull & Seisdon CC	Trysull Playing Fields	Rented from playing field association
Wheaton Aston CC	Wheaton Aston and Lapley Recreation Ground	Unknown
Wightwick & Finchfield CC	Wightwick & Finchfield Cricket Club	Unknown
	The Royal School (Exported – City of Wolverhampton)	Rented
Wombourne CC	Wombourne Cricket, Tennis and Bowling Club	Peppercorn rent from Trust

There are six clubs that also use secondary venues these are; Brewood CC, Enville CC, Himley CC, Old Wulfrunians Tetterhall CC, Penkridge CC and Wightwick & Finchfield CC. Only Brewood CC and Old Wulfrunians Tetterhall CC have secure tenure through lease agreements on their secondary venues. All the remaining clubs rent their provision.

It should be noted that the secondary venues used by Old Wulfrunians Tetterhall CC, Penkridge CC and Wightwick & Finchfield CC are all located in neighbouring authorities instead of South Staffordshire. This will be examined later in this section under Exported demand.

Pitch quality

As part of the PPS guidance, there are three levels to assessing the quality of cricket pitches: good, standard and poor. Maintaining high pitch quality is the most important aspect of cricket; if the wicket is poor, it can affect the quality of the game and can, in some instances, become dangerous.

The non-technical assessment of grass wicket squares in South Staffordshire found ten to be good quality, seven to be standard quality and one to be poor quality. The poor quality square is located at Swindon Playing Fields.

Table 4.5: Quality ratings for grass wicket squares (site by site)

Site ID	Site	Analysis area	No. of squares	Square quality
3	Beacon Cricket Club	South	2	Good
6	Brewood Cricket Club	North West	1	Good
23	Codsall Village Hall	Central	1	Standard
27	Enville Sports and Social Club	South	1	Good
36	Hawkins Sports Club	North East	1	Standard
37	Himley Cricket Club	South	2	Standard

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Site ID	Site	Analysis area	No. of squares	Square quality
45	Kinver Sports and Community Association	South	1	Good
50	Old Wulfrunians Sports and Social Club	South	1	Good
53	Penkridge Cricket Club	North	1	Standard
67	Swindon Playing Fields	South	1	Poor
68	Trysull Playing Fields	South	1	Good
71	Wightwick & Finchfield Cricket Club	South	1	Good
73	Wombourne Cricket Tennis and Bowling Club	South	1	Good
81	Weston Cricket Ground	North West	1	Standard
82	Wheaton Aston and Lapley Recreation Ground	North West	1	Standard
86	Springhill Cricket Club	South	1	Good

Swindon CC reports the square at Swindon Playing Fields is poor quality having been vandalised prior to the start of the 2019 season. It has been forced to make remedial repairs to the square in order to host competitive fixtures and it will be re-laid before the 2020 season at significant cost to the Club.

Although all remaining squares are either standard or good quality, several clubs report specific qualitative issues relating to their home site. For example, Himley CC indicates it cannot use the cricket square until the end of the football season as there are football pitches marked onto the outfield. Similarly, Trysull & Seisdon CC has issues with overmarked football pitches on the outfield at Trysull Playing Fields in addition to excessive littering.

In comparison, Codsall CC reports the playing provision at Codsall Village Hall to be standard quality due to the square suffering from uneven bounce and the outfield not being cut as required throughout the season.

To obtain a full technical assessment of wicket and pitches, the ECB recommends a Performance Quality Standard (PQS) assessment. The PQS looks at a cricket square to ascertain whether the pitch meets the Performance Quality Standards, which are benchmarked by the Institute of Groundsman.

Table 4.6: PQS ratings summary

Quality rating	Details
Premier (High)	Where the surface is intended for Premier League play, with those within the top quartile capable of holding minor county and 1st class one day matches. May include some of the better schools and university pitches
Club (Standard)	A Club pitch suitable for league, school and junior cricket
Basic	An acceptable level suitable for recreational cricket and where the surface is designed and maintained within tight financial limitations such as local authorities
Unsuitable	This is where the surface is deemed unfit or unsafe for play

Clubs can contact the ECB to arrange for a pitch advisor to complete three different reports (comprehensive/mini/verbal) that vary in cost. A fully comprehensive report includes soil testing and guidance on machinery and corrective procedures, a mini report includes guidance on machinery and corrective procedures and a verbal report is a spoken version of a mini report.

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ECB Ball Strike

Where there is either new cricket provision being put in place, or more commonly a development which may prejudice the use of the cricket facility, there is a requirement for a full ball strike risk assessment to be undertaken and appropriate mitigation put in place as part of the development. As such, the ECB recommends that the clubs and organisations seek to have a ball strike risk assessment undertaken; further information can be provided by the ECB.

Ancillary facilities

The audit determines that most community available grass squares (nine or 50%) are accompanied by good quality ancillary provision. The remaining provision is either standard quality (28%) or poor quality (22%). The table below summarises the quality of ancillary provision at each site that accommodates a community available grass cricket square.

Table 4.7: Ancillary provision quality (grass wicket squares, site by site)

Site ID	Site	Analysis area	No. of squares	Ancillary provision quality
3	Beacon Cricket Club	South	2	Standard
6	Brewood Cricket Club	North West	1	Poor
23	Codsall Village Hall	Central	1	Good
27	Enville Sports and Social Club	South	1	Good
36	Hawkins Sports Club	North East	1	Standard
37	Himley Cricket Club	South	2	Poor
45	Kinver Sports and Community Association	South	1	Poor
50	Old Wulfrunians Sports and Social Club	South	1	Good
53	Penkridge Cricket Club	North	1	Good
67	Swindon Playing Fields	South	1	Good
68	Trysull Playing Fields	South	1	Good
71	Wightwick & Finchfield Cricket Club	South	1	Good
73	Wombourne Cricket Tennis and Bowling Club	South	1	Good
81	Weston Cricket Ground	North West	1	Standard
82	Wheaton Aston and Lapley Recreation Ground	North West	1	Standard
86	Springhill Cricket Club	South	1	Good

Poor quality facilities are located at Brewood Cricket Club, Himley Cricket Club and Kinver Sports and Community Association. The latter site is accompanied by a poor quality pavilion which through non-technical assessments appears to be unused and in a state of disrepair.

The pavilion at Brewood Cricket Club is old, tired and in need of modernisation with issues with limited changing rooms and a leaking roof. Brewood CC reports plans to improve the quality of the provision by increasing car parking, the amount of changing rooms and disability access.

Himley CC indicates its ancillary provision has been vandalised within the last year with damaged caused to the equipment shed and changing rooms. It aspires to acquire additional land in order to reconfigure its pavilion in order to create additional changing rooms for future growth. If it manages to achieve the above it will be able to bring all its demand onto one site instead of hiring school provision at Ounsdale High School (Wombourne).

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In addition to the above, Beacon CC reports its clubhouse provision is owned and maintained by Finchfield Hockey Club (The Bratch). It indicates that the buildings current positioning encroaches on one of the squares outfield. Furthermore, it has limited provision for women's and girls in comparison to current female participation levels.

Training facilities

Access to cricket nets is important, particularly for pre-season/winter training. Only six sites used by affiliated cricket clubs in South Staffordshire are not serviced by fixed bay practice nets, these being:

- ✦ Codsall Village Hall
- ✦ Hawkins Sports Club (Littlewood)
- ✦ Trysull Playing Fields
- ✦ Weston Cricket Ground (Weston-under-Lizard)
- ✦ Wheaton Aston and Lapley Recreation Ground
- ✦ Wigtwick & Finchfield Cricket Club (Castlecroft)

Although the majority of clubs are serviced by practice facilities, two clubs indicate through aspirations for additional training facilities through consultation. These are summarised in table below.

Table 4.8: Summary of demand for additional training facilities

Site ID	Site	Club	Comments
23	Codsall Village Hall	Codsall CC	Fixed bay practice nets and NTP
67	Swindon Playing Fields	Swindon CC	Mobile practice nets

4.3: Demand

In total there are 57 senior men's, 61 junior boys and three junior girls utilising cricket provision across South Staffordshire equating to 121 teams. Of these there are 14 South Staffordshire clubs competing generating 118 teams, two imported teams from Shifnal CC (Shropshire) and one team from unaffiliated club, Bedouins CC.

Table 4.9: Summary of teams based within South Staffordshire

Club name	Analysis area	No. of competitive teams			
		Senior men's	Senior women's	Junior boys'	Junior girls'
Beacon CC	South	6	-	6	-
Bedouins CC (Unaffiliated)	South	1	-	-	-
Brewood CC	North West	5	-	7	1
Codsall CC	Central	2	-	4	-
Envile CC	South	6	-	5	-
Hawkins CC	North East	3	-	-	-
Himley CC	South	7	-	10	1
Old Wulfrunians Tettenhall CC	South	2	-	4	-
Penkridge CC	North	6	-	5	-
Shifnal CC (Imported)	North West	2	-	-	-
Springhill CC	South	3	-	-	-
Swindon CC	South	3	-	5	-
Trysull & Seisdon CC	South	1	-	-	-

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Club name	Analysis area	No. of competitive teams			
		Senior men's	Senior women's	Junior boys'	Junior girls'
Wheaton Aston CC	North West	1	-	-	-
Wightwick & Finchfield CC	South	4	-	7	1
Wombourne CC	South	5	-	8	-
Total		57	-	61	3

There are a variety of leagues which service senior demand including; South Staffordshire County Cricket League, Birmingham & District Cricket League, Lichfield & District Cricket League, Shropshire County Cricket League and the Worcestershire County Cricket League. All of these are traditional leagues; there is no LMS league (or alternative) currently in South Staffordshire, with the closest league in operation located in Birmingham.

There are several leagues that cater for junior teams such as the South Staffordshire District and Junior League, the Worcestershire County Cricket League, the North Worcestershire Youth, the South Moorlands Junior and the Shropshire County Youth League.

The greatest amount of demand is located in the South Analysis Area (72%) which coincides with the majority of cricket provision. The least amount of demand is located in the North East Analysis Area with only the three senior teams from Hawkins CC.

Participation trends

Participation levels for cricket across the study area are strong with most clubs fielding several senior and junior teams. In fact, only two clubs in the District field just one adult team; Trysull & Seisdon CC and Wheaton Aston CC. Most clubs also report strong participation trends, with the majority remaining stable or growing over the last three years.

Only Himley CC reports a decrease in participation, particularly at junior level. However, it should also be noted that since its relocation, Cannock CC has also seen a reduction in teams at both a senior and junior level. This can be attributed to the uncertainty of its playing venue.

Exported demand

Displaced or exported demand refers to South Staffordshire based teams that are currently accessing pitches outside of the local authority for their home fixtures, normally because their pitch requirements cannot be met, which is usually because of pitch supply, in some cases quality issues or stipulated league requirements for access to certain facilities.

In total, three clubs based in South Staffordshire export five teams to neighbouring local authorities. Penkridge CC exports its third Saturday team to Stafford Grammar School (Stafford), Old Wulfrunians Tettenhall CC exports its third and fourth Saturday teams to Wolverhampton Cricket Club (City of Wolverhampton), whereas, Wightwick & Finchfield CC exports its third and fourth Saturday teams to The Royal School Wolverhampton (City of Wolverhampton).

No clubs through consultation indicate issues with the abovementioned arrangements with anecdotal evidence suggesting each site used is accessible for the respective club and is easier to reach than another site within South Staffordshire due to the authority's large geographical size.

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Imported demand

Imported demand refers to any demand from neighbouring local authorities that accesses facilities within the South Staffordshire study area due to a lack of available facilities in other local authorities where such team or club is based.

Shifnal CC currently imports its third and fourth Saturday men's teams to its second ground Weston Cricket Ground (Weston-under-Lizard) which is approximately six miles away from its home venue in Shropshire. The Club indicates it uses this ground as there is not enough facilities within own local authority to accommodate its demand and would examine returning this demand to the if provision became available.

As mentioned, Cannock CC previously imported its demand into South Staffordshire from Cannock Chase, however, this demand has since returned into its home local authority. As the tenure of its previous site Chase Park (Hatherton) is unknown it is likely that the Club's demand will remain in Cannock Chase for the foreseeable future.

Unmet demand

Unmet demand is existing demand that is not able to access sufficient pitches. It is usually expressed, for example, when a team is already training but is unable to access a match pitch, or when a league has a waiting list. There is no recorded unmet demand for cricket in South Staffordshire.

Future demand

Future demand can be defined in two ways, through participation increases and using population forecasts.

Participation increases

The ECB has also recently announced a new five-year media rights deals, from 2020-2024. The new deals include a continuation of the ECB relationship with Sky Sports, now extending beyond broadcasting as a genuine partnership to secure significant investment and commitment to increase participation and drive engagement. The new deals also include a return to free to air television for live cricket, with the BBC to show coverage of some international and domestic matches.

Together, significant investment in participation and increased free to air media coverage could see future demand increase to levels in excess of those anticipated through the PPS and the impact should therefore be reviewed over coming years.

The table below shows a summary of quantified club aspirations for future demand, as informed through consultation.

Table 4.10: Summary of future demand (club aspirations)

Club	Analysis area	Future demand			
		Senior men	Senior women	Junior	Total
Brewood CC	North West	-	1	3	4
Codsall CC	Central	-	-	1	1
Enville CC	South	-	1	-	1
Himley CC	South	1	-	-	1
Old Wulfrunians Tettenhall CC	South				
Penkridge CC	North	-	1	1	2

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Club	Analysis area	Future demand			
		Senior men	Senior women	Junior	Total
Springhill	South	-	1	1	2
Swindon CC	South	-	-	1	1
Total		1	4	7	12

Of clubs that responded to consultation, total future growth totals one senior men's, four senior women's and seven junior teams. This is expressed by seven clubs, with Beacon CC, Old Wulfrunians Tettenhall CC and Trysull & Seisdon CC reporting no growth aspirations. Anticipated growth is unknown regarding the remaining clubs as they did not respond to consultations requests.

Population forecasts

Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future (2037) based on population growth. When team generation rates are applied across South Staffordshire there is considered enough demand for the expected growth of two junior boys' team which can be attributed to the South Analysis Area when broken down.

Table 4.11: Team generation rates based on population growth (2037)

Age group	Current population within age group	Current no. of teams	Team Generation Rate ⁷	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Men's (18-55)	26,704	53	1:495	24,712	49	0
Senior Women's (18-55)	24,774	0	0	22,908	0	0
Junior Boys (7-18)	6,969	61	1:114	7,282	63	2
Junior Girls (7-18)	6,743	3	1:2,248	6,908	3	0

Please note that due to limited women's or girls' teams currently existing in South Staffordshire, team generation rates automatically predict that none will be created in the future as it takes current participation as a baseline. In contrast, consultation with the ECB suggests that the development of female cricket in the South Staffordshire is likely as it is currently a national priority with a target to establish two girls' and one women's team in every local authority over the next five years.

It is important to acknowledge that whilst team generation rates project team growth as a factor of population and existing teams, there are plans and strategies to increase the number of teams at some formats beyond what current trends suggest, due to a desire to change such trends. For example, female growth at women's and girls' age groups is relatively small, however there are planned increases in activity around female participation through both All Stars Cricket and a programme of softball cricket in 2018 which are likely to reflect in growth above levels shown through team generation rates.

⁷ Please note TGR figures are rounded to the lowest whole number.

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All Stars Cricket

In partnership with the ECB and Chance to Shine cricket clubs in South Staffordshire can register to become an ECB All Stars Cricket Centre. Once registered, a club can deliver the programme which aims to introduce cricket to children aged from five to eight. Subsequently, this may lead to increased interest and demand for junior cricket at clubs.

The programme seeks to achieve the following aims:

- ◀ Increase cricket activity for five to eight year olds in the school and club environment
- ◀ Develop consistency of message in both settings to aid transition
- ◀ Improve generic movement skills for children, using cricket as the vehicle
- ◀ Make it easier for new volunteers to support and deliver in the club environment
- ◀ Use fun small sided games to enthuse new children and volunteers to follow and play the game

In the Study Area, Beacon, Brewood, Enville, Himley, Old Wulfrunians Tettenhall, Penkridge, Springhill, Swindon, Wightwick & Finchfield and Wombourne cricket clubs all ran All Stars Cricket centres in 2019 and are subsequently likely to experience significant interest and growth in junior participation.

Softball cricket

Softball cricket is an ECB initiative aimed at women and girls to increase participation in cricket as a sport. The aim of softball cricket sections are enjoyment and participation; without pads, a hardball, a heavy bat and limited rules. Sessions follow a festival format with each session running for a maximum of two and half hours, shorter than traditional formats. Playing equipment is supplied by festival organisers, with all participants provided with a t-shirt for taking part.

Each match consists of two teams of six to eight people, with everyone having an opportunity to bat and bowl. Each team bats once, with a pair of batters facing two or three overs. Batters are dismissed in traditional ways, but bowling can be either overarm or underarm, depending on the bowler's preference. Each batting team starts with a score of 200 runs, with runs added to this total by running between the wickets or by hitting the ball to a boundary. Two runs are added to the total for each wide ball; whilst five runs are removed when a batter is out.

Beacon, Brewood and Himley cricket clubs have women and girls' sections which participate in softball cricket events in South Staffordshire.

Peak time demand

An analysis of match play identifies peak time demand for senior cricket as Saturdays, with the majority of teams playing within this time period. The remaining senior teams either play on Sundays or midweek.

For junior cricket, peak time demand varies between Sundays and midweek, with the clubs generally arranging the fixtures to best suit their needs. As a result, squares have greater capacity to carry junior demand as play can be spread across numerous days (providing the squares are not overplayed).

4.4: Capacity analysis

Capacity analysis for cricket is measured on a seasonal rather than a weekly basis. This is due to playability (as only one match is generally played per pitch per day at weekends or weekday evening) and because wickets are rotated throughout the season to reduce wear and tear and to allow for repair.

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The capacity of a square to accommodate matches is driven by the number and quality of wickets. This section of the report presents the current pitch stock available for cricket and illustrates the number of competitive matches per season per square. For good quality squares, capacity is considered to be five matches per wicket per season, whilst for a standard quality square, capacity is four matches per wicket per season. For poor quality squares, no capacity is considered to exist as such provision is not safe for play.

The number of matches played by each team has been derived from consultation with the clubs. Where consultation was not possible, the assumption has been made that all senior teams play between ten and 12 home matches per year and all junior teams play between four and eight matches per year depending on their age and level of competition.

The above is used to allocate capacity ratings as follows:

Potential capacity	Play is below the level the site could sustain
At capacity	Play matches the level the site can sustain
Overused	Play exceeds the level the site can sustain

Please note that non-turf wickets have been discounted from the table overleaf. No non-turf wicket squares are recorded as accommodating more than 60 matches per season; therefore, all non-turf wickets are considered to have spare capacity. This translates to actual spare capacity for junior cricket as peak time is midweek, whereby non-turf wickets are more commonly used and matches can be played on a variety of days.

The capacity analysis assumes that all clubs rotate their wickets evenly. However, this may not be the case at all sites, with central wickets potentially used more commonly than outer wickets that are closer to a boundary, especially for senior matches. The idea is to showcase what the capacity is or could be if best practice is followed for the whole square, rather than doing it on a wicket-by-wicket basis.

It should be noted that any potential spare capacity for senior and junior cricket has been discounted if the site is not available for community use, has unsecure tenure or is currently overplayed / played to capacity.

For reference a site is considered to have unsecure tenure if the cricket provision on the site is not guaranteed to be retained over the next three years. Unless known otherwise, town and parish council managed squares are considered to generally be secure, as part of the Council's maintained sports and leisure provision offering. In contrast, schools and academies often state their own policies and are more likely to restrict levels of community use. Therefore, they are considered to have unsecure tenure.

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Table 4.12: Capacity of cricket squares

Site ID	Site name	Settlement	Analysis area	Community use?	No. of squares	Pitch quality	No. of grass wickets	Capacity (sessions per season)	Actual play (sessions per season)	Capacity rating (sessions per season)	Potential spare capacity for senior cricket?	Potential spare capacity for junior cricket?
3	Beacon Cricket Club	The Bratch	South	Yes	2	Good	11	55	48	7	-	Yes
							6	30	22	8	-	Yes
6	Brewood Cricket Club	Brewood	North West	Yes	1	Good	12	60	43	17	-	-
23	Codsall Village Hall	Codsall	Central	Yes	1	Standard	12	48	27	21	-	Yes
27	Envile Sports and Social Club	Envile	South	Yes	1	Good	16	80	49	31	-	Yes
36	Hawkins Sports Club	Littlewood	North East	Yes	1	Standard	6	24	24		Yes	-
37	Himley Cricket Club	Himley	South	Yes	2	Standard	16	64	58	6	-	Yes
							11	55	44	11	-	Yes
45	Kinver Sports and Community Association	Kinver	South	Yes	1	Good	12	60	12	48	-	Yes
50	Old Wulfrunians Sports and Social Club	Castlecroft	South	Yes	1	Good	12	60	36	24	-	Yes
53	Penkridge Cricket Club	Pillaton	North	Yes	1	Standard	11	44	46	2	-	-
67	Swindon Playing Fields	Swindon	South	Yes	1	Poor	10	-	38	38	-	-
68	Trysull Playing Fields	Trysull	South	Yes	1	Good	10	50	19	31	-	Yes
71	Wightwick & Finchfield Cricket Club	Castlecroft	South	Yes	1	Good	8	40	63	23	-	-
73	Wombourne Cricket, Tennis and Bowling Club	Wombourne	South	Yes	1	Good	14	70	55	15	-	-
81	Weston Cricket Ground	Weston-under-Lizard	North West	Yes	1	Standard	8	32	20	12	-	Yes
82	Wheaton Aston and Lapley Recreation Ground	Wheaton Aston	North West	Yes	1	Standard	7	28	19	9	-	Yes
86	Springhill Cricket Club	Springhill	South	Yes	1	Good	6	30	22	8	-	Yes

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Senior cricket spare capacity

A square is only considered to have actual spare capacity if it is available for further usage at peak time. For senior cricket, peak time is Saturday as this is when most demand exists. As only one match can be played on each square per day, only two Saturday teams can be assigned to play home matches on one square (based on matches being played on an alternate home and away basis). As such, if a square has two Saturday teams already playing home fixtures on it, no actual spare capacity is perceived to exist for additional senior usage. If one or no teams are playing on a square on a Saturday, and it has overall capacity, actual spare capacity for senior demand is generally identified.

Notwithstanding the above, there may be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as actual spare capacity against the site. For example, a site may be managed to operate slightly below full capacity to ensure that it can cater for a number of regular training sessions, or to protect the quality of the site. As such, no sites that are over, at, or close to capacity are considered to have actual spare capacity (at least 10 match equivalent sessions of spare capacity are required for an additional senior team to be accommodated) and neither are sites with unsecure tenure as future usage cannot be guaranteed.

Hawkins Sports Club (Littlewood) is the only site in South Staffordshire which indicates potential spare capacity at peak time although this has been discounted as the square is already operating at capacity. This means any further demand would cause the square to become overplayed.

It is worth noting that more squares have spare capacity on a Sunday, meaning additional senior demand could be accommodated outside of the peak period whilst still playing within a competitive league format, if necessary. This also provides additional capacity for senior women's cricket, which is more likely to be played on a Sunday.

Junior cricket spare capacity

For junior cricket, most squares with spare capacity have actual spare capacity for an increase in demand. This is because junior matches are generally played during midweek, where matches can be spread across numerous days, meaning capacity is not limited to two teams. Moreover, the presence of junior wickets at certain sites, as well as NTPs, provide further capacity that is generally not available to senior demand.

For a square to have actual spare capacity for junior cricket, it must not be poor quality, have secure tenure, not be overplayed or have more than four match equivalent sessions of spare capacity as this is the average number of matches an additional junior team would play. Furthermore, a square is not considered to have capacity for an increase in demand if it is already used by six midweek teams or more as availability is then assumed to be limited (on average, clubs are able to play junior fixtures on three nights per week, with other nights reserved for other activity such as All Stars).

Table 2.13: Summary of actual spare capacity for junior cricket

Site ID	Site name	Analysis area	Actual spare capacity (MES)	Number of additional teams that could be accommodated
3	Beacon Cricket Club	South	15	3 x team
23	Codsall Village Hall	Central	21	3 x teams
27	Envile Sports and Social Club	South	31	2 x teams

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Site ID	Site name	Analysis area	Actual spare capacity (MES)	Number of additional teams that could be accommodated
37	Himley Cricket Club	South	17	3 x teams
45	Kinver Sports and Community Association	South	48	6 x teams
50	Old Wulfrunians Sports and Social Club	South	24	3 x teams
68	Trysull Playing Fields	South	31	6 x teams
81	Weston Cricket Ground	North West	12	3 x teams
82	Wheaton Aston and Lapley Recreation Ground	North West	9	2 x teams
86	Springhill Cricket Club	South	10	2 x teams

As shown in the table above there is enough junior peak time available across South Staffordshire to accommodate an additional 33 junior teams. As such, despite large amounts of actual spare capacity being identified for an increase in junior demand, capacity may still be an issue for clubs with large junior sections that may not be able to play all their matches on one square.

Overplay

There are three sites in South Staffordshire considered to be overplayed by a total of 63 match equivalent sessions per season. Although it is possible to sustain certain, minimal levels of overplay providing that a regular, sufficient maintenance regime is in place, a resolution is recommended to ensure that there is no detrimental effect on quality over time.

Table 2.14: Summary of overplay

Site ID	Site name	Analysis area	Number of squares	Overplay (matches per season)
53	Penkridge Cricket Club	North	1	2
67	Swindon Playing Fields	South	1	38
71	Wightwick & Finchfield Cricket Club	South	1	23
Total			3	63

The overplay on grass cricket squares in South Staffordshire derives from two analysis areas. The North Analysis Area has overplay totalling two match equivalent sessions per season and the South Analysis Area has overplay totalling 61 match equivalent sessions per season.

High levels of overplay at Swindon Playing Fields can be attributed to the fact the square is assessed as poor quality due to vandalism prior to the start of the season. If this square was to improve to either standard or good quality, it would significantly reduce the level of overplay across the District.

4.5: Supply and demand analysis

Consideration must be given to the extent in which provision can accommodate current and future demand.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Senior cricket capacity balance

The table below looks at actual spare capacity during the peak period (Saturday) for senior cricket against overplay and identified future demand. Future demand is based on club aspirations; with team generation rates predicting relatively no growth, it is considered that such demand will be absorbed via club-driven increases in participation.

For this, please note that actual spare capacity is converted from squares to match equivalent sessions. This is calculated by using the average number of matches played per season by senior teams (10) multiplied by the number of additional teams that can be fielded at peak time (one team per 0.5 squares that are available). The entirety of spare capacity available at each site is not used as this number of matches may not be able to be hosted at peak time (the maximum amount of spare capacity that can be accommodated on one square at peak time is 20 match equivalent sessions). Any remaining spare capacity could be used outside of this (midweek or Sunday).

Similarly, match equivalent sessions for future demand are based on the average number of matches played per season by the respective team type (10 matches for senior men's matches and eight matches for senior women's).

Table 2.15: Capacity balance of grass cricket squares for senior cricket

Analysis area	Actual spare capacity (match sessions per season)	Demand (match sessions per season)			
		Overplay	Current total	Future demand	Total
Central	-	-	-	-	-
North	-	2	2	8	10
North East	-	-	-	-	-
North West	-	-	-	8	8
South	-	61	61	26	87
Total	-	63	63	42	105

Analysis suggests that there is currently an overall shortfall equating to 63 match equivalent sessions, which can be attributed to overplay in the North and South analysis areas. When accounting for future demand, in addition to the North and South, the North West Analysis Area also becomes overplayed. This results in an overall shortfall across South Staffordshire amounting to 105 match equivalent sessions per season.

Junior cricket capacity balance

The table below looks at actual spare capacity during the peak period (midweek) for junior cricket.

For this, actual spare capacity equates to the total spare capacity at each available site or, if it is lower, the total number of additional junior teams that could be fielded on each available square (on the assumption that one square can accommodate six midweek teams playing home and away) multiplied by four (the average number of matches a junior team plays). This is because additional demand at peak time is not limited to one day.

Overplay is also greater than that identified in the senior cricket capacity balance as it also accounts for overplay of junior wickets. Future demand is quantified by multiplying the predicted future number of junior teams and multiplying by the average number of matches played during a season (four).

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Table 2.16: Capacity balance of grass cricket squares for junior cricket

Analysis area	Actual spare capacity (match sessions per season)	Demand (match sessions per season)			
		Overplay	Current total	Future demand	Total
Central	12	-	12	4	8
North	-	2	2	4	6
North East	-	-			
North West	20	-	20	12	8
South	100	61	39	16	23
Total	132	63	69	36	33

Analysis of cricket provision for junior demand suggests that there is current spare capacity in three out of the five analysis areas, with minor shortfalls in the North Analysis Area. Overall spare capacity amounts to 69 match equivalent sessions.

When factoring in future demand, the shortfall worsens in the North Analysis Area; however, there remains overall capacity within the South Staffordshire for junior cricket totalling 33 match equivalent sessions.

4.6: Conclusions

With shortfalls existing, it is imperative that good quality provision is protected and sustained, whilst standard and poor quality provision should be improved to better cater for demand and to help negate what overplay exists.

To further alleviate issues, multiple aspects could be explored. This includes improving security of tenure across a greater number of sites, gaining access to more provision (e.g. via schools), installing more NTPs and better utilising existing NTPs, ensuring ancillary and practice provision is adequate for all forms of play and exploring the creation of new squares. These will be further explored within the Strategy document.

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Cricket summary

- ▶ **In summary, there is insufficient supply of cricket provision to cater for current senior demand across South Staffordshire whereas there is an overall spare capacity for junior demand.**
- ▶ **When factoring in future demand, a shortfall for junior cricket becomes evident with the shortfall for senior cricket worsening.**
- ▶ There are 18 grass wicket squares in South Staffordshire located across 16 sites, with all of the squares are available for community use.
- ▶ There are NTPs accompanying the grass wicket squares at four sites and standalone NTPs at six sites.
- ▶ Two squares have been disused at Chase Park (Hatherton) since the site closed in June 2019. A further two squares were previously located at Kinver High School although these are not believed to have been maintained since 2011.
- ▶ Seven of the 14 clubs across South Staffordshire have secure tenure at their home venues through either ownership or a long term lease. The remaining clubs are considered unsecure as their tenure is either unknown or rented on an annual basis.
- ▶ The non-technical assessment of grass wicket squares in South Staffordshire found ten to be good quality, seven to be standard quality and one to be poor quality.
- ▶ Swindon CC reports the square at Swindon Playing Fields is poor quality having been damaged prior to the start of the 2019/20 season. It has been forced to make remedial repairs the square in order to host competitive fixtures, however, it will be re-laid before the 2020/21 season at significant cost to the Club.
- ▶ The audit determines that the majority of community available grass squares (nine or 50%) are accompanied by good quality ancillary provision. The remaining provision is either standard quality (28%) or poor quality (22%).
- ▶ Brewood CC reports plans to improve the quality of the ancillary provision at Brewood Cricket Club by increasing car parking, the amount of changing rooms and disability access.
- ▶ Himley CC aspires to acquire additional land in order to reconfigure the pavilion at Himley Cricket Club to create additional changing rooms for future growth.
- ▶ Codsall CC and Swindon CC indicate aspirations for additional training facilities.
- ▶ There are 16 clubs competing in South Staffordshire generating 121 teams, equating to 57 senior men's, 61 junior boys and three junior girls teams.
- ▶ In total three clubs based in South Staffordshire export five teams to neighbouring local authorities.
- ▶ Shifnal CC currently imports its third and fourth Saturday men's teams to its second ground Weston Cricket Ground which is approximately six miles away from its home venue in Shropshire.
- ▶ Club aspirational future demand amounts to one senior men's, four senior women's and seven junior teams.
- ▶ Team generation rates expect two junior boys teams to be generated in the South Analysis Area.
- ▶ Only Hawkins Sports Club (Littlewood) indicates potential spare capacity at peak time although this has been discounted as the square is already operating at capacity.
- ▶ There are three sites in South Staffordshire considered to be overplayed by a total of 63 match equivalent sessions per season.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

PART 5: RUGBY UNION

5.1: Introduction

The Rugby Football Union (RFU) is split into six areas across the country with a workforce team that covers development, coaching, governance and competitions. South Staffordshire falls within Area Five, with Rugby Development Officers (RDOs) and a team of Community Rugby Coaches (CRC) that deliver core programmes in schools and clubs.

Its variety of programmes, which include 15 aside, 10 aside, 7 aside, Tag and the O2 Touch programme, all aim to increase and retain participation within the game. In order to sustain and increase participation in the game facilities need to be appropriate, affordable and accessible.

Consultation

There are eight clubs currently playing within South Staffordshire. Of these, Dudley Kingswinford, Stourbridge, Stourbridge Lions, and Wolverhampton rugby clubs were met with face-to-face whilst Cannock RFC and Essington RFC responded to an electronic survey. Wheaton Aston & Penkridge RFC and Willenhall RFC were unresponsive to consultation requests, meaning the response rate equates to 75%.

Consultation was also undertaken with the RFU to provide a wider perspective of rugby union in the District.

5.2: Supply

Within South Staffordshire there are 17 senior, eight junior and nine mini pitches identified. All but one of the pitches are available for community use, with only the senior pitch at Kinver High School unavailable for community use.

The majority of rugby union provision in the District is in South Analysis Area (21 pitches). There are a further seven pitches in North East Analysis Area and five pitches in North Analysis Area. No rugby union pitches are identified in either Central or North West analysis areas.

Table 5.1: Supply of rugby union pitches available for community use

Analysis area	No. of senior pitches	No. of junior pitches	No. of mini pitches
Central	-	-	-
North	3	2	-
North East	5	2	-
North West	-	-	-
South	9	3	9
Total	17	7	9

The audit only identifies dedicated, line marked pitches. For rugby union pitch dimension sizes please see the table overleaf.

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Table 5.2: Pitch dimensions

Age	Pitch type	Maximum pitch dimensions (metres) ⁸
U7	Mini	20 x 12
U8	Mini	45 x 22
U9	Mini	60 x 30
U10	Mini	60 x 35
U11	Mini	60 x 43
U12	Mini	60 x 43
U13	Junior	90 x 60 (60 x 43 for girls)
U14 +	Senior	100 x 70 ⁹

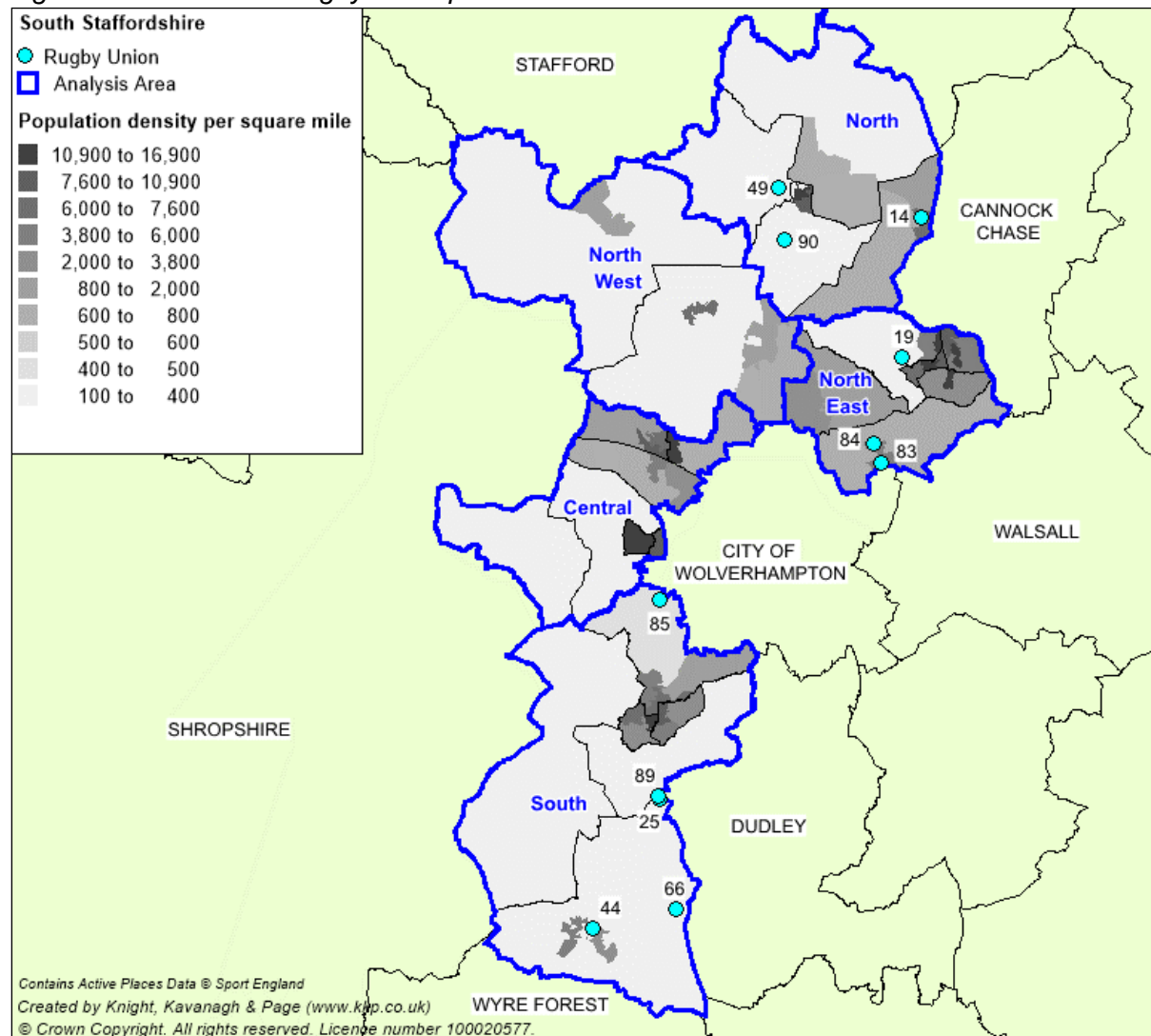
Figure 5.1 overleaf shows the location of all rugby union pitches within South Staffordshire, regardless of community use. For a key to the map, see Table 5.6.

⁸ Recommended run off area for all pitch types requires five-metres each way and a minimum in-goal length of six metres.

⁹ Minimum dimensions of 94 x 68 metres are accepted.

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Figure 5.1: Location of rugby union pitches within South Staffordshire



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Future provision

Dudley Kingswinford RFC has aspiration to install an artificial pitch at Dudley Kingswinford Rugby Football Club to accommodate the Club's training demand. This would ideally be located on the current training pitch on site.

Stourbridge RFC has ambitions to purchase land adjacent to Stourton Park (Stourbridge RFC) (Wollaston) from a private owner to provide another senior pitch and two mini pitches although the cost to purchase the land is currently uncondusive.

Cannock RFC states that it has aspiration for an additional junior/training pitch although does not mention where this would be located.

Security of tenure

Dudley Kingswinford, Stourbridge, Stourbridge Lions and Wolverhampton rugby clubs all own their respective home venues whilst Essington RFC has a long-term lease agreement from the Parish Council for the use of Essington Rugby Club. Willenhall RFC also access the pitches at Essington Rugby Club on an ad-hoc basis when its pitches are unplayable.

It should be noted that Dudley Kingswinford RFC has an annual lease agreement for the use of Scouts Playing Fields.

Consultation with Cannock RFC revealed that the Club has 16 years left on its lease agreement with CISWO for the use of Cannock Rugby Club (Huntington). The agreement is reported to be expensive for the Club.

Willenhall RFC owns the two floodlit pitches and the Clubhouse at Willenhall Rugby Club (Essington). The remaining two pitches are leased on a short-term rolling agreement. The Club aspires for this to be extended to a long-term agreement.

Wheaton Aston & Penkridge RFC rents a pitch at Penkridge Sports and Recreation Centre (Monckton Recreation Centre) from the Community Trust.

Pitch quality

The methodology for assessing rugby pitch quality looks at two key elements; the maintenance programme and the level of drainage on each pitch. An overall quality based on both drainage and maintenance can then be generated.

The agreed rating for each pitch type also represents actions required to improve pitch quality. A breakdown of actions required based on the ratings can be seen below:

Table 5.3: Definition of maintenance categories

Category	Definition
M0	Action is significant improvements to maintenance programme
M1	Action is minor improvements to maintenance programme
M2	Action is no improvements to maintenance programme

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Table 5.4: Definition of drainage categories

Category	Definition
D0	Action is pipe drainage system is needed on pitch
D1	Action is pipe drainage is needed on pitch
D2	Action is slit drainage is needed on pitch
D3	No action is needed on pitch drainage

Table 5.5: Quality ratings based on maintenance and drainage scores

		Maintenance		
		Poor (M0)	Adequate (M1)	Good (M2)
Drainage	Natural Inadequate (D0)	Poor	Poor	Standard
	Natural Adequate (D1)	Poor	Standard	Good
	Pipe Drained (D2)	Standard	Standard	Good
	Pipe and Slit Drained (D3)	Standard	Good	Good

The figures are based upon a pipe drained system at 5m centres that has been installed in the last eight years and a slit drained system at 1m centres that has been installed in the last five years.

Of the community available pitches in South Staffordshire, 15 are assessed as standard quality and 18 as poor quality. No pitches, whether they are community accessible or not, are assessed as good quality.

Pitches used at Cannock RFC (Huntington) and Essington Rugby Club are assessed as poor quality. This is because they receive minimal maintenance, consisting only of grass cutting, line marking and occasional verti-draining. Cannock RFC have a tractor, mower and spiker for maintenance work although the Club is in need of a deeper penetrating spiker. The Club also has ambitions to install drainage under the existing pitches. It is reported that most of this work has been completed and will be completed in the Summer.

Whilst pitches at Wolverhampton Rugby Union Football Club (Castlecroft) are maintained to an adequate standard, historically the pitches have only been cut and marked. The pitches are now said to be in need of fertilising, scarifying and reseeding in order to bring them back to a reasonable standard. Therefore, these pitches have been assessed as poor quality. Due to the age of the drainage systems in place on site, the pitches are now considered to only have natural drainage.

Pitches located at Stourton Park (Stourbridge RFC) (Wollaston) are assessed as poor quality due to drainage issues on all three grass pitches on site.

All non-club rugby union pitches in South Staffordshire are assessed as poor quality, except for the two pitches located at Scouts Playing Fields (Kingswinford). As mentioned previously, Dudley Kingswinford RFC has an annual lease agreement for the use of Scouts Playing Fields (Kingswinford) with the Club responsible for the maintenance of the pitches. As a result, the two pitches on site are of standard quality.

A detailed breakdown of such provision can be seen in the table overleaf.

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Table 5.6: Site quality ratings

Site ID	Site name	Analysis area	Community use?	Number of pitches	Pitch type	Floodlit?	Non-technical assessment score	Quality rating
14	Cannock RFC	North	Yes	1	Senior	Yes	M0/D1	Poor
				1	Senior	No	M0/D1	Poor
				1	Junior	Yes	M0/D1	Poor
19	Cheslyn Hay Sport & Community High School	North East	Yes	1	Junior	No	M0/D1	Poor
25	Dudley Kingswinford Rugby Football Club	South	Yes	2	Senior	Yes	M1/D1	Standard
				1	Senior	No	M1/D1	Standard
				1	Junior	Yes	M1/D1	Standard
				9	Mini	No	M1/D1	Standard
44	Kinver High School	South	No	1	Senior	No	M0/D1	Poor
49	Penkridge Sports and Recreation Centre (Monckton Recreation Centre)	North	Yes	1	Senior	Yes	M0/D1	Poor
66	Stourton Park (Stourbridge RFC)	South	Yes	2	Senior	Yes	M1/D0	Poor
				1	Senior	No	M1/D0	Poor
83	Essington Rugby Club	North East	Yes	1	Senior	No	M0/D1	Poor
				1	Junior	No	M0/D1	Poor
84	Willenhall Rugby Club	North East	Yes	1	Senior	Yes	M1/D1	Standard
				1	Senior	Yes	M0/D1	Poor
				2	Senior	No	M0/D1	Poor
85	Wolverhampton Rugby Union Football Club	South	Yes	2	Senior	Yes	M0/D1	Poor
				1	Senior	Yes	M0/D0	Poor
89	Scouts Playing Fields	South	Yes	2	Junior	No	M1/D1	Standard
90	The Rural Enterprise Academy	North	Yes	1	Junior	No	M0/D1	Poor

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Ancillary facilities

Ancillary provision at Essington Rugby Club is poor quality. The facilities are reported to be basic and dated and there is no officials changing room. The Club has ambitions to re-roof the pavilion, expand the car park, create a dedicated officials changing room and create disabled toilet facilities. The site is also known to suffer from vandalism on a regular basis.

Despite having good quality ancillary provision, Cannock RFC reports the four changing rooms on site are insufficient for the Club's needs. It has ambitions to install at least two more changing rooms on site, with an emphasis on providing dedicated women's and girls' facilities. Whilst parking facilities on site are deemed to be adequate, the car park and access road are deemed to be in need of resurfacing. The Club also indicates that the floodlights on site will require maintenance in the Summer to ensure it can continue to train under them.

Wolverhampton RFC recently received both Sport England and RFU funding for the ancillary provision at the Club's home ground and so facilities are of good quality. The Club's initial plans had been to provide a second story on the current pavilion although planning permission was denied for this development.

Dudley Kingswinford RFC has aspirations to tarmac the rest of the car park and provide an external café area at Dudley Kingswinford Rugby Football Club.

The flow of traffic into Stourton Park (Stourbridge RFC) (Wollaston) is reported as an issue by Stourbridge RFC. With a single one-track lane, access to and from the site is problematic at peak times. The Club has planning permission to build a second exit onto the main road although it does not currently have the funding in place for the development. In addition, the Club also runs a BTEC course in partnership with Sandwell College and it would like this to be located on site, meaning it has ambitions to provide dedicated facilities for the students including two new changing rooms and a gym area.

Ancillary facilities at Penkridge Sports and Recreation Centre (Monckton Recreation Centre) are of standard quality.

Consultation with the RFU revealed that Willenhall RFC aspires to improve the changing rooms and clubhouse located at its site. Development work has previously taken place although further work is required to ensure changing rooms meet RFU guidelines. Clubhouse developments remain an aspiration for the Club to move forward with. The Club also has issues with the floodlighting presently and may require additional floodlights to ensure lighting is adequate for winter training.

5.3: Demand

Competitive play

There are eight community rugby union clubs based in South Staffordshire, providing a total of 77 teams. This is divided into 20 senior men's, three senior women's, 19 junior boys', two junior girls' and 33 mini teams. The clubs vary in size, with the two largest clubs fielding 21 (Dudley Kingswinford RFC) and 15 (Wolverhampton RFC) teams compared Stourbridge Lions RFC and Wheaton Aston & Penkridge RFC which each have just one senior team.

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Table 5.7: Summary of club demand

Club	Analysis area	No. of rugby union teams		
		Senior (19+)	Junior (13-17)	Mini (6-12)
Cannock RFC	North	4	3	3
Dudley Kingswinford RFC	South	4	5	12
Essington RFC	North East	2	-	-
Stourbridge RFC	South	3	5	6
Stourbridge Lions RFC	South	1	-	-
Wheaton Aston & Penkridge RFC	North	1	-	-
Willenhall RFC	North East	3	4	6
Wolverhampton RFC	South	4	5	6
Total		22	22	33

In addition to the teams above, Dudley Kingswinford RFC has girls' groups at U13, U15 and U18 although the numbers are insufficient to create teams. Furthermore, the Club has an U6 section which has not been considered in the figures above as this is not a formally recognised age format. Despite this, the Club regularly fields four teams in the U6 age group for training purposes and therefore this is considered in the capacity analysis that follows.

Stourbridge RFC also has women and girls' squads in place although these have not formed teams as of yet, whilst Wolverhampton RFC sporadically fields a fourth men's, second women's and a girls U18 team. These teams have not been accounted for in the figures above as they do not play regular fixtures and are not affiliated.

Training

Throughout the Country, many rugby teams train at their home ground on match pitches. As a result, usage is concentrated which reduces the capacity for match play on these pitches and means they are more likely to be overplayed. A key factor in determining the extent of training on match pitches is the presence of floodlighting.

Wolverhampton and Essington rugby clubs have dedicated floodlit training areas on site which accommodate their respective training demand whilst Stourbridge RFC and Stourbridge Lions RFC utilises the 3G pitch at Stourton Park (Stourbridge RFC) (Wollaston) for its training demand.

Cannock, Dudley Kingswinford and Willenhall rugby clubs all have dedicated training pitches at their respective home venues which accommodate each club's training demand. As mentioned previously, Dudley Kingswinford RFC aspires to replace its space with an artificial surface, whilst Willenhall RFC wants to improve its floodlighting.

Wheaton Aston & Penkridge RFC train and play on the single rugby union pitch at Penkridge Sports and Recreation Centre (Monckton Recreation Centre).

Use of artificial pitches

Nationally, clubs identify the use of 3G pitches for training as a method of protecting the match pitches and providing a high quality surface for full contact practice. Competitive play continues to take place on grass pitches for the most part, with ad hoc use of 3G pitches for fixtures in the case of unsuitable pitches due to waterlogging or frost. Further detail on use of 3G pitches can be found in Part 3: Third Generation Turf (3G) Artificial Grass Pitches (AGPs).

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In December 2015, the RFU announced plans to increase the supply of available World Rugby certified pitches across the country as part of its investment strategy. This is to be made up of 60 pitches on rugby club sites, with a further 40 pitches on other community based sites with usage agreements securing capacity for use by local rugby clubs and groups. The RFU believes increased investment into 3G pitches will allow it to sustain and grow participation in the game given increasing pressure on grass pitches, changing player expectations, competition from other sports investing in artificial pitches and changing weather conditions.

There is currently one World Rugby compliant 3G pitch in South Staffordshire; located at Stourton Park (Stourbridge RFC) (Wollaston). Dudley Kingswinford RFC also aspires to install a 3G pitch at Dudley Kingswinford Rugby Football Club.

Exported demand

Displaced or exported demand refers to South Staffordshire based teams that are currently accessing pitches outside of the local authority for their home fixtures, normally because their pitch requirements cannot be met, which is usually because of pitch supply, in some cases quality issues or stipulated league requirements for access to certain facilities.

No demand is identified as being exported outside of South Staffordshire.

Imported demand

Imported demand refers to any demand from neighbouring local authorities that accesses facilities within the South Staffordshire study area due to a lack of available facilities in other local authorities where such team or club is based.

No demand is identified is being imported into South Staffordshire, however, as its name suggests, Wolverhampton RFC considers itself to be a Wolverhampton club as it draws most of its player base from the City. Despite this, the Club's home venue is located in South Staffordshire along the boundary with Wolverhampton.

Similarly, Cannock Chase RFC draws the majority of its player base from the Cannock Chase District despite the Club's home venue being located in South Staffordshire. Neither Club is known to have desire to relocate back to its perceived home authority as both clubs own their respective venues in South Staffordshire.

Unmet demand

Unmet demand is existing demand that is not able to access sufficient pitches. It is usually expressed, for example, when a team is already training but is unable to access a match pitch, or when a league has a waiting list.

Dudley Kingswinford RFC reports that a cap has been placed on the Club's U6 and U7 age groups due to limited pitch space on site and a lack of volunteers to handle an increase in playing numbers.

Future demand

Future demand can be defined in two ways, through participation increases and using population forecasts.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Participation increases

Table 5.8: Summary of club demand aspirational future demand

Club	Analysis area	No. of rugby union teams				
		Senior men's (19+)	Senior women's (19+)	Junior boys (13-18)	Junior girls (13-18)	Mini (6-12)
Cannock RFC	North	1	1	4	2	-
Dudley Kingswinford RFC	South	1	-	-	3	-
Essington RFC	North East	-	-	-	-	-
Stourbridge RFC	South	-	1	-	1	-
Stourbridge Lions RFC	South	-	-	-	-	-
Wheaton Aston & Penkridge RFC	North	Unknown				
Willenhall RFC	North East	Unknown				
Wolverhampton RFC	South	1	1	-	1	-
Total		3	3	4	7	0

In total, clubs across South Staffordshire have aspirations to increase by a total of 17 teams, equating to six senior and 11 junior teams. Neither Stourbridge Lions RFC nor Essington RFC express future demand aspirations, instead focusing on retaining current levels of demand.

Population increases

Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future based on population growth (2037).

Table 5.9: Team generation rates (2037)

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group (2037)	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Men (19-45)	17,239	19	1:907	16,565	18.3	0
Senior Women (19-45)	15,383	3	1:5,128	15,051	2.9	0
Junior Boys (13-18)	3,574	20	1:179	3,835	21.5	1
Junior Girls (13-18)	3,404	2	1:1,702	3,582	2.1	0
Mini Mixed (7-12)	6,734	33	1:204	1,824	8.9	0

As can be seen in the table above, there is enough expected growth across the District to generate one additional junior boys' team. When team generation rates are broken down by analysis area, it is revealed that this team will be located in the South Analysis Area.

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Education

Rugby union is traditionally a popular sport within independent schools; however, the RFU is also active in developing rugby union in local state schools through the All Schools programme launched in September 2012. This aims to increase the number of secondary state schools playing rugby union, with such schools linking to a local team of RFU rugby development officers (RDOs) which deliver coaching sessions and offer support to establish rugby union as part of the curricular and extracurricular programme.

There are currently no All Schools programmes in operation within South Staffordshire. The RFU reports there will be renewed efforts to provide this in the District with links to the more sustainable clubs in the area.

The peak period

In order to fully establish actual spare capacity, the peak period needs to be established for all types of rugby. For senior teams, it is considered to be Saturday PM as all senior men's teams play at this time. Peak time for mini and junior rugby is Sunday AM.

5.4: Capacity analysis

The capacity for pitches to regularly accommodate competitive play, training and other activity over a season is most often determined by quality. As a minimum, the quality and therefore the capacity of a pitch affects the playing experience and people's enjoyment of playing rugby. In extreme circumstances, it can result in the inability of a pitch to cater for all or certain types of play during peak and off-peak times.

To enable an accurate supply and demand assessment of rugby pitches, the following assumptions are applied to site by site analysis:

- ✦ All sites that are used for competitive rugby matches (regardless of whether this is secured community use) are included on the supply side.
- ✦ Use of school pitches by schools increases demand by one match equivalent session per pitch.
- ✦ All competitive play is on senior sized pitches (except for where mini pitches are provided).
- ✦ From U13 upwards, teams play 15 v 15 and use a full pitch.
- ✦ Mini teams (U6-U12) play on half of a senior pitch i.e. two teams per senior pitch or a dedicated mini pitch.
- ✦ For senior and youth teams the current level of play per week is set at 0.5 for each match played based on all teams operating on a traditional home and away basis (assumes half of matches will be played away).
- ✦ For mini teams playing on a senior pitch, play per week is set at 0.25 for each match played based on all teams operating on a traditional home and away basis and playing across half of one senior pitch.
- ✦ Senior men's rugby generally takes place on Saturday afternoons.
- ✦ Senior women's rugby generally takes place on Sunday afternoons.
- ✦ Junior rugby generally takes place on Sunday mornings.
- ✦ Mini rugby generally takes place on Sunday mornings.
- ✦ Training that takes place on club pitches is reflected by the addition of match equivalent sessions to current usage levels.

As a guide, the RFU has set a standard number of matches that each pitch should be able to accommodate, set out overleaf.

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Table 5.10: Pitch capacity (matches per week) based on quality assessments

		Maintenance		
		Poor (M0)	Adequate (M1)	Good (M2)
Drainage	Natural Inadequate (D0)	0.5	1.5	2
	Natural Adequate or Pipe Drained (D1)	1.5	2	3
	Pipe Drained (D2)	1.75	2.5	3.25
	Pipe and Slit Drained (D3)	2	3	3.5

Capacity is based upon a basic assessment of the drainage system and maintenance programme ascertained through a combination of the quality assessment and consultation. This guide, however, is only a very general measure of potential pitch capacity. It does not account for specific circumstances at time of use and it assumes average rainfall and an appropriate end of season rest and renovation programme.

Education sites

To account for curricular/extra-curricular use of education pitches it is likely that the carrying capacity at such sites will need to be adjusted. The only time this would not happen is when a school does not use its pitches at all and the sole use is community use. The adjustment is typically dependent on the amount of play carried out and the number of pitches on site.

In some cases, where there is no identified community use, there is little capacity to accommodate further play. Internal usage often exceeds recommended pitch capacity, which is further exacerbated by basic maintenance regimes that may not extend beyond grass cutting and line marking.

Table 5.11 shows community usage of available pitches. Where not overplayed as a result of community use, school sites are considered to have no spare capacity to accommodate further usage based on assumed curricular and extracurricular activity.

For school sites which are available for community use but that currently do not have any external hirers. one match equivalent session per week, per pitch has been accredited to indicate use for curricular and extracurricular activity as opposed to them being completely unused.

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Table 5.11: Capacity table for rugby pitches in South Staffordshire

Site ID	Site name	Settlement	Analysis area	Community use?	Number of pitches	Pitch type	Quality rating	Floodlit?	Non-tech score	Match equivalent sessions (per week)	Pitch Capacity (sessions per week)	Capacity rating	Comments
14	Cannock RFC	Huntington	North	Yes	1	Senior	Poor	Yes	M0/D1	1.5	1.5		One poor quality, floodlit senior pitch which is played to capacity through Cannock RFC's men's and ladies match demand.
14	Cannock RFC	Huntington	North	Yes	1	Senior	Poor	No	M0/D1	1.25	1.5	0.25	One poor quality senior pitch which is used by Cannock RFC's veterans team and mini teams for match demand.
14	Cannock RFC	Huntington	North	Yes	1	Junior	Poor	Yes	M0/D1	5.5	1.5	4	One poor quality, floodlit junior pitch which accommodates Cannock RFC's training demand and junior match demand.
19	Cheslyn Hay Sport & Community High School	Cheslyn Hay	North East	Yes-unused	1	Junior	Poor	No	M0/D1	1	1.5	0.5	One poor quality junior pitch which is used only for curricular demand.
25	Dudley Kingswinford Rugby Football Club	Kingswinford	South	Yes	3	Senior	Standard	Yes	M1/D1	6	6		Three senior pitches which are played to capacity by Dudley Kingswinford through match and training demand.
25	Dudley Kingswinford Rugby Football Club	Kingswinford	South	Yes	1	Junior	Standard	No	M1/D1	1	2	1	One junior pitch used by Dudley Kingswinford RFC's U14 and U15 teams for match demand.
25	Dudley Kingswinford Rugby Football Club	Kingswinford	South	Yes	9	Mini	Standard	No	M1/D1	6.5	18	11.5	Nine mini pitches ranging from U7-U11 pitch dimensions. The pitches are used by Dudley Kingswinford RFC for mini match/training demand.
44	Kinver High School	Kinver	South	No	1	Junior	Poor	No	M0/D1	1	1.5	0.5	One junior pitch which is unavailable for community use. The pitch is used solely for curricular demand.
49	Penkridge Sports and Recreation Centre (Monckton Recreation Centre)	Penkridge	North	Yes	1	Senior	Poor	No	M0/D1	1.5	1.5		One poor quality senior pitch which is played to capacity through Wheaton Aston & Penkridge RFC's match and training demand.
66	Stourton Park (Stourbridge RFC)	Wollaston	South	Yes	2	Senior	Poor	Yes	M1/D0	2	3	1	Two poor quality, floodlit senior pitches that are used for Stourbridge RFC's match demand.
66	Stourton Park (Stourbridge RFC)	Wollaston	South	Yes	1	Senior	Poor	No	M1/D0	1	1.5	0.5	One poor quality senior pitch that is used for Stourbridge RFC's match demand.
83	Essington Rugby Club	Essington	North East	Yes	1	Senior	Poor	No	M0/D1	1	1.5	0.5	One poor quality senior pitch which is used by Essington RFC for the Club's match demand.
83	Essington Rugby Club	Essington	North East	Yes-unused	1	Junior	Poor	No	M0/D1	0	1.5	1.5	One poor quality junior pitch which is currently unused.
84	Willenhall Rugby Club	Essington	North East	Yes	1	Senior	Standard	Yes	M1/D1	1	2	1	One standard quality, floodlit senior pitch which is used for match demand by Willenhall RFC's first and second team.
84	Willenhall Rugby Club	Essington	North East	Yes	1	Senior	Poor	Yes	M0/D1	3	1.5	1.5	One poor quality, floodlit senior pitch which is used for training demand alone by Willenhall RFC.
84	Willenhall Rugby Club	Essington	North East	Yes	2	Senior	Poor	No	M0/D1	4	3	1	Two poor quality senior pitches that are used for junior and mini match demand by Willenhall RFC. Senior demand also takes place on these pitches on an ad-hoc basis.
85	Wolverhampton Rugby Union Football Club	Castlecroft	South	Yes	2	Senior	Poor	Yes	M0/D1	4	3	1	Two poor quality, floodlit senior pitches used for match demand by Wolverhampton RFC.
85	Wolverhampton Rugby Union Football Club	Castlecroft	South	Yes	1	Senior	Poor	Yes	M0/D0	1	0.5	0.5	One poor quality senior pitch used for match demand by Wolverhampton RFC's U11 and U12s. Remaining mini match demand takes place off the pitches.
89	Scouts Playing Fields	Kingswinford	South	Yes	2	Junior	Standard	No	M1/D1	1	4	3	Two standard quality junior pitches that are used by Dudley Kingswinford RFC's U12s and U13s for match demand.
90	The Rural Enterprise Academy	Rodbaston	North	Yes-unused	1	Junior	Poor	No	M0/D1	1	1.5	0.5	One poor quality junior pitch which is used only for curricular demand.

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Spare capacity

The next step is to ascertain whether or not any identified 'potential capacity' can be deemed 'actual capacity'. There may be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as spare capacity against the site. For example, a site may be managed to regularly operate slightly below full capacity to ensure that it can cater for a number of regular friendly matches and activities that take place but are difficult to quantify on a weekly basis.

Table 5.12: Summary of actual spare capacity

Site ID	Site name	Analysis area	Pitch type	Number of pitches	Potential capacity	Actual spare capacity	Comments
14	Cannock RFC	North	Senior	1	0.25	0.25	Actual spare capacity discounted due to poor pitch quality.
19	Cheslyn Hay Sport & Community High School	North East	Junior	1	0.5	0.5	Actual spare capacity discounted due to poor pitch quality and unsecure tenure.
25	Dudley Kingswinford Rugby Football Club	South	Junior	1	1	-	Played to capacity at peak time.
			Mini	9	11.5	3.5	Actual spare capacity.
66	Stourton Park (Stourbridge RFC)	South	Senior	2	1	-	Played to capacity at peak time.
				1	0.5	-	Played to capacity at peak time.
83	Essington Rugby Club	North East	Senior	1	0.5	-	Played to capacity at peak time.
			Junior	1	1.5	1	Actual spare capacity discounted due to poor pitch quality.
84	Willenhall Rugby Club	North East	Senior	1	1	-	Played to capacity at peak time.
89	Scouts Playing Fields	South	Junior	2	3	1	Actual spare capacity.
90	The Rural Enterprise Academy	North	Junior	1	0.5	0.5	Actual spare capacity discounted due to poor pitch quality and unsecure tenure.

There are eight sites which display potential spare capacity to accommodate additional play in South Staffordshire totalling 21.25 match equivalent sessions; however, in practice, there are only two sites which have actual spare capacity for an increase in demand. These sites are Dudley Kingswinford Rugby Football Club, which could accommodate an additional 3.5 match equivalent sessions per week of mini rugby demand and Scouts Playing Fields (Kingswinford), which has capacity for an additional match equivalent session of junior rugby at peak time.

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The programming of mini/junior rugby matches can be unclear with regards to ascertaining actual spare capacity, especially at peak time as it varies from week to week. Junior rugby sections tend to play regular matches as part of a league format, whereas, minis play organised friendly fixtures. Clubs organise a number of their mini age groups to play those from another club at once either at home or away. Teams will generally hold training sessions instead on the weeks that mini / junior sections do not have a fixture event arranged. This means that mini / junior sections require use of all home pitches for two or three mornings a month but may play an away fixture one week meaning none of the pitches are used that particular morning.

Mini/junior pitches are consequently considered to have no actual spare capacity as they are used most weeks, but it is acknowledged there are some when the pitches are not in use.

Overplay

Seven pitches across three sites in South Staffordshire are overplayed by a total of eight match equivalent sessions per week.

Table 5.13: Summary of supply and demand balance on rugby union pitches

Site ID	Site name	Analysis area	Pitch type	Number of pitches	Overplay (match equivalent sessions per week)
14	Cannock RFC	North	Junior	1	4
84	Willenhall Rugby Club	North East	Senior	3	2.5
85	Wolverhampton Rugby Union Football Club	South	Senior	3	1.5
Total				7	8

The South Analysis Area is overplayed by 1.5 match equivalent sessions per week whilst the North East Analysis area accommodates 2.5 match equivalent sessions per week of overplay at Willenhall Rugby Club (Essington). The North Analysis Area hosts four match equivalent sessions of overplay at Cannock RFC (Huntington).

5.5: Supply and demand analysis

Having considered supply and demand, the table below identifies the overall spare capacity in each of the analysis areas for rugby union pitches based on match equivalent sessions per week. Future demand is based on both team generation rates which are driven by population increases as well as reported club development plans.

Table 5.14: Summary of supply and demand balance on rugby union pitches

Analysis area	Actual spare capacity ¹⁰	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand ¹¹	Future total
Central	-	-		-	
North	-	4	4	4	8
North East	-	2.5	2.5	-	2.5
North West	-	-		-	

¹⁰ In match equivalent sessions per week

¹¹ Anticipated future junior demand is represented as 0.5 match equivalent sessions on a senior pitch whereas anticipated mini future demand is represented as 0.25 match equivalent sessions on a senior pitch.

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Analysis area	Actual spare capacity ¹⁰	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand ¹¹	Future total
South	-	1.5	1.5	5.5	7
Total	0	8	8	9.5	17.5

Overall, there is a current shortfall of rugby union pitches in South Staffordshire equating to nine match equivalent sessions per week. This is further exacerbated when considering future demand, resulting in a shortfall of 17.5 match equivalent sessions. Shortfalls are evident both currently and in the future in the North, North East and South analysis areas.

Given the aforementioned shortfalls, priority should be placed first and foremost on alleviating overplay. Given that the majority of overplay is a result of training demand on grass pitches, it is considered that there is a potential need for additional floodlighting, pitch quality improvements and/or access to additional World Rugby compliant 3G provision. Scenarios exploring this will be evidenced in the subsequent strategy document.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Rugby union summary

- ◀ **Overall, there is a current shortfall of rugby union pitches in South Staffordshire equating to eight match equivalent sessions per week.**
- ◀ **This is further exacerbated when considering future demand, resulting in a shortfall of 17.5 match equivalent sessions.**
- ◀ Within South Staffordshire there are 17 senior, eight junior and nine mini pitches identified. Only one pitch is unavailable for community use, the senior pitch at Kinver High School.
- ◀ Dudley Kingswinford RFC has aspiration to install an artificial pitch to accommodate its training demand.
- ◀ Stourbridge RFC has ambitions to purchase land adjacent to Stourton Park (Stourbridge RFC) (Wollaston) from a private owner to provide another senior pitch and two mini pitches.
- ◀ Cannock RFC states that it has aspirations for an additional junior/training pitch.
- ◀ All rugby clubs in South Staffordshire are deemed to have secure tenure at their home venues. Dudley Kingswinford RFC also has an annual lease agreement for Scouts Playing Fields.
- ◀ Of the community available pitches in South Staffordshire, 15 are assessed as standard quality and 18 as poor quality. No pitches, whether they are community accessible or not, are assessed as good quality.
- ◀ Cannock RFC reports it is in need of a deeper penetrating spiker for regular maintenance work. The Club will also complete drainage work underneath the pitches at Cannock Rugby Club (Huntington) in the Summer.
- ◀ The pitches at Wolverhampton Rugby Union Football Club (Castlecroft) are in need of fertilising, scarifying and reseeding in order to bring them back to a reasonable standard.
- ◀ Ancillary provision at Essington Rugby Club is poor quality with the Club having ambitions to make improvements and expand the car park.
- ◀ Cannock RFC aspires to install at least two more changing rooms on site to provide dedicated women's and girls' facilities. The car park and access road on site are also said to be in need of resurfacing. Maintenance work is also required on the floodlights over the Summer to ensure the Club can continue to train under them.
- ◀ Dudley Kingswinford RFC has aspiration to improve the car park and provide an external café at its site.
- ◀ Stourbridge RFC has ambitions to create a second exit to its site and install two new changing rooms and a gym area.
- ◀ There are eight community rugby union clubs based in South Staffordshire, providing a total of 77 teams. This is divided into 20 senior men's teams, three senior women's teams, 19 junior boys' teams, two junior girls' teams and 33 mini teams.
- ◀ In total, clubs in South Staffordshire have aspiration to increase by a total of 17 teams, equating to six senior and 11 junior teams.
- ◀ There is enough expected growth across the District to generate one additional junior boys' team, which is likely to be generated in the South Analysis Area.
- ◀ There are eight sites which display potential spare capacity to accommodate additional play; however, in practice, there are only two sites which have actual spare capacity for more play.
- ◀ Seven pitches across three sites are overplayed by a total of eight match equivalent sessions per week.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL

PLAYING PITCH STRATEGY

PART 6: HOCKEY

6.1: Introduction

Hockey in England is governed by England Hockey (EH) and is administered locally by the Staffordshire Hockey Association.

Competitive league hockey matches and training can only be played on sand filled, sand dressed or water based artificial grass pitches (AGPs). Although competitive, adult and junior club training cannot take place on third generation turf pitches (3G), 40mm pitches may be suitable at introductory level, such as school curriculum low level hockey. EH's Artificial Grass Playing Surface Policy details suitability of surface type for varying levels of hockey, as shown below.

Table 6.1: England Hockey guidelines on artificial surface types suitable for hockey

Category	Surface	Playing Level	Playing Level
England Hockey Category 1	Water surface approved within the FIH Global/National Parameters	Essential International Hockey - Training and matches	Desirable Domestic National Premier competition Higher levels of EH Player Pathway Performance Centres and upwards England
England Hockey Category 2	Sand dressed surfaces within the FIH National Parameter	Essential Domestic National Premier competition Higher levels of player pathway: Academy Centres and Upwards	Desirable All adult and junior League Hockey Intermediate or advanced School Hockey EH competitions for clubs and schools (excluding domestic national league)
England Hockey Category 3	Sand based surfaces within the FIH National Parameter	Essential All adult and junior club training and league Hockey EH competitions for clubs and schools Intermediate or advanced schools hockey	Desirable
England Hockey Category 4	All 3G surfaces	Essential None	Desirable Lower level hockey (Introductory level) when no category 1-3 surface is available.

For senior teams, a full sized pitch for competitive matches must measure at least 91.4 x 55 metres excluding surrounding run off areas which must be a minimum of two metres at the sides & three metres at the ends. England Hockey preference is for four metre side and five metre end run offs, with a preferred overall area of 101.4 x 63 metres though a minimum overall area of 97.4 x 59 metres is accepted.

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It is considered that a hockey pitch can accommodate a maximum of four matches on one day (peak time) provided that the pitch has floodlighting. Training is generally midweek and requires access to a pitch and floodlights.

Club consultation

Although no clubs currently play in South Staffordshire, there are two hockey clubs identified as being based within the District; Cannock HC and Phoenix Blues Ladies HC. Both clubs were consulted with via telephone, resulting in a 100% response rate.

It should also be noted that Finchfield HC utilises clubhouse facilities in South Staffordshire at Beacon Cricket Club. However, all fixtures are played in Wolverhampton at the Royal Wolverhampton School. As the Club is considered to be Wolverhampton based, its demand is not captured within this report.

6.2: Supply

There are three full size hockey suitable AGPs in South Staffordshire, all of which are located at Chase Park (Hatherton) in the North Analysis Area. For the purposes of this report, the site is classified as disused with clubs no longer accessing the site for competitive fixtures from Summer 2019. For hockey, the site accommodates two full size floodlit water-based AGPs and one full size floodlit sand-based AGP as well as substantial ancillary provision including car parking and a clubhouse.

The site was previously owned and managed by an overarching sports club, Cannock Cricket and Hockey Club; however, it went into receivership and was forced to sell the site in June 2019 in order to clear outstanding debts. At this time, the site was put up for auction forcing all community clubs utilising the site to find alternative provision. After an unsuccessful purchase in July, it was eventually sold in October 2019 into private ownership. It is currently unknown what the future of the site will be.

In addition to the full-size provision, there is one smaller size sand-based AGP in South Staffordshire located at HMP Featherstone (Brinsford) in the North East Analysis Area. This is unavailable for community use and is therefore discounted.

Availability

Sport England's Facilities Planning Model (FPM) applies an overall peak period for AGPs of 34 hours per week (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00).

None of the AGPs in South Staffordshire are currently available for community use.

Quality

All three AGPs at Chase Park (Hatherton) are in a poor condition. The water-based surfaces were last resurfaced in 2007 and 2008 whilst, before the closure of the site, the sand-based pitch was unusable due to poor quality after last being refurbished in 2002. The pitches are considered to have been poorly maintained due to Cannock Cricket and Hockey Club's financial difficulties before entering receivership.

Generally, the carpet of an AGP has a lifespan of ten years, depending on usage and maintenance levels.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL

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Ancillary provision

Before the closure of Chase Park (Hatherton), Cannock HC reported that ancillary facilities on the site had deteriorated in recent years and were in poor condition, with poor changing facilities and improved lighting required. Car parking on site was perceived to be adequate, although there was previously issues at the beginning and end of the season due the cricket demand simultaneously using the site.

6.3: Demand

There are two hockey clubs identified as being based within South Staffordshire; Cannock and Phoenix Blues Ladies. Both clubs now export demand to the neighbouring authority of Lichfield, with minimal demand also exported to Wolverhampton.

Cannock HC

Cannock HC currently exports nine teams into Lichfield due to the closure of its former home site, Chase Park (Hatherton). Currently, the Club's U14, U16 and four ladies' teams train at Erasmus Darwin Academy (Lichfield) on Monday evenings from 7:30-9:30pm, whilst men's training takes place from 8:30-9:30pm on Thursday evenings, also at Erasmus Darwin Academy. Match demand is mostly split across the Erasmus Darwin Academy and Wolgarston High School (Penkridge), where a 3G pitch is used via a special dispensation agreement from EH due to a lack of alternative venues. In addition, the Club's premier ladies team plays home fixtures at Wolverhampton Grammar School (Wolverhampton) as it is the closest venue which has availability and is suitable for national competition.

The Club reports that discussions have taken place regarding a new hockey suitable AGP being provided at Penkridge Sports and Recreation Centre (Monkton Recreation Centre). Whilst little progress appears to have been made in recent months, the Club remains hopeful that a pitch can be provided so that its demand can be relocated back to South Staffordshire. If this development was to go ahead, at least one adult football pitch would be lost.

Club membership has decreased drastically over the last season, likely due to the loss of its home site. The Club had 220 members in the 2017/18 season, which has now fallen to 138 members for the 2018/19 season.

Phoenix Blues Ladies HC

Phoenix Blues Ladies HC is a single team club. The Club was also based at Chase Park before the closure of the site forced it to relocate. Ideally, it would like to play in South Staffordshire. It now plays matches at Erasmus Darwin Academy (Lichfield) on Saturdays as it is its closest pitch. The Club does not train and currently has 20 members.

Future demand

Growing participation is a key aim within EH's Strategic Plan and key drivers include working with clubs, universities and schools, working with regional and local leagues, developing opportunities for over 40s and delivering a quality programme of competition. Overall, EH has an aim to double participation over the next ten years.

In South Staffordshire, as referenced in the club summaries, membership figures have declined in the previous year, with membership at Cannock HC falling drastically whilst membership at Phoenix Blues Ladies HC has remained static over recent years.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Due to participation trends at Cannock HC and uncertainty over its long term playing venue, no future demand can be quantified. As present, the Club is focusing on retaining its current number of teams/members.

Phoenix Blues Ladies HC has no aspirations to increase participation and is happy to remain as a one team club.

Exported demand

As mentioned previously, both Cannock HC and Phoenix Blues Ladies HC now export demand as there are no full size hockey-suitable AGPs in South Staffordshire available for community use. Both clubs aspire to return this demand to the District.

Whilst Finchfield HC accesses a clubhouse in South Staffordshire, all matches are played in Wolverhampton and so the Club is considered to be Wolverhampton based. This is not perceived to be an issue.

Hockey Heroes

Hockey Heroes is a six-week hockey programme aimed at beginners (children aged five to eight) that not only focuses on helping children develop some physical hockey skills such as dribbling, passing and goal scoring, but also places as much emphasis on character development including teamwork, communication, perseverance and respect.

There are currently no Hockey Heroes sessions operating in South Staffordshire, with the closest one running at Yardley HC (Birmingham).

Back to Hockey

Back to Hockey sessions are fun, social and informal and are aimed at people who either have not played for a number of years or that are looking to play for the first time. They are generally hosted by clubs, with EH providing guidance on how to deliver the programme. Benefits of clubs being involved include:

- ◆ More members
- ◆ More casual players
- ◆ Additional income
- ◆ Extra publicity
- ◆ New volunteers

There are currently no Back to Hockey sessions in or around South Staffordshire.

Peak time demand

For matches, all senior hockey activity exported from South Staffordshire takes place on a Saturday, whereas all junior activity occurs on a Sunday. For training, peak time is any midweek evening, although preference is generally given for Tuesdays, Wednesdays and Thursdays.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

6.4: Supply and demand analysis

Match play

The PPS guidance considers a floodlit pitch as able to accommodate a maximum of four match equivalent sessions on a Saturday with teams playing in a home and away format. As such, this equates to one AGP being able to cater for eight “home” teams. Based on this, with Cannock HC fielding eight senior teams and Phoenix Blues Ladies HC fielding one, there is a need for two full size hockey suitable AGPs in South Staffordshire to accommodate this demand. However, through effective scheduling, it may be possible to accommodate all nine teams on a single pitch.

For junior hockey, one full size AGP would be sufficient to accommodate match play demand. This is because there are fewer junior teams and because there is no conflict with senior demand with matches mostly being played on a Sunday. Furthermore, some of the younger aged participants only require half of a pitch, meaning multiple matches can be played at the same time should demand increase to a point where that becomes necessary.

The Lichfield PPS states that three full size hockey suitable AGPs are required to accommodate existing demand, including what is imported from South Staffordshire. With four pitches currently provided, supply within Lichfield is sufficient to accommodate Cannock HC and Phoenix Blues Ladies HC in the interim.

Training

All training activity is currently accommodated on one AGP in Lichfield due to a lack of suitable provision within South Staffordshire. As such, it is considered that one pitch would be sufficient to accommodate this within South Staffordshire, although additional provision may be required if the Club grew its demand back to 2017/2018 levels.

Conclusion

There is a need for at least one and possibly two full size hockey suitable AGPs in the District in order to return demand from Cannock HC and Phoenix Blues Ladies HC. If the pitches at Chase Park (Hatherton) are not going to be brought back into use (and improved), new provision is required.

In the meantime both clubs should continue accessing provision in Lichfield. The Lichfield PPS states that three full size hockey suitable AGPs are required to accommodate existing demand, including what is imported from South Staffordshire. With four pitches currently provided, supply within Lichfield is sufficient to accommodate Cannock HC and Phoenix Blues Ladies HC in the interim.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Hockey summary

- ◀ **There is a need for at least one and possibly two full size hockey suitable AGPs in the District.**
- ◀ **If the pitches at Chase Park (Hatherton) are not going to be brought back into use (and improved), new provision is required.**
- ◀ There are three full size hockey suitable AGPs in South Staffordshire, all of which are located at Chase Park (Hatherton) in the North Analysis Area.
- ◀ Chase Park (Hatherton) now lies disused and after being privately purchased in October 2019, the future of the site is currently unknown.
- ◀ In addition, there is one smaller size sand-based AGP in South Staffordshire at HMP Featherstone (Brinsford) in the North East Analysis Area which is unavailable for community use.
- ◀ All three AGPs at Chase Park (Hatherton) are in poor condition. The water-based surfaces were last resurfaced in 2007 and 2008 whilst, before the closure of the site, the sand filled AGP was unusable due to poor quality after last being refurbished in 2002.
- ◀ Before the closure of Chase Park (Hatherton), Cannock HC reported that ancillary facilities on site had deteriorated in recent years and were in poor condition.
- ◀ There are two hockey clubs identified as being based within South Staffordshire; Cannock and Phoenix Blues Ladies. Both clubs now export demand to the neighbouring authority of Lichfield.
- ◀ Cannock HC currently export ten teams due to the closure of its former home site, Chase Park (Hatherton). Only the Club's under 12 section remains in South Staffordshire, playing matches on the 3G pitch at Wolgarston High School (Penkridge).
- ◀ Cannock HC reports that discussions have taken place regarding a new hockey suitable AGP being provided at Penkridge Sports and Recreation Centre (Monkton Recreation Centre) but little progress appears to have been made in recent months.
- ◀ Phoenix Blues Ladies HC is a single team club which was also based at Chase Park before the closure of the site forced it to relocate. Ideally, it would also like to play in South Staffordshire.
- ◀ South Staffordshire membership figures have declined in the previous year, with membership at Cannock HC falling drastically whilst membership at Phoenix Blues Ladies HC has remained consistent over recent years.
- ◀ Both Cannock and Phoenix Blues Ladies hockey clubs are focusing on retaining their current membership bases instead of looking to increase participation.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL

PLAYING PITCH STRATEGY

PART 7: BOWLS

7.1: Introduction

Outdoor bowls in South Staffordshire is played on crown greens. British Crown Green Bowling Association (BCGBA) is the NGB with overall responsibility for ensuring effective governance of the sport.

Consultation

There are 12 bowling clubs within South Staffordshire:

- ◀ Brewood BC
- ◀ Cannock Hatherton BC
- ◀ Cheslyn Hay BC
- ◀ Essington WMC BC
- ◀ Harrison's BC
- ◀ Harrison's Breakaways BC
- ◀ Hawkins SC BC
- ◀ Littleton BC
- ◀ M&B Cheslyn Hay BC
- ◀ Penkridge BC
- ◀ Swindon BC
- ◀ Wombourne BC

Only Brewood, Cheslyn Hay, M&B Cheslyn Hay, Penkridge and Swindon bowling clubs responded to consultation requests, thus resulting in a 42% response rate.

It should be noted that until the end of the 2019 season, Cannock Hatherton BC had been playing at Chase Park (Hatherton) (now disused and unavailable for community use). It is currently unknown whether Cannock Hatherton BC has folded or relocated and therefore, the Club's demand has not been considered in the report.

7.2: Supply

There are nine bowling greens in South Staffordshire located across nine sites.

Table 7.1: Summary of community available greens by analysis area

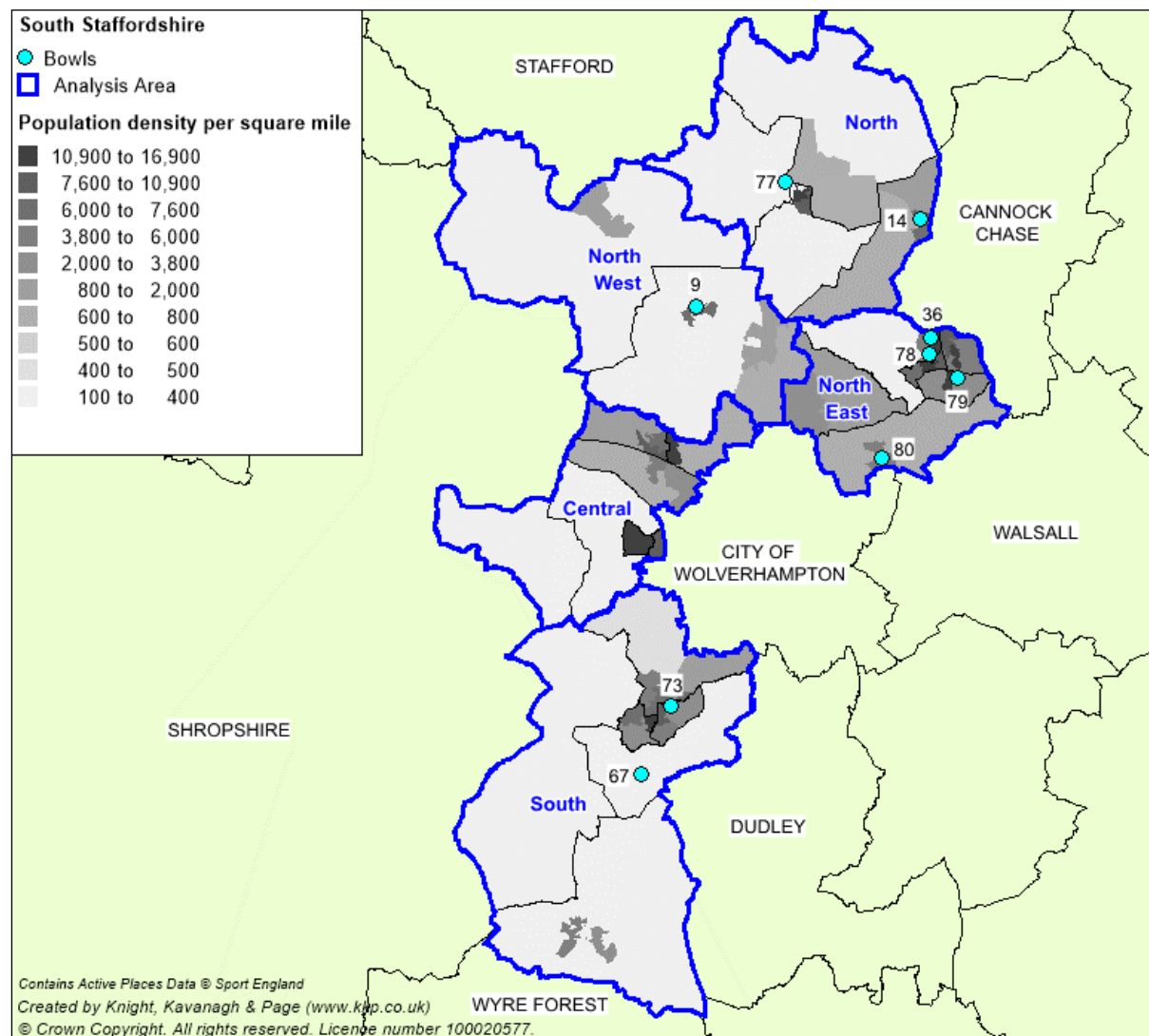
Analysis area	Number of greens
Central	-
North	1
North East	4
North West	1
South	2
Total	9

As seen in the table above, the North East Analysis Area accommodates the greatest number of greens with four, whilst no greens are located in the Central Analysis Area.

Figure 7.1 overleaf highlights the location of all outdoor greens in South Staffordshire.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Figure 7.1: Crown greens in South Staffordshire



SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Table 7.2: Key to map

Site ID	Site name	Analysis area	Management	Number of greens
9	Brewood Playing Field	North West	Sports Club	1
14	Cannock RFC	North	Sports Club	1
36	Hawkins Sports Club	North East	CISWO	1
67	Swindon Playing Fields	South	Sports Club	1
73	Wombourne Cricket Tennis and Bowling Club	South	Sports Club	1
77	Penkridge Bowling Club	North	Sports Club	1
78	Cheslyn Hay WMC Bowls Green	North East	Sports Club	1
79	Harrison's Sports Club (Wharwell Lane)	North East	Sports Club	1
80	Essington WMC High Hill Bowling Green	North East	Sports Club	1

Lapsed and disused greens

Across the District, two sites are known to accommodate lapsed/disused bowling greens; Chase Park (Hatherton) and Perton Park Golf Club. The latter previously accommodated two crown bowling greens although from aerial imagery, the greens have not been maintained since 2007. Therefore, the greens are now classified as lapsed and the land which previously accommodated the bowling greens is now open greenspace.

Chase Park (Hatherton) is classified as disused with clubs accessing the site for competitive fixtures up until Summer 2019. The site accommodates one floodlit crown bowling green in addition to other outdoor sports pitches and accompanying ancillary provision. The site was previously owned and managed by an overarching sports club, Cannock Cricket and Hockey Club, however, it sold the site in June 2019 after it went into receivership in order to clear outstanding debts. At this time, the site was put up for auction forcing all community clubs utilising the site to find alternative provision. After an unsuccessful purchase in July, it was eventually sold in October 2019 into private ownership. It is currently unknown what the future of the site will be.

Ownership/management

Eight of the nine bowling greens in South Staffordshire are owned by their respective sports clubs and access is therefore considered secure. The only exception to this is Hawkins Sports Club (Littlewood), which is owned by CISWO.

Quality

Following a non-technical assessment of greens in South Staffordshire and consultation with clubs, eight greens are assessed as good quality and one as standard quality. No greens are assessed as poor quality. The table below summarises the quality on a site-by-site basis.

Table 7.3: Summary of community available bowling green quality

Site ID	Site name	Clubs using the site	Number of greens	Quality of green
9	Brewood Playing Field	Brewood BC	1	Good
14	Cannock RFC	Littleton BC	1	Standard
36	Hawkins Sports Club	Hawkins SC BC	1	Good
67	Swindon Playing Fields	Swindon BC	1	Good

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Site ID	Site name	Clubs using the site	Number of greens	Quality of green
73	Wombourne Cricket Tennis and Bowling Club	Wombourne BC	1	Good
77	Penkridge Bowling Club	Penkridge BC	1	Good
78	Cheslyn Hay WMC Bowls Green	Cheslyn Hay BC, M&B Cheslyn Hay BC	1	Good
79	Harrison's Sports Club (Wharwell Lane)	Harrisons Breakaways BC, Harrisons BC	1	Good
80	Essington WMC High Hill Bowling Green	Essington WMC BC	1	Good

Brewood, Swindon, M&B Cheslyn Hay and Cheslyn Hay bowls clubs all report that green quality has improved since last season, with improved maintenance the predominate reason that was cited. That being said, despite being rated as good, M&B Cheslyn Hay BC has long term plans to further improve the green and surrounding areas at Cheslyn Hay WMC Bowls Green.

Penkridge BC indicates that green quality at Penkridge Bowling Club has not changed in the previous season.

Ancillary facilities

All clubs which responded to consultation have access to a clubhouse/pavilion on site although quality varies.

Ancillary facilities at Penkridge Bowling Club, Brewood Playing Field and Swindon Playing Fields are said to be of poor quality whilst facilities at Cheslyn Hay WMC Bowls Green are standard quality. The remainder are good.

Swindon BC has suffered from vandalism in the last year, with grounds equipment being stolen equating to the value of £120. The Club also has aspirations to provide new toilet facilities in the pavilion at Swindon Playing Fields and is currently fundraising for this alongside Swindon CC.

Penkridge and Brewood bowling clubs are without car parking facilities at their respective home sites (Penkridge Bowling Club and Brewood Playing Field), whilst both also have aspirations regarding the pavilions. Penkridge BC is looking to replace the existing clubhouse and reports that most of the funds have already been raised internally, whereas Brewood BC hopes to develop a permanent pavilion although no funding applications have been made at the time of writing.

BCGBA grants

Provided a club is subscribed to the BCGBA it can apply for a grant a range of ancillary issues, providing it has not already received one in the previous five years. Grants available to clubs include the following:

- ◀ New bowling green
- ◀ New floodlights
- ◀ New Pavilion
- ◀ Irrigation for the bowling green
- ◀ Toilets
- ◀ New Shelter
- ◀ Fencing and paths
- ◀ Extending a bowling green
- ◀ Legal fees to fight a green closure

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Floodlighting

In South Staffordshire, five greens are serviced by floodlighting, which is a high amount when compared to other local authorities. Floodlit bowling greens are relatively rare across the country and therefore opportunities to access greens for training and matches during evenings outside of the summer months is much greater than the national trend in South Staffordshire.

7.3: Demand

Current demand

Of the 12 clubs playing in South Staffordshire, membership information is known for all clubs. Where clubs have been unresponsive to consultation requests, membership information is provided by Staffordshire Bowls. Overall membership equates to 702 people, totalling 510 senior male members, 184 senior female members and eight junior members.

Table 7.4: Current club membership for bowls clubs in South Staffordshire

Club name	Senior males	Senior females	Juniors	Total
Brewood BC	35	25	4	64
Cannock Hatherton BC ¹²	42	17	0	59
Cheslyn Hay BC	13	0	0	13
Essington WMC BC	49	5	1	55
Harrisons BC	37	11	0	48
Harrisons Breakaways BC	14	7	0	21
Hawkins SC BC	32	4	0	36
Littleton BC	35	3	0	38
M&B Cheslyn Hay BC	46	3	1	50
Penkridge BC	91	50	1	142
Swindon BC	42	25	0	67
Wombourne BC	74	34	1	109
Total				702

Future demand

Using ONS projections (2016 based)¹³, the number of persons aged 65 and over living in South Staffordshire is likely to increase continuously from 26,842 in 2017 to 36,672 in 2037, representing an increase of 36.6%. Due to this age band being the most likely to play bowls, demand for bowling greens is likely to increase slightly in the future or at least remain static.

In addition, Penkridge, Brewood, Swindon and M&B Cheslyn Hay bowls clubs all state plans to increase their membership base. Of these clubs, only Brewood BC quantified future demand, with it hoping to add another 30 senior members.

Latent demand

Sport England's Market Segmentation Tool¹⁴ enables analysis of 'the percentage of adults that would like to participate in bowls but are not currently doing so'. The tool identifies latent

¹² As mentioned previously, it is unknown where Cannock Hatherton BC currently play so the Club's demand cannot be accounted for.

¹³ ONS projections do not take into account housing growth and as a result, projections may result in an under-estimate of future demand.

¹⁴ See Appendix 2

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

demand of 222 people who would like to participate in the sport within South Staffordshire, with the most dominant segment being 'Frank – Twilight Years Gent with 48 people.

Notwithstanding the above, none of bowling clubs in South Staffordshire are reported as operating at capacity, with all clubs willing to accept new members. As such, it is considered that anyone within South Staffordshire that would like to start participating could do so at the clubs and greens already in existence.

Winter bowls

It should be noted that there was previously a winter bowls league operating in South Staffordshire. The Hatherton Winter Bowling League was based on one of the AGPs at Chase Park (Hatherton), with a single pitch divided into four crown bowling greens. The league consisted of a Tuesday division and a Thursday division, with eight teams competing in each. It is likely that the majority of players in this league were also members of other crown green bowling clubs in the area.

Due to the closure of Chase Park (Hatherton), the league is now believed to have folded. However, due to the prominence of the League for bowls in Staffordshire, this has in part led to the development of the Lichfield Winter Bowls League. The Lichfield Winter Bowls League is based at Lichfield Hockey & Cricket Club (Lichfield District) and has grown from four teams in February 2019 to 12 teams across two divisions. Much of the growth of the Lichfield Winter Bowls League has derived from teams moving from the Hatherton Winter Bowling League.

Any clubs that previously participated in the Hatherton Winter Bowling League and have not joined the Lichfield Winter Bowls League are considered to have folded their winter bowling sections.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

7.4: Capacity analysis

Capacity is very much dependent on the league and the day that they operate. A green may have no spare capacity on an afternoon or evening when a popular league operates but may be unused for the rest of the week. However, in many cases greens are used during the afternoons by club members who bowl socially.

The Crown Green Bowling Association supports that a crown green accommodating less than 60 playing members is considered to have spare capacity for further play. Consideration should also be given to the sustainability of greens which operate with a playing membership of less than 20.

Table 7.5: Current and future capacity analysis of bowling greens now and with future demand (where known)

Site ID	Site name	Settlement	Analysis area	Number of greens	Clubs	Current number of members	Recommended capacity (members)	Future demand (members)	Future number of members
9	Brewood Playing Field	Brewood	North West	1	Brewood BC	64	60	30	94
14	Cannock RFC	Huntington	North	1	Littleton BC	38	60	Unknown	Unknown
36	Hawkins Sports Club	Littlewood	North	1	Hawkins SC BC	36	60	Unknown	Unknown
67	Swindon Playing Fields	Swindon	North East	1	Swindon BC	67	60	-	67
73	Wombourne Cricket, Tennis and Bowling Club	Wombourne	South	1	Wombourne BC	109	60	Unknown	Unknown
77	Penkridge Bowling Club	Penkridge	South	1	Penkridge BC	142	60	-	142
78	Cheslyn Hay WMC Bowls Green	Cheslyn Hay	North	1	Cheslyn Hay BC, M&B Cheslyn Hay BC	63	60	-	63
79	Harrison's Sports Club (Wharwell Lane)	Landywood	North East	1	Harrisons Breakaways BC, Harrisons BC	69	60	Unknown	Unknown
80	Essington WMC High Hill Bowling Green	Essington	North East	1	Essington WMC BC	55	60	Unknown	Unknown

7.5: Supply and demand analysis

For the 11 clubs in South Staffordshire that have a dedicated home green, only Littleton, Hawkins SC and Essington WMC bowls clubs are operating below the recommended capacity. Brewood Playing Field, Swindon Playing Fields, Cheslyn Hay WMC Bowls Green and Harrison's Sports Club (Wharwell Lane) (Landywood) are currently operating over the recommended capacity albeit minimally. In contrast, Wombourne Cricket, Tennis and Bowling Club and Penkridge Bowling Club are heavily used whilst Brewood Playing Field may also become heavily used if future demand is realised.

Despite the above, no clubs state a need to access an additional green or that green quality has deteriorated at their respective home venues. This suggests that demand can be accommodated providing that quality is sustained, although continuous support should be offered to the clubs to ensure this remains the case.

Where membership is known, no clubs are operating close to or under 20 members, suggesting that all existing greens require protection. However, further consultation is required with non-responding clubs to determine this fully.

Bowls summary

- ▶ **Although all responding clubs are operating over the recommended capacity, no clubs state a need to access an additional green or that green quality has deteriorated at their respective home venues, suggesting that demand can be met.**
- ▶ **As no clubs are operating close to or under 20 members, it is considered that all existing greens require protection although further consultation is required to determine this fully.**
- ▶ There are nine bowling greens in South Staffordshire located across nine sites.
- ▶ In addition, there are disused greens at Chase Park (Hatherton) and Perton Park Golf Club.
- ▶ Five greens are serviced by floodlighting, which is a high amount when compared to other local authorities.
- ▶ Eight of the nine bowling greens in South Staffordshire are owned by their respective sports clubs; Hawkins Sports Club is owned by CISWO.
- ▶ Following a non-technical assessment of community available greens in South Staffordshire and consultation with clubs, eight greens are assessed as good quality and one as standard quality.
- ▶ Ancillary facilities at Penkridge Bowling Club, Brewood Playing Field and Swindon Playing Fields are said to be of poor quality.
- ▶ Bowls membership across South Staffordshire equates to 702 people, totalling 510 senior males, 184 senior females and eight juniors.
- ▶ Only one club quantifies future demand, with Brewood BC reporting future demand equating to 30 members.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL

PLAYING PITCH STRATEGY

PART 8: TENNIS

8.1: Introduction

The Lawn Tennis Association (LTA) is the organisation responsible for the governance of tennis and administers the sport locally across South Staffordshire. The LTA has recently restructured its strategic approach to target a number of national focus areas, with a priority on developing the sport at park sites.

Consultation

There are five tennis clubs identified in South Staffordshire. Cheslyn Hay, Stourbridge, Wombourne and Brewood tennis clubs responded to consultation requests resulting in an 80% response rate. Wollaston Tennis Club was unresponsive.

8.2: Supply

There are 76 tennis courts identified in South Staffordshire across 18 sites, with 63 courts available for community use. The courts unavailable for community use are all located at education sites; Brewood Middle School, Kinver High School, Ounsdale High School (Wombourne) and Westcroft School.

Table 8.1: Summary of tennis courts across South Staffordshire

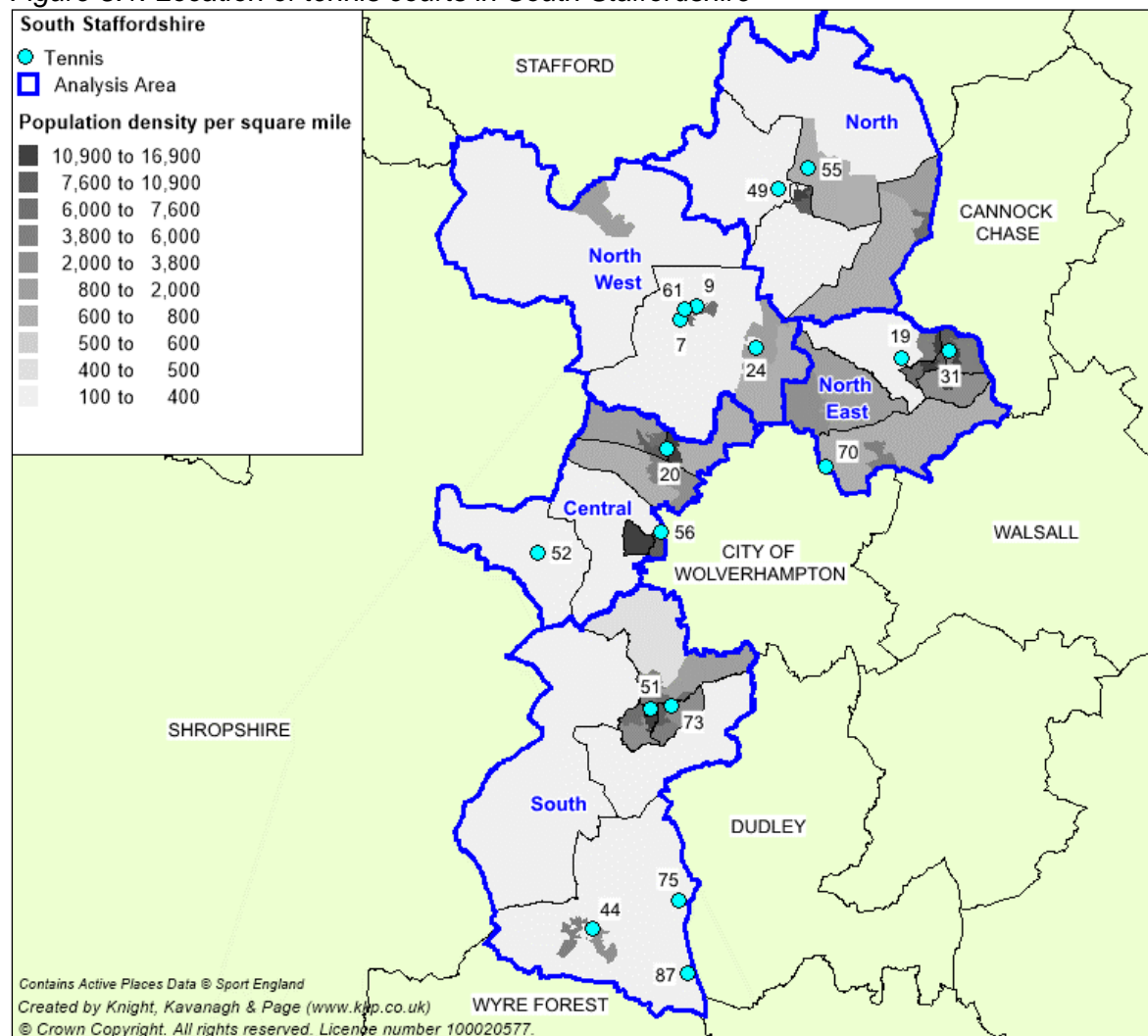
Analysis area	Number of courts available for community use	Number of courts unavailable for community use	Total
Central	12	0	12
North	8	0	8
North East	11	2	13
North West	7	2	9
South	25	9	34
Total	63	13	76

As seen in the table above, the highest number of courts are found in the South Analysis Area, whilst the fewest number are found in the North and North West analysis areas.

For the purposes of this report, availability for community use refers to courts in public, voluntary, private or commercial ownership or management recorded as being available for hire by individuals, teams or clubs. This also includes availability for social use and pay and play.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Figure 8.1: Location of tennis courts in South Staffordshire



SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Table 8.2: Summary of provision site by site

Site ID	Site name	Analysis area	Management	Community use?	No. of courts	Floodlit?	Court type
7	Brewood Middle School	North West	Education	No	2	No	Macadam
9	Brewood Playing Field	North West	Parish Council	Yes	2	Yes	Macadam
19	Cheslyn Hay Sport & Community High School	North East	Education	Yes	6	Yes	Macadam
20	Codsall Community High School	Central	Education	Yes	5	No	Macadam
24	Coven Playing Fields	North West	Education	Yes	1	No	Macadam
31	Great Wyrley Academy	North East	Education	Yes	5	No	Macadam
44	Kinver High School	South	Education	No	6	Yes	Macadam
49	Penkridge Sports and Recreation Centre	North	Community	Yes	3	No	Macadam
51	Ounsdale High School	South	Education	No	3	No	Macadam
52	Pattingham Playing Field	Central	Community	Yes	2	No	Macadam
55	Penkridge Middle School	North	Education	Yes	5	No	Macadam
56	Penton Middle School	Central	Education	Yes	5	No	Macadam
61	St Dominic's Brewood	North West	Education	Yes	4	No	Macadam
70	Westcroft School	North East	Education	No	2	No	Macadam
73	Wombourne Cricket Tennis and Bowling Club	South	Sports Club	Yes	1	Yes	Macadam
73	Wombourne Cricket Tennis and Bowling Club	South	Sports Club	Yes	2	Yes	Clay
75	Wollaston Tennis Club	South	Sports Club	Yes	2	Yes	Clay
75	Wollaston Tennis Club	South	Sports Club	Yes	6	Yes	Artificial
87	Stourbridge Lawn Tennis & Squash Club	South	Sports Club	Yes	3	Yes	Clay
87	Stourbridge Lawn Tennis & Squash Club	South	Sports Club	Yes	9	Yes	Artificial
87	Stourbridge Lawn Tennis & Squash Club	South	Sports Club	Yes	2	Yes	Macadam

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Changes in provision

Ounsdale High School (Wombourne) has a planning application in place for the addition of three tennis courts on site. Historically, there has been six tennis courts at the School although three are currently being developed into an additional teaching block, leaving just three courts. As part of the teaching block development, the three lost tennis courts will be re-provided on site. Once the development is completed, the tennis courts will become available for community use.

Chase Park (Hatherton) hosts three floodlit sand-based tennis courts, in addition to other outdoor sports facilities and accompanying ancillary facilities, which are now considered disused following the sale of the site. Before this, the courts were unusable due to significant quality issues. Its future status is unknown.

In addition, there were previously two macadam tennis courts located at Perton Park Golf Club. The courts were removed and developed into additional car parking space in 2019.

Ownership and management

None of the responding clubs' express concerns with regards to security of tenure. In principle, all clubs are happy with the agreements currently in place, whether that is through ownership, an annual rental agreement or a long-term lease arrangement.

Cheslyn Hay TC rents the tennis courts at Cheslyn Hay Sport & Community High School with part of this agreement leaving the tennis club responsible for maintenance.

Wombourne TC and Stourbridge TC own their respective home facilities.

The remaining courts are predominately managed either through parish councils, schools or commercial providers.

Table 8.3: Courts available for community use by ownership

Parish Council	Sports Club	Commercial	Education
2	25	5	31

Floodlighting

Floodlit courts enable use throughout the year and are identified by the LTA as being particularly key priority for growing participation nationally. The LTA reports that floodlights allow for a 35% increase in available courts time on an annual basis.

In South Staffordshire, all clubs are serviced by some level of floodlit provision, with 39 floodlit courts existing across the Borough. These are located across the following sites:

- ◀ Brewood Playing Field
- ◀ Cheslyn Hay Sport & Community High School
- ◀ Kinver High School
- ◀ Wombourne Cricket, Tennis and Bowling Club
- ◀ Wollaston Tennis Club
- ◀ Stourbridge Tennis & Squash Club (Iverley)

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

In contrast, floodlit provision at community accessible non-club courts is extremely limited. The LTA is currently working to strategically assess its stock of courts and implement different ways in which they can be developed which includes the installation of floodlighting.

Court type

Most courts in South Staffordshire have a macadam surface (76%). The estimated lifespan of a macadam court is ten years, depending on levels of use and maintenance levels. To ensure courts can continue to be used beyond this time frame, it is recommended that a sinking fund is put into place for eventual refurbishment. The LTA reports that this should cost £1,200 a year per macadam court (which includes on-going maintenance costs). In comparison it indicates an approximate sinking fund of £1,800 needed to refurbish an artificial court surface or one floodlit macadam court.

The remaining courts have either an artificial turf surface (sand-based) or are clay-based. Such provision generally allows for greater levels of access, especially during inclement weather spells, as well as requiring less frequent maintenance. Nevertheless, the cost of resurfacing the courts is more expensive despite the lifespan being similar.

Table 8.5: Summary of court type at community available sites

Analysis area	Macadam	Artificial turf	Clay
Central	12	0	0
North	8	0	0
North East	11	0	0
North West	7	0	0
South	3	15	7
Total	41	15	7

Quality

Following a non-technical assessment, of the 63 community available courts, 30 were assessed as good quality, 20 as standard quality and 13 as poor quality.

Table 8.6: Summary of community available court quality

Good	Standard	Poor
30	20	13

Additionally, most of the courts unavailable for community use are also poor quality, with schools reporting they are often unsafe and only used as recreational spaces for curricular and extracurricular purposes. The quality of the courts in turn gives schools a perceived notion they will have no external demand and therefore any potential community access is limited. This is further compounded as the majority of educational stakeholders indicate they cannot improve court quality or explore growing community accessibility due to financial constraints.

Generally, the LTA indicates that the need to refurbish a court is based typically on its current quality. Good quality courts will need resurfacing in eight years (or more), standard quality courts between four and seven years and poor quality courts within the next three years. In South Staffordshire, the poor quality courts suffer from a build-up of moss and lichen and receive limited maintenance, whilst the ageing macadam surfaces have begun to break up in areas.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

All five tennis clubs in South Staffordshire are serviced by standard or good quality courts, with 12 of the 14 courts at Stourbridge Lawn Tennis & Squash Club (Iverley) being good quality, whilst the remaining two courts are of standard quality. Cheslyn Hay Sport & Community High School has standard quality courts on site, whereas Brewood, Wollaston and Wombourne tennis clubs all access good quality courts at their respective home venues.

Table 8.7: Site by site quality ratings of community available courts

Site ID	Site name	Analysis area	No. of courts	Court type	Floodlit?	Court quality
9	Brewood Playing Field	North West	2	Macadam	Yes	Good
19	Cheslyn Hay Sport & Community High School	North East	6	Macadam	Yes	Standard
20	Codsall Community High School	Central	5	Macadam	No	Standard
24	Coven Playing Fields	North West	1	Macadam	No	Standard
31	Great Wyrley Academy	North East	5	Macadam	No	Standard
49	Penkridge Sports and Recreation Centre (Monckton Recreation Centre)	North	3	Macadam	No	Poor
52	Pattingham Playing Field	Central	2	Macadam	No	Good
55	Penkridge Middle School	North	5	Macadam	No	Poor
56	Perton Middle School	Central	5	Macadam	No	Poor
61	St Dominic's Brewood	North West	4	Macadam	No	Good
73	Wombourne Cricket Tennis and Bowling Club	South	2	Clay	Yes	Good
			1	Macadam	Yes	Standard
75	Wollaston Tennis Club	South	6	Artificial	Yes	Good
			2	Clay	Yes	Good
87	Stourbridge Lawn Tennis & Squash Club	South	3	Clay	Yes	Good
87	Stourbridge Lawn Tennis & Squash Club	South	9	Artificial	Yes	Good
87	Stourbridge Lawn Tennis & Squash Club	South	2	Macadam	Yes	Standard

Despite quality generally being adequate, Cheslyn Hay TC states that damage to the surface at Cheslyn Hay Sport & Community High School has led to a decline in court quality. Similarly, Wombourne TC reports that the courts at Wombourne Cricket, Tennis and Bowling Club are impacted upon by overhanging trees from the main road. This causes issues with bird fouling and leaf fall on all three courts.

Both Stourbridge and Wombourne tennis clubs have resurfaced courts at their respective home venues. Stourbridge TC has recently resurfaced six courts at Stourbridge Lawn Tennis & Squash Club whilst Wombourne TC resurfaced the two clay courts at Wombourne Cricket Tennis and Bowling Club. The Club now has aspirations to resurface the macadam court on site as the surface is over ten years old.

Cheslyn Hay TC is currently working with the Council to resurface the courts at Cheslyn Hay Sport & Community High School.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

The courts at Brewood Playing Field were repainted in 2019 and Brewood TC hopes to resurface the courts and improve drainage in five or six years time. The Club also aspires to improve fencing and access to the courts and convert the floodlights to LED in the long-term.

A potential solution for alleviating quality issues, particularly at open access local authority sites, is to explore using technology such as a gate accessing system accompanied with online booking systems. Installation of these technologies would create a seamless customer experience whilst enabling the promotion of the courts. In addition, this would allow for usage to be tracked whilst generating revenue to contribute to a sinking fund for refurbishments. Such an approach is known as Clubspark, which is further explored later on within this section of the report.

Ancillary provision

Generally, ancillary provision servicing club courts across South Staffordshire is adequate, with most responding clubs reporting ancillary facilities to be either standard or good quality at their respective home sites. The exception to this is Wombourne TC, which states that changing facilities at Wombourne Cricket, Tennis and Bowling Club are of poor quality. The Club has ambitions to improve the provision and believes this could lead to an increase in membership.

For non-club courts, ancillary provision is generally considered to be problematic. Most sites either do not provide changing facilities or provide them too far away from courts to be realistically used. Often, the facilities predominately service football and cricket pitch users and therefore are not readily available or suited to tennis court users. Insight from the LTA indicates good quality ancillary facilities such as toilets, changing rooms and cafes, encourage players to visit community available provision and stay for extended periods of time. Therefore, a potential way to increase usage of such provision would be to invest and sustain suitable ancillary amenities.

8.3: Demand

There are five tennis clubs in South Staffordshire of which four responded to consultation requests (Brewood, Cheslyn Hay, Wombourne and Stourbridge tennis clubs). From these clubs, combined membership equates to 1,203 members, which is derived from 849 senior members and 354 junior members. The largest club is Stourbridge TC with 750 total members, followed by Cheslyn Hay TC with 240 members. The smallest club is Brewood TC, catering for 63 members.

Table 8.8: Summary of club membership

Name of club	Number of members		
	Seniors	Juniors	Total
Brewood TC	39	24	63
Cheslyn Hay TC	90	150	240
Stourbridge TC	650	100	750
Wollaston TC	<i>Unknown</i>		
Wombourne TC	70	80	150
Total	849	354	1,203

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Participation trends

Cheslyn Hay and Wombourne tennis clubs report that both senior and junior membership levels have increased over the previous five years. Cheslyn Hay TC states this has been due to an increased number of sessions on offer as well as making tennis more accessible. Both senior and junior membership at Stourbridge TC has remained consistent over the same time period.

Conversely, Brewood TC reports that both senior and junior membership has declined in recent years due to a loss of interest at senior level and the perceived cost of coaching for juniors.

Latent demand

Sport England's Market Segmentation Tool enables an analysis of 'the percentage of adults that would like to participate in tennis within South Staffordshire but are not currently doing so'. The tool identifies latent demand of 2,043 people, 274 (13%) of which are within the segment 'Tim – settling down males'.

Notwithstanding the above, none of the tennis clubs in South Staffordshire that responded to consultation requests report that they are at capacity, with all clubs willing to accept new members. As such, it is considered that anyone within the District that would like to start participating could do so at the clubs already in existence, although clubs do not necessarily wholly cater for those wanting casual, pay and play access.

Future demand

Of the clubs which responded to consultation, all four indicate plans to increase membership, equating to an additional 201 senior members and 150 junior members.

Table 8.9: Potential future demand identified by clubs

Club	Senior future demand	Junior future demand	Total future demand
Brewood TC	21	20	41
Cheslyn Hay TC	50	50	100
Stourbridge TC	100	30	130
Wollaston TC	Unknown		
Wombourne TC	30	50	80
Total	201	150	351

Parks tennis

Parks tennis leagues are less formal in comparison to established club play, offering greater flexibility and an opportunity for all abilities to engage in competition at local venues. The leagues are run by Local Tennis Leagues which affiliates to the LTA and are available to all aged 18 years and above, with administration and support based online. Players are organised into mixed sex leagues of eight based on similar ability levels, with matches arranged between the two players at whatever time and court is agreed. The flexibility of play is conducive to the use of park sites which are typically more easily accessible.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

The LTA reports that it has capacity to explore the opportunity of launching park tennis leagues with each individual local authority. Whilst not essential, park tennis leagues has been found to work well alongside an online booking system, enabling players to reserve their courts to ensure fixtures can regularly occur.

There is currently no parks tennis league in South Staffordshire, with the nearest league in located in Wolverhampton. However, this league is still 'warming up' and is due to begin as soon as there is enough interest.

Tennis for Kids¹⁵

Tennis for Kids is a six week coaching offer for children that have never played tennis before and is identified as a priority by the LTA. For £25, kids get six weeks coaching by an LTA Accredited coach, along with a free racket, pack of balls and personalised t-shirt so that they can continue playing. To date nearly 25,000 kids have participated in the Tennis for Kids programme this year.

There are currently no Tennis for Kids programmes operating in or around South Staffordshire.

Tennis for Free¹⁶

Tennis for Free is a community sports charity that work in partnership with the LTA. The charity delivers free, fully inclusive weekly coaching sessions for all ages and abilities in local communities across the UK, especially those in low income areas. Tennis For Free offer a package for local authorities and court operators that includes financial support for local LTA Accredited coaches to deliver the sessions, tennis equipment for attendees and coaches and promotional support. Sessions are typically delivered across three courts, although the charity have recently launched 'Tennis for Free Lite', to unlock the large number of two court community venues that could benefit from the offer. Through its offer it aims to:

- ◆ Reinvigorate under-used public facilities
- ◆ Make tennis a sport for all
- ◆ Make tennis more financially accessible in the UK
- ◆ Improve the physical and mental wellbeing of local communities through tennis.

There are two Tennis for Free sessions currently operating in South Staffordshire based at Cheslyn Hay Sport & Community High School and Stourbridge Lawn Tennis & Squash Club (Iverley).

Great British Tennis Weekend¹⁷

The Great British Tennis Weekend is an LTA initiative which all registered venues can access. Clubs have the ability to sign up to host open days, which are free of charge, and create a relaxed and welcoming environment for those new to tennis to participate. This in turn can potentially lead to the clubs attracting new members.

¹⁵ <https://clubspark.lta.org.uk/tennisforkids>

¹⁶ <https://www.tennisforfree.com/index.php>

¹⁷ www.lta.org.uk/gbtw.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

The LTA hosts two dedicated weekends a year which are the UK's biggest public tennis events. Furthermore, venues are able to run additional events outside these dates and will benefit from their events being promoted on the national LTA campaign website. All clubs running an open day are asked to promote a follow on offer to all attendees, such as a reduced rate introductory membership or a number of free coaching sessions, to encourage people to continue playing after the event.

There are currently no open days operating in or around South Staffordshire.

Informal & Park tennis

It is considered that all courts in South Staffordshire that are not accessed by clubs have spare capacity for a growth in demand, although this is difficult to quantify as use is not recorded at every site due to many being open access. It is generally considered that courts are at their busiest during summer months, with little activity taking place outside of this.

The LTA have developed a package of support for LA to grow the use of park tennis courts by removing key barriers to participation. The three products are ClubSpark, Rally and Gate Access and can be used individually or in combination.

ClubSpark

ClubSpark is a flexible and simple venue management platform with multiple products and applications to help venues, local authorities and coaches manage their sport. ClubSpark is a tool that is offered for free as part of LTA venue registration and allows administrators to manage all functions of their venue(s) including;

Managed Website - create and manage a mobile friendly website tailored to LA/club requirements to promote events and activities.

Managed Coaching – set up coaching lessons and courses online.

Membership Management - improve membership engagement by making it easier for the venue and for members to pay, renew and keep in touch. Take online payments, manage direct debits and monitor revenue streams with ease. Membership modules can also be used to take 'Season Ticket' payments for venues operating a non-traditional annual facility fee. 'Season Tickets' can be configured to allow court bookings to be made for free or at a reduced rate by players who hold one, whilst still allowing non-holders to book.

Organise Payments - Set the way you want payments to be taken, whether it's immediate pay and play, or bookable as part of a membership package

Court Bookings – Reduced admin for managing bookings. Give staff, coaches, members and the general public access to book and pay for courts, classes or other resources online.

Scheduling - Set unique booking and price rules to suit your venue. Enable lights to switch on/off automatically when linked to the LTA Premium Gate Access system.

Book and Pay remotely - Customers can make bookings and payments for a venue anytime, anywhere via the real-time booking app.

Reporting - ClubSpark allows administrators to view reports highlighting income, court usage, revenue and number of members and season ticket holders. This allows for identification of trends and patterns and evidence to demonstrate participation levels and impact.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Clubspark could be explored at education and park sites in South Staffordshire in order to track court usage. This is not currently in place at any sites within the District.

RALLY

Rally is an aggregator that collects all booking and coaching information via partner venues ClubSpark pages and displays it for participants in one easy to view page. Rally allows players to search for venues close to them, and provides booking options, removing the barriers of not knowing where courts are or how to book. Rally provides a helpful customer journey, with a personal profile to review and manage bookings, and helpful reminders. Courts can be set to book for free of charge or at a fee agreed by the LA.

Rally is not currently in place at any courts in South Staffordshire.

Gate Access

The LTA have developed two Gate Access systems that work in association with ClubSpark, to secure your courts and to allow access to booked customers only. Members of the public can book a court online (making payment if required) and will receive a four digit access code via email, to enter using the courtside keypad. The gate access system will allow entry for the time booked if a correct code is entered.

Nationally the LTA have reported that in the last 3 years sites with gate access installed have attracted 64,841 unique players to make bookings, leading to 609,671 courts being booked, and has generated £1.1m of income.

There are two gate options available SmartAccess Premium & SmartAccess Lite. The demands and needs of users plus the setup of the venue will determine the most appropriate system for each site.

Following a detailed demographic analysis of all park tennis locations across the UK, the LTA has identified locations where they believe they can support the growth of participation through the implementation of gate access technology.

8.4: Supply and demand analysis

The LTA suggests that a non-floodlit hard court can accommodate 40 members whereas a floodlit hard court can accommodate 60 members. For air domed courts, membership of 100 is considered applicable and permanent indoor courts can accommodate 200 members. It should be noted that the abovementioned figures relate to LTA viability guidelines for clubs and are not the maximum capacity. The figure relates to what most clubs, based on the level of provision, would find sustainable.

Using these figures, the table below analyses whether or not courts currently in use by clubs in South Staffordshire are sufficient to meet both current and future demand.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Table 8.10: Summary of supply and demand

Site ID	Site name	Settlement	Analysis area	Community club	Current demand	Site capacity	Capacity rating	Future demand	Future capacity rating
9	Brewood Playing Field	Brewood	North West	Brewood TC	63	120	57	41	16
17	Cheslyn Hay Sport & Community High School	Cheslyn Hay	North East	Cheslyn Hay TC	240	360	120	100	20
73	Wombourne Cricket, Tennis and Bowling Club	Wombourne	South	Wombourne TC	150	180	30	80	50
87	Stourbridge Lawn Tennis & Squash Club	Iverley	South	Stourbridge TC	750	840	90	130	40

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

As seen in the table above, there is a sufficient supply of courts at all club sites across South Staffordshire, based on current demand. However, after considering future demand aspirations, overplay is likely to occur at Wombourne Cricket, Tennis and Bowling Club and Stourbridge Lawn Tennis & Squash Club, leading to an overall shortfall of 90 members in the South Analysis Area.

The North East and North West analysis areas retain spare capacity of 20 and 16 members respectively, after considering future demand.

Spare capacity at Wollaston Tennis Club is unknown as Wollaston TC was unresponsive to consultation requests. Further consultation is therefore required to fully understand its needs.

As all remaining publicly available non-club courts are deemed to have spare capacity, focus needs to be on actualising further usage of the provision. As such, the priority should be on improving quality, both in terms of the courts and the accompanying ancillary facilities, as well as providing a smoother booking system for potential users. Initiatives such as Tennis for Kids, Tennis for Free and the Great British Tennis Weekend can also be used at such sites to encourage the increase of tennis participation.

Tennis summary

- ▶ **There is currently sufficient supply of courts to accommodate club based demand. However, shortfalls are expected to occur in the South Analysis Area after considering future demand.**
- ▶ **There is also spare capacity existing on non-club courts, meaning the focus should be on improving quality and encouraging further usage.**
- ▶ There are 76 tennis courts identified in South Staffordshire across 18 sites, with 63 courts available for community use.
- ▶ Ounsdale High School (Wombourne) has a planning application in place for the replacement of three tennis courts on site.
- ▶ Chase Park (Hatherton) previously accommodated three floodlit sand AGP tennis courts although the site is now disused.
- ▶ All clubs in South Staffordshire are serviced by some level of floodlit provision, although floodlit provision at non-club courts is extremely limited.
- ▶ The majority of courts in South Staffordshire have a macadam surface (76%), whilst the remaining courts have either an artificial turf surface or are clay based.
- ▶ Of the community available courts, 30 were assessed as good quality, 20 as standard quality and 13 as poor quality.
- ▶ Wombourne TC reports its changing facilities are of poor quality. The Club has ambitions to improve changing provision at Wombourne Cricket, Tennis and Bowling Club.
- ▶ Changing facilities are also a key issue in relation to non-club courts, with provision often of a poor quality or situated too far away from the courts to be used.
- ▶ There are five tennis clubs in South Staffordshire of which four responded to consultation requests. For responding clubs, membership equates to 1,203 members, which is derived from 849 senior members and 354 junior members.
- ▶ Of the clubs which responded to consultation, all four indicate plans to increase membership, equating to an additional 201 senior and 150 junior members.
- ▶ In South Staffordshire, three of the five clubs actively offer pay and play at their venues, whereas it is not recorded at non-club sites.

PART 9: NETBALL

9.1: Introduction

England Netball governs netball in England. Levels of participation are quickly increasing, with over 100,000 affiliated members and at least one million women and girls playing during a typical week. The NGB's aim is to provide its members and partners with the best possible service and experience in sport.

Nationally, netball activity takes place both indoors and outdoors. England Netball is currently working on delivering its new five-year plan, Your Game Your Way. Its mission is for netball to be played in a diverse range of ideal environments that inspire and enable participation, growth and world class performance. It is to achieve this mission through directing tailored programmes to each of its segments of participation, which are:

- ◀ Minis, returners, adult casual, youth social and recreational
- ◀ I Heart Netballers, Hooked on Netball
- ◀ Hooked on netball, Aspiring to perform, Talented youth and developing excellence
- ◀ Elite and high performance, aspiring to perform, Talented youth and developing excellence

Consultation

Consultation was undertaken with England Netball to gather strategic understanding of local facility provision and demand. Complimentary information was collected through online research.

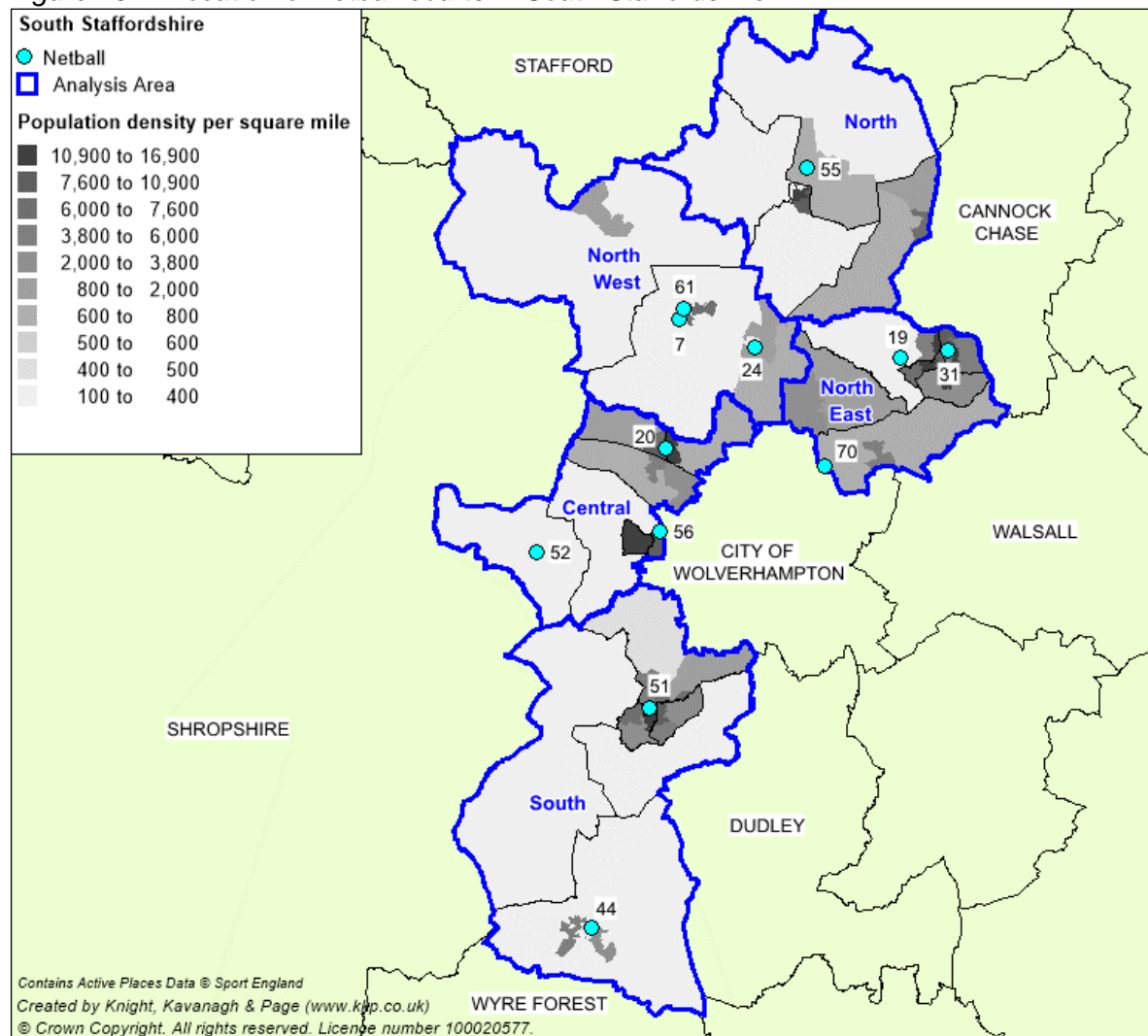
9.2: Supply

In total, there are 34 outdoor netball courts located across 12 sites in South Staffordshire. Of these, 24 courts (across eight sites) or 71% are available for community use.

For the location of the courts currently servicing the District, please see the figure overleaf.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Figure 10.1: Location of netball courts in South Staffordshire



SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Generally, schools do not allow their courts to be available for community use. This can be due to variety of reasons, such as a lack of local demand for court usage, lack of floodlighting, high staff costs to enable community usage or a preference to preserve court quality for curricular use. All courts unavailable for community use in South Staffordshire are located at education sites.

Table 9.1: Netball courts in South Staffordshire

Site ID	Site name	Settlement	Analysis area	Available for community use?	No. of courts	Court quality
7	Brewood Middle School	Brewood	North West	No	2	Poor
19	Cheslyn Hay Sport & Community High School	Cheslyn Hay	North East	Yes	4	Standard
20	Codsall Community High School	Codsall	Central	Yes	3	Standard
24	Coven Playing Fields	Lower Green	North West	Yes	1	Standard
31	Great Wyrley Academy	Littlewood	North East	Yes	4	Standard
44	Kinver High School	Kinver	South	No	5	Poor
51	Ounsdale High School	Wombourne	South	No	2	Standard
52	Pattingham Playing Field	Pattingham	Central	Yes	1	Good
55	Penkridge Middle School	Penkridge	North	Yes	4	Poor
56	Perton Middle School	Wergs	Central	Yes	4	Poor
61	St Dominic's Brewood	Brewood	North West	Yes	3	Good
70	Westcroft School	Westcroft	North East	No	1	Poor

Following a non-technical assessment, most courts (16 or 47%) are assessed as poor quality whilst 14 (or 41%) are assessed as standard quality. The remaining four are assessed as good quality.

England Netball reports that the courts at Cheslyn Hay Sport & Community High School are in need of new posts.

Over marking

Whilst it does help with usage levels and sustainability, an issue for netball nationally is that many of its courts are dual use tennis courts. This limits accessibility (especially during the summer when tennis nets are often permanently in place) and can impact on quality due to higher levels of wear and tear. Of the community available netball courts in South Staffordshire, all are overmarked on tennis courts.

Court type

All outdoor netball courts in South Staffordshire have a macadam surface. The estimated lifespan of a macadam court is ten years, depending on levels of use and maintenance levels. To ensure courts can continue to be used beyond this time frame, it is recommended that a sinking fund is put into place for eventual refurbishment.

Artificial courts generally allow for greater levels of access, especially during inclement weather spells, as well as requiring less frequent maintenance. Nevertheless, the cost of resurfacing the courts is more expensive despite the lifespan being similar.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL

PLAYING PITCH STRATEGY

Indoor courts

Wombourne Leisure Centre, Penkridge Leisure Centre and Cheslyn Hay Sport & Community High School are all accessed for indoor netball. This is through a mixture of Back 2 Netball and Walking Netball sessions.

Indoor netball is further examined in the Indoor Leisure Facilities Needs Assessment that is being produced alongside this report.

9.3: Demand

No formal netball clubs are identified in South Staffordshire, with all identified demand for netball in the District taking place indoors through Back to Netball or Walking Netball sessions.

Other demand

Play Netball

Play Netball is Britain's largest social netball league provider and arranges fixtures, league tables, umpires, netballs and bibs so players can focus on playing. People can join as individuals to find a team, a group to join the same team or produce their own team of 7 or 10 people.

There is currently no Play Netball league in operation in South Staffordshire, with the closest League based in Wolverhampton at Our Lady & St Chad Catholic Academy.

Back to Netball and Walking Netball

Back to Netball sessions are running across England and provides women of all ages a welcoming re-introduction to the sport. Sessions cover the basics of the game including passing, footwork and shooting and finish with a friendly game. Since its creation in 2010, over 60,000 women have taken part. Currently, Back to Netball sessions take place indoors at Wombourne Leisure Centre, Penkridge Leisure Centre and Cheslyn Hay Sport & Community High School.

Walking netball has evolved from a growing demand of walking sports e.g. walking football. Walking netball is a slower version of the game. It has been designed so that anyone can play regardless of age and fitness level and therefore offers opportunities for older adults to participate and enjoy. Currently, there is one Walking Netball session operating in South Staffordshire. This is based at the Penkridge Leisure Centre and all of the play takes place indoors.

Latent demand

Latent demand refers to potential demand; individuals who would like to participate within the sport but do not do so. This can be for a variety of reasons including a lack of courts or appropriate facilities. There is no identified latent demand in South Staffordshire.

Additionally, Sport England's Market Segmentation Tool¹⁸ enables an analysis of 'the percentage of adults that would like to participate in netball within South Staffordshire but are not currently doing so'. The tool identifies latent demand of 304 people, 87 (29%) of which are within the segment 'Chloe – fitness class friends'.

¹⁸ See Appendix 2

9.4: Supply and demand analysis

In summary, priority should be placed on retaining current levels of provision to ensure demand for outdoor netball can be accommodated should this arise. Consideration should also be given to increasing the amount of England Netball initiatives in operation in the District including Back 2 Netball, Walking Netball and Netball Now in order to increase participation.

Netball summary

- ▶ **In summary, there is currently sufficient outdoor netball provision in South Staffordshire as no demand for outdoor netball has been identified. Therefore, priority should be placed on retaining current levels of provision to ensure demand for outdoor netball can be accommodated should this arise.**
- ▶ **Consideration should also be given to increasing the amount of England Netball initiatives in operation in the District.**
- ▶ In total, there are 34 outdoor netball courts located across 12 sites in South Staffordshire. Of these, 24 courts (across eight sites) or 71% are available for community use.
- ▶ Generally, schools do not allow their courts to be available for community use. This can be due to variety of reasons, such as a lack of local demand for court usage, lack of floodlighting, high staff costs to enable community usage or a preference to preserve court quality for curricular use.
- ▶ Wombourne Leisure Centre, Penkridge Leisure Centre and Cheslyn Hay Sport & Community High School are all accessed for indoor netball.
- ▶ Following a non-technical assessment, most courts (16 or 47%) are assessed as poor quality whilst 14 (or 41%) are assessed as standard quality. The remaining four are assessed as good quality.
- ▶ No formal netball clubs are identified in South Staffordshire, with all identified demand for netball in the District taking place indoors through Back to Netball or Walking Netball sessions.
- ▶ There is currently no Play Netball league in operation in South Staffordshire, with the closest League based in Wolverhampton at Our Lady & St Chad Catholic Academy.
- ▶ Sport England's Market Segmentation Tool¹⁹ identifies latent demand of 304 people, 87 (29%) of which are within the segment 'Chloe – fitness class friends'.

¹⁹ See Appendix 2

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

PART 10: GOLF

10.1: Introduction

Golf is the fifth largest participation sport in England, with around 650,000 members belonging to one of 1,900 affiliated clubs and a further two million people playing independently outside of club membership. Nationally, it is governed by England Golf. The role of the NGB includes providing competitions for all ages and abilities, identifying and developing the most talented golfers, maintaining a uniform system of handicapping, administering and applying the rules and introducing new golfers via its initiative 'get into golf'.

As of March 2017, England Golf solely oversees the Whole Sport Plan and receive golf's National Lottery grant under Sport England's strategy. England Golf's Whole Sport Plan identifies how England will achieve its vision of becoming 'the leading golf nation in the world by 2020' from grass roots through to elite level.

Since 2004, participation in golf and club membership has been in decline, with only recent signs showing that the reduction may be levelling off.

10.2: Supply

There are 14 golf courses across 12 sites situated within South Staffordshire, as follows:

- ◀ 3 Hammers Golf Complex (Cross Green)
- ◀ Chase Golf Club (Huntington)
- ◀ Enville Golf Club
- ◀ Halfpenny Green Golf Club
- ◀ Himley Hall Golf Centre
- ◀ Kingswinford Golf Centre
- ◀ Ledene Golf Centre (Codsall Wood)
- ◀ Patshull Park Hotel Golf and Country Club (Kingslow)
- ◀ Penn Golf Club
- ◀ Perton Park Golf Club
- ◀ The Staffordshire Golf Club (Smestow)
- ◀ Wergs Golf Club

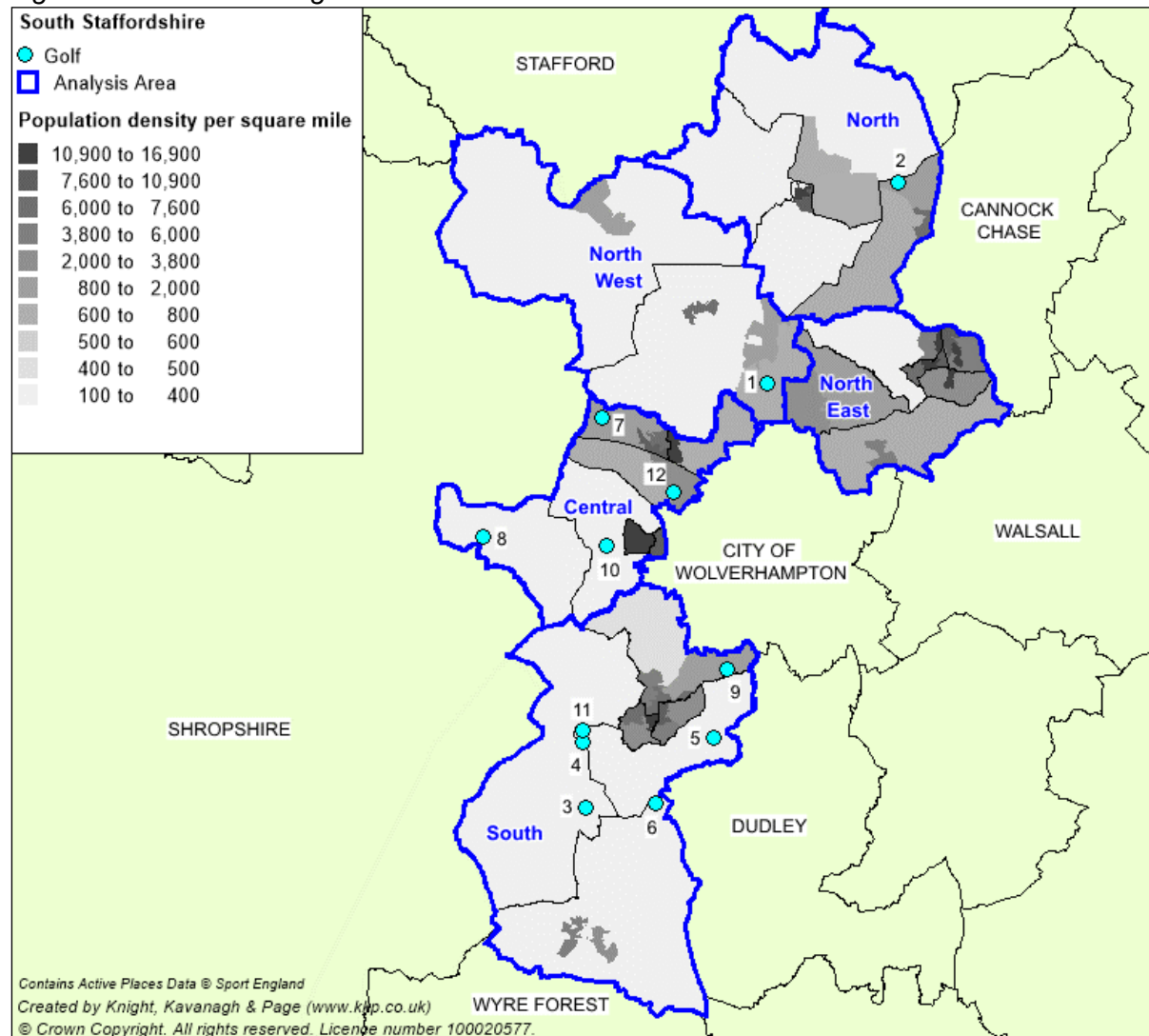
There are eight courses located in the South Analysis Area and four in the Central Analysis Area. Both the North and North East analysis areas host one course each whilst there are no courses in the North West Analysis Area.

In addition, there is a dedicated driving range located at The Golf Academy (Springhill). Eight of the aforementioned golf courses are also serviced by driving ranges.

For the location of the courses currently servicing the District, please see the figure overleaf.

SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Figure 10.1: Location of golf courses in South Staffordshire



SOUTH STAFFORDSHIRE DISTRICT COUNCIL PLAYING PITCH STRATEGY

Lapsed/disused provision

Playing fields which have previously hosted formal pitch provision are categorised as either disused or lapsed. A disused site is a playing field which is not being used at all by any users and is not available for community hire either. Once these sites are disused for five or more years they will then be categorised as 'lapsed sites'.

As mentioned, a lapsed site was a playing field site more than five years ago. These fall outside of Sport England's statutory remit but still have to be assessed using the criteria in paragraphs 97 and 98 of the National Planning Policy Framework and Sport England would nonetheless challenge a proposed loss of playing pitches/playing field which fails to meet such criteria.

No lapsed/disused golf courses have been identified in South Staffordshire.

Future supply

Wood Farm Golf Course (Springhill) currently consists of a nine-hole golf course; however, the 70-acre site has planning permission in place for a clubhouse and 63 parking space whilst an additional nine holes are currently under construction on the adjacent land.

Management

Of the 12 sites hosting golf courses within South Staffordshire, 11 are owned and operated commercially by the respective golf club, whether this be through private or members' ownership of the club. The exception to this is Himley Hall Golf Centre, which is municipally owned.

Course facilities

Of the 14 golf courses in South Staffordshire, one is a nine-hole course and three are par three courses. The remaining courses are all traditional 18-hole courses. Many also offer other facilities, such as driving ranges and practice grounds.

- ▶ **3 Hammers Golf Complex (Cross Green)** offers an 18-hole par three course, a 20-bay top tracer driving range and an indoor putting green that are open to the public. The complex also has a golf academy, as well as a shop, and a bar & bistro.
- ▶ **Chase Golf Club (Huntington)** is an 18-hole course with a 20-bay driving range and a pro shop accompanying it. A health club and spa is also attached.
- ▶ **Enville Golf Club** hosts two golf courses on site, both of which are 18-hole courses. There is also a pro shop and clubhouse on site, in addition to a short game area and chipping and pitching greens although practice facilities are reserved for members of the Club.
- ▶ **Halfpenny Green Golf Club** features a nine-hole, par three course although it has 18 tees, meaning the course can be played as an 18-hole course. The site also hosts a 12-bay floodlit driving range along with a putting green, pitching green and practice bunker.
- ▶ **Himley Hall Golf Centre** hosts an 18-hole course, a par three pitch and putt course and a driving range. There is also a café on site.
- ▶ **Kingswinford Golf Centre** provides a 9-hole par 3 course as well as a large driving range.
- ▶ **Ledene Golf Centre (Codsall Wood)** consists of an 18-hole par 3 course and a 16-bay driving range with a small clubhouse/pro shop.
- ▶ **Patshull Park Hotel Golf and Country Club (Kingslow)** has an 18-hole course alongside a hotel which includes food and drink facilities for players.
- ▶ **Penn Golf Club** features a swing studio in addition to an 18-hole course, clubhouse and pro shop.
- ▶ **Wergs Golf Club** features a hotel and pro shop as well as the 18-hole course on site.

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- ♦ **Perton Park Golf Club** also hosts an 18-hole course in addition to a driving range, pro shop and gym which are all included in the Club's membership. The Club is also used as a wedding venue.
- ♦ **The Staffordshire Golf Club (Smestow)** has two golf courses, a traditional 18-hole course and a nine-hole, par three course. There is also a pro shop on site.

Table 10.1: Summary of Golf courses in South Staffordshire

Course name	Settlement	Analysis area	Holes	Par ²⁰	Yardage ²¹		
3 Hammers Golf Complex	Cross Green	North East	18	54	1,384		
Chase Golf Club	Huntington	North	18	73	6,641	6,395	5,864
Enville Golf Club	Enville	South	18	72	6,703	6,493	5,806
			18	71	6,472	6,253	5,452
Halfpenny Green Golf Club	Halfpenny Green	South	18	69	5,919	5,819	5,261
Himley Hall Golf Centre	Himley	South	18	70	6,290	6,216	5,542
Kingswinford Golf Centre	Kingswinford	South	9	27	1,012		
Ledene Golf Centre	Codsall Wood	Central	18	54	1,739		
Patshull Park Hotel Golf and Country Club	Kingslow	Central	18	72	6,345	6,123	5,564
Penn Golf Club	Penn Common	South	18	70	6,457	6,174	5,444
Perton Park Golf Club	Perton	Central	18	72	6,652	6,466	5,582
The Staffordshire Golf Club	Smestow	South	18	71	6,158	5,947	5,399
			9	27	999		
Wergs Golf Club	Wergs	Central	18	73	6,981	6,312	5,076

The Golf Academy (North East) (Springhill) has a 19-bay floodlit, covered driving range. The Academy has a team of qualified PGA professionals delivering individual and group tuition to golfers of all ages and abilities.

Quality

All of the courses in the District are considered to be good quality, with a dedicated maintenance regime carried out at each facility.

Membership and costs

Nationally, many clubs have begun to alter their pricing structure to allow for discounted rates following a decline in golf participation, with England Golf determining that clubs are more likely to experience growth with flexible membership packages. For instance, some now offer a five day membership (whereby members can access the course on specific days but not during a weekend), whilst others provide discounts that are no longer limited to junior players (e.g. discounts for those aged 18-21). Previously, many clubs throughout the country had a waiting list for membership but that is rarely the case in the present day.

In South Staffordshire, a range of dedicated pay and play facilities and traditional members clubs are available in the area.

²⁰ The Par for the course is based upon the white and yellow tees. The red tees Par may be slightly higher.

²¹ White denotes Championship tees, yellow denotes men's tees and red denotes ladies' tees.

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Table 10.2: Summary of costs in South Staffordshire

Club name	Cost summary																		
3 Hammers Golf Complex	Instead of memberships, the Complex offers three, six and 12 month season tickets. Prices are charged as follows:																		
	<table><tr><th>Membership</th><th>Three month</th><th>Six month</th><th>12 month</th></tr><tr><td>Adult</td><td>£99</td><td>£149</td><td>£199</td></tr><tr><td>Senior</td><td>-</td><td>£99</td><td>£149</td></tr><tr><td>Junior</td><td>-</td><td>-</td><td>£99</td></tr></table>	Membership	Three month	Six month	12 month	Adult	£99	£149	£199	Senior	-	£99	£149	Junior	-	-	£99		
	Membership	Three month	Six month	12 month															
	Adult	£99	£149	£199															
	Senior	-	£99	£149															
Junior	-	-	£99																
Greens fees for the 18-hole short course at 3 Hammers Golf Complex are £9.95 throughout the week. A junior round is charged at £5.95 whilst a twilight round is £6.95. Senior citizens also receive a discount on green fees as a midweek round is charged at £7.50.																			
Chase Golf Club	<p>Chase Golf Club offers flexible membership options, with adult fees starting from £6.47 per week although a list of these options and prices is not published online.</p> <p>Green fees are charged at £18 during the week and £20 at the weekend.</p>																		
Enville Golf Club	<p>Membership to Enville Golf Club is charged at £1,378 for a full membership or £1,060 for a five day membership. Discounts are available for under 30s, with 25-29 year olds paying £816 for a full membership. Furthermore, 21-24 year olds pay £604 whilst 18-21 year olds are charged £400. All of these membership options are subject to a joining fee of £1,620. In addition, an under 18 membership is available for £200 with no joining fee.</p> <p>Winter green fees are charged at £45 for 18 holes or £55 for 36 holes whilst this increase to £65 for 18 holes and £90 for 36 holes in the summer.</p>																		
Halfpenny Green Golf Club	<p>Halfpenny Green Golf Club is a pay and play facility and so traditional golf membership is not offered, however, memberships can be purchased discounts on green fees. These memberships are £65 per year or £45 for juniors.</p> <p>Green fees for 18 holes are charged at £15 throughout the week although seniors and juniors can play a midweek round for £12. Discounts are available for nine hole rounds and for members.</p> <p>The par three course is charged at £3 for nine holes or £5 for 18 holes.</p>																		
Himley Hall Golf Centre	Membership to Himley Hall Golf Centre is charged as follows:																		
	<table><tr><th>Membership</th><th>Five day</th><th>Seven day</th></tr><tr><td>Adult</td><td>£390</td><td>£450</td></tr><tr><td>OAP Male</td><td>£290</td><td>£360</td></tr><tr><td>Ladies</td><td>£340</td><td>£370</td></tr><tr><td>OAP Ladies</td><td>£270</td><td>£320</td></tr><tr><td>Junior</td><td>-</td><td>£120</td></tr></table>	Membership	Five day	Seven day	Adult	£390	£450	OAP Male	£290	£360	Ladies	£340	£370	OAP Ladies	£270	£320	Junior	-	£120
	Membership	Five day	Seven day																
	Adult	£390	£450																
	OAP Male	£290	£360																
	Ladies	£340	£370																
OAP Ladies	£270	£320																	
Junior	-	£120																	
Green fees are charged at £15 for an adult 18-hole round whilst this falls to £11.50 for juniors and OAPs. Nine-hole rounds are £10 for adults or £8 for juniors and OAPs.																			
Kingswinford Golf Centre	<p>Kingswinford Golf Centre is a pay and play venue. A free loyalty scheme is in place to offer discounts and promotions. An 18-hole green fee is £10 for an adult or £8 for a junior or senior. Nine-hole rounds are charged at £7 for an adult or £5 for a junior or senior. Senior citizens can only access the discounted rate on Mondays and Wednesdays.</p>																		
Ledene Golf Centre	<p>Ledene Golf Centre is also a pay and play venue although season tickets can be purchased for unlimited rounds. These are £199 for an adult or £249 for an adult and a junior.</p> <p>For pay and play, a day ticket can be purchased for £10 provided unlimited rounds on day of purchase. A standard round is £8 for an adult or £5 for a junior. Wednesday is Ladies day at the Centre, where women can pay £6 per round. Tuesdays and Thursdays are seniors days, where seniors are charged £5 for a round.</p>																		

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Club name	Cost summary												
Patshull Park Hotel Golf and Country Club	<p>Membership to Patshull Park Hotel Golf and Country Club is charged as follows:</p> <table> <tr> <th>Membership</th><th>Price</th></tr> <tr> <td>Adult – Full</td><td>£749</td></tr> <tr> <td>Adult – Five Day</td><td>£529</td></tr> <tr> <td>24-30 years old</td><td>£529</td></tr> <tr> <td>18-23 years old</td><td>£313</td></tr> <tr> <td>Under 18</td><td>£60</td></tr> </table> <p>During Winter, greens fees are charged at £15 throughout the week and for weekend twilight rounds. Regular weekend rounds are £20. In Summer, weekday rounds increase to £25 and weekend rounds are £27.50. However, twilight rounds throughout the week start at £15.</p>	Membership	Price	Adult – Full	£749	Adult – Five Day	£529	24-30 years old	£529	18-23 years old	£313	Under 18	£60
Membership	Price												
Adult – Full	£749												
Adult – Five Day	£529												
24-30 years old	£529												
18-23 years old	£313												
Under 18	£60												
Penn Golf Club	<p>Penn Golf Centre offers five day, seven day, restricted and veteran memberships. Restricted members can play Monday to Friday and also after 11:30am on Sundays. Veterans can play Monday to Friday but must tee off between 10am-12pm or 2pm-3:30pm.</p> <p>Seven day memberships are £1066.50 whilst five day memberships are £800. Restricted membership is £853 and a Veterans membership is £533. Discounts are also available for young adults aged 18-30 although these prices are not published online.</p> <p>Juniors aged 11-17 are charged £80 whilst 6-10 year olds pay £10.</p> <p>Green fees are currently charged at £40 during the week for 18 holes or £50 on Sundays. Saturdays are reserved for members. All day passes can also be purchased for £50 throughout the week or £55 on Sundays.</p>												
Perton Park Golf Club	<p>Membership to Perton Golf Club is charged at £849 for a seven day membership or £649 for a five day membership. The Club also has a partnership with The Staffordshire Golf Club. Joint seven day memberships are available across the two courses for £875 or £695 for a five day membership. Under 30s can also receive discounted membership prices although this must be enquired about.</p> <p>Green fees are charged from £18 during the week or from £20 at weekends. Twilight rounds start at 2pm and are charged from £15.</p>												
The Staffordshire Golf Club	<p>Membership to The Staffordshire Golf Club is charged at £865 for a seven day membership or £660 for a five day membership. The Club also has a partnership with Perton Golf Club. Joint seven day memberships are available across the two courses for £875 or £695 for a five day membership.</p> <p>19-21 year olds are charged £295 for an annual membership whilst this reduces to £175 for 16-18 year olds and £135 for under 16s.</p> <p>Green fees are charged at £20 during the week or £25 at weekends. Twilight rounds start at 2pm and are charged at £15.</p>												

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Club name	Cost summary																
Wergs Golf Club	Wergs Golf Club has various memberships on offer, as shown here:																
	<table><tr><th>Membership</th><th>Price</th></tr><tr><td>Adult – Seven day</td><td>£795</td></tr><tr><td>Adult – Five day</td><td>£595</td></tr><tr><td>26-29 year old</td><td>£500</td></tr><tr><td>22-25 year old</td><td>£350</td></tr><tr><td>19-21 year old</td><td>£250</td></tr><tr><td>16-18 year old</td><td>£150</td></tr><tr><td>Under 16</td><td>£100</td></tr></table>	Membership	Price	Adult – Seven day	£795	Adult – Five day	£595	26-29 year old	£500	22-25 year old	£350	19-21 year old	£250	16-18 year old	£150	Under 16	£100
	Membership	Price															
	Adult – Seven day	£795															
	Adult – Five day	£595															
	26-29 year old	£500															
	22-25 year old	£350															
	19-21 year old	£250															
	16-18 year old	£150															
	Under 16	£100															
During the week, a nine-hole round is charged at £14, an 18-hole round is £20 and a day pass is £25. At weekends, this rises to £17 for a nine-hole round, £25 for an 18-hole round and £30 for a day pass. Junior prices are stable throughout the week at £10 for nine holes, £15 for 18 holes or £20 for a day pass. On Tuesdays, adult green fees fall to £15 for 18 holes and on the remaining four weekdays, tee offs after 12pm are £18. At the weekends, tee offs after 12pm are £20 for 18 holes.																	

Staffordshire Union of Golf Clubs County Card Scheme

The Staffordshire Union of Golf Clubs (S.U.G.C) currently run a County Card scheme of which there are 33 member clubs across Staffordshire. The County Card scheme allows members of the associated golf club to purchase a county card from their club. In return for this card, players will gain access to approximately 1,300 courses in many English counties at reduced rates. Rates are generally reduced by 25-50%.

In South Staffordshire, Enville, Halfpenny Green, Himley Hall, Penn, Perton Park and Wergs golf clubs are members of the County Card scheme and therefore can be accessed at a reduced rate by holders.

10.3: Demand

England Golf's Club Membership Questionnaire (2018) highlights that the average number of members per golf course nationally is 484. As a breakdown, this consists of 381 adult males, 70 adult females, 27 junior boys and six junior girls. In South Staffordshire, membership levels where known are concerning, with only Enville Golf Club having more members than the national average.

Table 10.3: Summary of demand

Club name	2018 membership
3 Hammers Golf Complex	No membership
Chase Golf Club	Unknown
Enville Golf Club	890
Halfpenny Green Golf Club	30
Himley Hall Golf Centre	57
Kingswinford Golf Centre	Not affiliated
Ledene Golf Centre	Not affiliated
Patshull Park Hotel Golf and Country Club	259
Penn Golf Club	411
Perton Park Golf Club	40
The Staffordshire Golf Club	14
Wergs Golf Club	180

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Despite the varying levels of membership, it must be noted that each club will have a different financial model in terms of income generation from membership versus green fees. This means that further exploration is required before determining that clubs with a low membership base are unsustainable.

Participation trends

Nationally, the average number of members per golf club has increased slightly from 460 in 2016 compared to 484 in 2018. A total of 38% of clubs saw an increase in membership over this time period. Clubs showing growth are increasingly offering more tailored packages, which provide flexibility and cater for less traditional golfers. These include flexible, points-based memberships for those who are time poor, corporate packages which provide opportunities to network, academy/trial memberships for those getting into the game and student/intermediate offers to enable younger people to manage the cost of a significant outlay.

In South Staffordshire, membership at Patshull Park Hotel Golf and Country Club and The Staffordshire Golf Club has increased since 2016, whilst the all of the remaining clubs have experienced a decline.

Table 10.4: Summary of participation trends

Course name	2016 membership	2017 membership	2018 membership
3 Hammers Golf Complex	<i>No membership</i>		
Chase Golf Club	<i>Unknown</i>		
Enville Golf Club	893	75	890
Halfpenny Green Golf Club	53	33	30
Himley Hall Golf Centre	68	62	57
Kingswinford Golf Centre	<i>Not affiliated</i>		
Ledene Golf Centre	<i>Not affiliated</i>		
Patshull Park Hotel Golf and Country Club	183	217	259
Penn Golf Club	418	401	411
Perton Park Golf Club	395	375	40
The Staffordshire Golf Club	13	16	14
Wergs Golf Club	453	0	180

Membership at Perton Park and Wergs golf clubs has fallen drastically since 2016 and should be a major concern as both clubs were previously operating close to the national average.

Whilst the remaining clubs have also experienced declines in membership, these have been much less severe and so membership levels should be monitored to ensure that each Club remains viable.

Future demand

England Golf published the 'Raising Our Game' strategy in 2014, which defines its strategic direction up to 2017. The document highlights the need for a strategy to enhance market understanding of current Golf facilities, which is identified as one of the key considerations to increasing participation. To enable this, market segmentation has been created that is specific to Golf, identifying that 24% of adults in England are potential players. This is made up of 9% current players, 8% lapsed players and 7% latent players and amounts to around 9.6 million people in total.

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The research also provides nine defined profiles and clearly identified behaviours, motivations and barriers within each one. The nine segments are:

- ◀ Relaxed members
- ◀ Older traditionalists
- ◀ Younger traditionalists
- ◀ Younger fanatics
- ◀ Late enthusiasts
- ◀ Occasional/time-pressed
- ◀ Social couples
- ◀ Casual fun

To align with this, a facility mapping tool has been created to provide a statistical data engine that identifies Golfing demand within a 20-minute drive time of each facility within England using the segments above. The tool highlights the dominant profiles within each catchment area and also within access to each course. This can then be used to predict likely demand for each type of facility and can support informed marketing, development and investment decisions whilst allowing providers to adapt their offer to cater for a range of different needs.

The demand for golf within South Staffordshire by segment type is seen in the table below. The figures represent the number of people within each profile that are within a 20-minute drive time of each course. It is then averaged across the available courses to ensure no double counting.

Table 10.5: Summary of demand in South Staffordshire by segment

Segment no.	Segment name	Average number of people per affiliated facility (20-minute drive time)
1	Relaxed members	8,681
2	Older traditionalists	7,288
3	Younger Traditionalists	8,820
4	Younger fanatics	7,683
5	Younger actives	8,286
6	Late enthusiasts	7,531
7	Occasional time pressed	8,527
8	Social couples	7,791
9	Casual fun	7,397

In total, an average of 72,004 people are identified as current or potential users of golf courses within South Staffordshire. This demand is relatively evenly spread across the profiles, with “Younger Traditionalists” generating the most demand and “older traditionalists” generating the least.

Each profile is applied on a facility by facility basis in the table overleaf.

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Table 10.6: Summary of demand per course by profile type

Course name	Segment no.								
	1	2	3	4	5	6	7	8	9
3 Hammers Golf Complex	18,169	14,882	18,855	15,547	17,289	15,300	17,972	16,066	14,531
Chase Golf Club	Unknown								
Enville Golf Club	4,387	3,884	4,160	4,118	4,203	4,055	4,188	4,125	4,223
Halfpenny Green Golf Club	4,204	3,697	4,068	3,900	4,032	3,841	4,051	3,922	3,934
Himley Hall Golf Centre	13,209	10,926	13,532	11,495	12,575	11,280	12,999	11,754	10,931
Kingswinford Golf Centre	11,941	10,115	11,976	10,678	11,401	10,477	11,663	10,808	10,411
Ledene Golf Centre	3,717	3,278	3,723	3,543	3,588	3,407	3,664	3,381	3,542
Patshull Park Hotel Golf and Country Club	2,363	2,152	2,277	2,352	2,288	2,254	2,297	2,199	2,438
Penn Golf Club	11,617	9,490	12,047	9,973	11,045	9,780	11,488	10,235	9,349
Perton Park Golf Club	5,060	4,310	5,121	4,588	4,846	4,464	4,977	4,554	4,473
The Staffordshire Golf Club	6,261	5,528	6,058	5,864	6,012	5,751	6,042	5,834	5,938
Wergs Golf Club	6,191	5,221	6,335	5,580	5,924	5,408	6,119	5,512	5,393
The Golf Academy	17,051	13,974	17,689	14,564	16,225	14,355	16,860	15,099	13,600

The table above summarises that demand is likely to be highest for 3 Hammers Golf Complex (Cross Green), with 148,611 potential users, followed by The Golf Academy (Springhill), which has 139,417 potential users. Demand is lowest for Patshull Park Hotel Golf and Country Club (Kingslow), which has 20,620 potential users.

Given that it is difficult for one facility to cater for the needs of all potential members, there is clear scope for some clubs to work more collaboratively in terms of creating pathways where appropriate. This way, all golfing profiles can be collectively catered for.

In order to increase membership and to target the golfing profiles detailed above, England Golf sets out the following key themes:

- ✦ Creating a welcoming environment
- ✦ Catering for a range of different needs
- ✦ Communicating regularly with members and visitors
- ✦ Developing facilities to broaden income streams
- ✦ Becoming part of the local community

FootGolf

FootGolf is a relatively new activity that is played on a golf course using a football. The object of the game is to get the ball into the hole using only your feet in the fewest number of shots possible. It is governed by the UK FootGolf Association.

Nationally, there are currently 160 recognised Golf courses that incorporate FootGolf, with many clubs recognising it as a chance to provide an income stream that can provide sustainability at a time when participation in the traditional game has decreased. The sport is generally played on a smaller than average courses, with Par 3 courses being ideal.

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There is one FootGolf course within South Staffordshire, located at Halfpenny Green Golf Club. An 18-hole round is £8 for adults or £7 for under 16s. Ball hire is £1 with a £5 deposit.

10.4: Supply and demand analysis

There is significant demand for golf within South Staffordshire and the demand cuts across all nine golfing profiles as set out by England Golf. This is currently met with a good range of facilities that includes traditional 18-hole courses, par three courses, putting greens, practice grounds and driving ranges that can be accessed on a casual basis.

Given the above, it is considered that the current supply of facilities can meet current and future demand. Emphasis should therefore be placed on ensuring sites are able to retain current members and users as well as assisting them in capitalising on any untapped demand. This is especially the case at Perton Park and Wergs golf clubs as membership for both has fallen drastically in recent years.

Further analysis at club or facility level, along with some additional England Golf tools, can be used to better understand the existing members and visitors of each venue. This may help to establish a clearer picture of the overall facility landscape and how well it caters for the local demographic.

Golf summary

- ✦ It is considered that the current supply of facilities in South Staffordshire can meet current and future demand, with emphasis placed on ensuring sites are able to retain current members and users as well as assisting them in capitalising on any untapped demand and future demand.
- ✦ However, declining membership bases at Perton Park and Wergs golf clubs should be a major concern as both clubs previously operated close to the national average.
- ✦ There are 14 golf courses across 12 sites within South Staffordshire.
- ✦ In addition, there is one standalone driving range at The Golf Academy (Springhill) as well as a further eight driving ranges located at existing golf club sites. There is also a FootGolf course in the District, located at Halfpenny Green Golf Club.
- ✦ Of the 14 golf courses in South Staffordshire, one is a nine-hole course and three are par three courses. The remaining courses are all traditional 18-hole courses.
- ✦ Quality is considered to be good at all courses in the District.
- ✦ Only Himley Hall Golf Centre is without a clubhouse on site, instead accessing a café on site for ancillary provision. All remaining Clubs within the District have access to an array of facilities.
- ✦ Only Enville Golf Club has more members than the national average. Membership at Patshull Park Hotel Golf and Country Club and The Staffordshire Golf Club has increased since 2016, whilst all of the remaining clubs have experienced a decline. Perton Park and Wergs golf clubs have seen their membership bases fall drastically over the same time period.
- ✦ In total, an average of 72,004 people are identified as current or potential users of Golf courses within South Staffordshire.
- ✦ Demand is likely to be highest for 3 Hammers Golf Complex (Cross Green), which has 148,611 potential users, whilst is lowest for Patshull Park Hotel Golf and Country Club (Kingslow), which has 20,620 potential users.

PART 11: OTHER SPORTS

American Football

The British American Football Association (BAFA) is the National Governing Body for the sport of American football in Great Britain and is responsible for all regulatory, competition, performance and development aspects of the game.

Black Country Vipers is the only American football Club in South Staffordshire. The Club is based at Stourton Park (Stourbridge RFC) (Wollaston) with training taking place on Sundays from 1:30pm-4:00pm on the 3G pitch. It fields one team in the U19 BAFA Division Two although the Club also has youth sections in the U16 and U13 age groups which do not form official teams.

APPENDIX 1: SPORTING CONTEXT

The following section outlines a series of national, regional and local policies pertaining to the study and which will have an important influence on the Strategy.

National context

The provision of high quality and accessible community outdoor sports facilities at a local level is a key requirement for achieving the targets set out by the Government and Sport England. It is vital that this strategy is cognisant of and works towards these targets in addition to local priorities and plans.

Department of Media Culture and Sport Sporting Future: A New Strategy for an Active Nation (2015)

The Government published its strategy for sport in December 2015. This strategy confirms the recognition and understanding that sport makes a positive difference through broader means and that it will help the sector to deliver five simple but fundamental outcomes: physical health, mental health, individual development, social and community development and economic development. In order to measure its success in producing outputs which accord with these aims it has also adopted a series of 23 performance indicators under nine key headings, as follows:

- ◀ More people taking part in sport and physical activity.
- ◀ More people volunteering in sport.
- ◀ More people experiencing live sport.
- ◀ Maximising international sporting success.
- ◀ Maximising domestic sporting success.
- ◀ A more productive sport sector.
- ◀ A more financially and organisationally sustainable sport sector.
- ◀ A more responsible sport sector.

Sport England: Towards an Active Nation (2016-2021)

Sport England has recently released its new five year strategy 'Towards an Active Nation'. The aim is to target the 28% of people who do less than 30 minutes of exercise each week and will focus on the least active groups; typically women, the disabled and people from lower socio-economic backgrounds.

Sport England will invest up to £30m on a plan to increase the number of volunteers in grassroots sport. Emphasis will be on working with a larger range of partners with less money being directed towards National Governing Bodies.

The Strategy will help deliver against the five health, social and economic outcomes set out in the Government's Sporting Future strategy.

- ◀ Physical Wellbeing
- ◀ Mental Wellbeing
- ◀ Individual Development
- ◀ Social & Community Development
- ◀ Economic Development

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National Planning Policy Framework (2018)

The National Planning Policy Framework (NPPF) sets out planning policies for England. It details how these changes are expected to be applied to the planning system. It also provides a framework for local people and their councils to produce distinct local and neighbourhood plans, reflecting the needs and priorities of local communities.

The NPPF states the purpose of the planning system is to contribute to the achievement of sustainable development. It identifies that the planning system needs to focus on three themes of sustainable development: economic, social and environmental. A presumption in favour of sustainable development is a key aspect for any plan-making and decision-taking processes. In relation to plan-making the NPPF sets out that Local Plans should meet objectively assessed needs.

The 'promoting healthy communities' theme identifies that 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. Specific needs and quantitative or qualitative deficiencies or surpluses in local areas should also be identified. This information should be used to inform what provision is required in an area.

As a prerequisite, the NPPF states existing open space, sports and recreation buildings and land, including playing fields, should not be built on unless:

- ◆ An assessment has been undertaken, which has clearly shown that the open space, buildings or land is surplus to requirements.
- ◆ 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.
- ◆ The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.

In order for planning policies to be 'sound' local authorities are required to carry out a robust assessment of need for open space, sport and recreation facilities.

The FA National Football Facilities Strategy (2018-28)

The Football Association's (FA) National Football Facilities Strategy (NFFS) provides a strategic framework that sets out key priorities and targets for the national game (i.e., football) over a ten-year period. The Strategy is presently in draft and is due for publication in 2018.

The Strategy sets out shared aims and objectives it aims to deliver on in conjunction with The Premier League, Sport England and the Government, to be delivered with support of the Football Foundation.

These stakeholders have clearly identified the aspirations for football to contribute directly to nationally important social and health priorities. Alongside this, the strategy is clear that traditional, affiliated football remains an important priority and a core component of the game, whilst recognising and supporting the more informal environments used for the community and recreational game.

Its vision is: *"Within 10 years we aim to deliver great football facilities, wherever they are needed"*

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£1.3 billion has been spent by football and Government since 2000 to enhance existing football facilities and build new ones. However, more is needed if football and Government's shared objectives for participation, individual well-being and community cohesion are to be achieved. Nationally, direct investment will be increased – initially to £69 million per annum from football and Government (a 15% increase on recent years).

The NFFS investment priorities can be broadly grouped into six areas, recognising the need to grow the game, support existing players and better understand the different football environments:

- ◀ **Improve 20,000 Natural Turf pitches**, with a focus on addressing drop off due to a poor playing experience;
- ◀ **Deliver 1,000 3G AGP 'equivalents'** (mix of full size and small sided provision, including MUGAs - small sided facilities are likely to have a key role in smaller / rural communities and encouraging multi-sport offers), enhancing the quality of playing experience and supporting a sustainable approach to grass roots provision;
- ◀ **Deliver 1,000 changing pavilions/clubhouses**, linked to multi-pitch or hub sites, supporting growth (particularly in women and girls football), sustainability and providing a facility infrastructure to underpin investment in coaching, officials and football development;
Support access to flexible indoor spaces, including equipment and court markings, to support growth in futsal, walking football and to support the education and skills outcomes, exploiting opportunities for football to positively impact on personal and social outcomes for young people in particular;
- ◀ **Refurbish existing stock to maintain current provision**, recognising the need to address historic under-investment and issues with refurbishment of existing facilities;
- ◀ **Support testing of technology and innovation**, building on customer insight to deliver hubs for innovation, testing and development of the game.

Local Football Facility Plans

To support in delivery of the NFFS, The FA has commissioned a national project. Over the next two years to 2020, a Local Football Facility Plan (LFFP) will be produced for every local authority across England. Each plan will be unique to its area as well as being diverse in its representation, including currently underrepresented communities.

Identifying strategic priorities for football facilities across the formal, recreational and informal game, LFFPs will establish a ten-year vision for football facilities that aims to transform the playing pitch stock in a sustainable way. They will identify key projects to be delivered and act as an investment portfolio for projects that require funding. As such, around 90% of all will be identified via LFFPs. LFFPs will guide the allocation of 90% of national football investment (The FA, Premier League and DCMS) and forge stronger partnerships with local stakeholders to develop key sites. This, together with local match-funding will deliver over one billion pounds of investment into football facilities over the next 10-years.

It is important to recognise that a LFFP is an investment portfolio of priority projects for potential investment - it is not a detailed supply and demand analysis of all pitch provision in a local area. Therefore, it cannot be used as a replacement for a Playing Pitch Strategy (PPS) and it will not be accepted as an evidence base for site change of use or disposal.

A LFFP will; however, build on available/existing local evidence and strategic plans and may adopt relevant actions from a PPS and/or complement these with additional investment priorities.

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The FA: National Game Strategy (2018-2021)

The FA launched its new National Game Strategy in July 2018 which aims to inspire a life-long journey in football for all. To achieve this, the strategy will focus on five key aspects of the game:

- ◀ A high quality introduction to football
- ◀ Developing clubs and leagues
- ◀ Embrace all formats of football and engage all participants
- ◀ Recruit, develop and support the workforce
- ◀ Develop sustainable facilities

Through these five pillars, The FA's objectives are to:

- ◀ Increase the number of male affiliated and recreational players by 10%.
- ◀ Double the number of female affiliated and recreational players via a growth of 75%.
- ◀ Increase the number of disability affiliated and recreational players by 30%.
- ◀ Ensure affiliated Futsal is available across the country in order to increase the number of Futsal affiliated and recreational players.

The sustainable football facilities should provide support to an agreed portfolio of priority projects that meet National Football Facility Strategy (NFFS) investment priorities.

England and Wales Cricket Board (ECB) Inspiring Generations (2019-2024)

"Inspiring Generations" is the new ECB participation strategy which was announced in January 2019. It builds on the strong foundations laid by Cricket Unleashed and supports the growth of cricket in England and Wales between 2020 and 2024. At the heart of this strategy is a single unifying purpose, which gets to the core of what the game can do for society both on and off the field to ensure that cricket is in an even stronger position that it is in 2019.

Inspire Generations has six key priorities and activities including transforming women's and girls' cricket to increase the representation of women in every level of cricket by:

- ◀ Growing the base through participation and facilities investment.
- ◀ Growing the base through participation and facilities investment.
- ◀ Launching centres of excellence and a new elite domestic structure.
- ◀ Investing in girls' county age group cricket.
- ◀ Delivering a girls' secondary school programme.

The Rugby Football Union Strategic Plan (2017-2021)

The RFU has released its new strategic vision for rugby in England. The strategy is based on four main elements which are; Protect, Engage, Grow and Win. It covers all elements of rugby union ranging from elite rugby to grassroots, although the general relevancy to the PPS is centred around growing the game.

The RFU exists to promote and develop rugby union in England and ensure the long-term sustainability of clubs by growing player numbers and retaining them across all age groups. Responding to wider market influences, work will continue on developing new ways to take part in all forms of the game, without comprising the sports traditions. This will ensure a lasting legacy from elite success by attracting new players and encouraging current male and female adult players to play.

The four key aims to ensure long term sustainability are to:

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- ◀ Improve player transition from age grade to adult 15-a-side rugby
- ◀ Expand places to play through Artificial Grass Pitches (AGPs)
- ◀ Engage new communities in rugby
- ◀ Create a community 7's offering

England Hockey Strategy

England Hockey's Facilities Strategy can be found [here](#).

Vision: For every hockey club in England to have appropriate and sustainable facilities that provide excellent experiences for players.

Mission: More, Better, Happier Players with access to appropriate and sustainable facilities

The 3 main objectives of the facilities strategy are:

1. PROTECT: To conserve the existing hockey provision

- There are currently over 800 pitches that are used by hockey clubs (club, school, universities) across the country. It is important to retain the current provision where appropriate to ensure that hockey is maintained across the country.

2. IMPROVE: To improve the existing facilities stock (physically and administratively)

- The current facilities stock is ageing and there needs to be strategic investment into refurbishing the pitches and ancillary facilities. England Hockey works to provide more support for clubs to obtain better agreements with facilities providers & education around owning an asset.

3. DEVELOP: To strategically build new hockey facilities where there is an identified need and ability to deliver and maintain. This might include consolidating hockey provision in a local area where appropriate.

England Hockey has identified key areas across the country where there is a lack of suitable hockey provision and there is a need for additional pitches, suitable for hockey. There is an identified demand for multi pitches in the right places to consolidate hockey and allow clubs to have all of their provision catered for at one site.

Club participation

Our club market is well structured and clubs are required to affiliate to England Hockey to play in community leagues. As a result, relatively few occasional teams lie outside our affiliation structure. Schools and Universities are the other two areas where significant hockey is played.

Hockey is clearly benefiting from a double Olympic legacy. After Great Britain's women won bronze in front of a home crowd in London in 2012 the numbers of young girls playing the sport doubled and a historic gold in Rio 2016 saw more than 10,000 players promptly joining clubs. These triumphs have inspired the nation to get active and play hockey.

Thanks to the outstanding work of the network of clubs across the country, England Hockey has seen unprecedented growth at both ends of the age range. There has been an 80% increase in the number of boys and girls in clubs, as well as a 54% increase in players over the age of 46.

Hockey clubs have reaped the rewards of the improved profile of the sport, focussing on a link with schools to provide excellent opportunities for young players. Programmes such as Quick sticks – a small-sided version of hockey for 7-11 year olds – in Primary Schools have been hugely successful in allowing new players to take part in the sport from an early age.

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The growth in the sport since the eve of London 2012 has been seen across the country, examples being a 110% increase in under 16s club participation in London, and a 111% growth in the North West in the same age bracket.

2015-2018 British Tennis Strategy

The LTA is currently in the process of developing its new Strategy. However, this strategy is presented in a concise one page framework that includes key strategies relating to three participation "focus" areas, six participation "drivers" and three participation "enablers". To achieve success, the 12 strategy areas will need to work interdependently to stem the decline and unlock sustainable growth.

The three participation "focus" areas are where tennis is consumed:

- ◀ Deliver great service to clubs
- ◀ Build partnerships in the community, led by parks
- ◀ Enhance the tennis offer in education

The six participation "drivers" are the areas that will make the biggest difference where tennis is consumed. They must all be successful on a standalone and interconnected basis and include:

- ◀ Becoming more relevant to coaches
- ◀ Refocusing on recreational competition
- ◀ Providing results orientated facility investment
- ◀ Applying best in class marketing and promotion
- ◀ Jump starting the peak summer season
- ◀ Establishing a "no compromise" high performance programme with focus

The final layer is comprised of three participation "enablers" that underpin our ability to be successful. These enablers are rooted in how the LTA will get better; how the entire network of partners must be harnessed to work together and the need to raise more financial resources to fund our sport's turnaround.

They include:

- ◀ Becoming a more effective and efficient LTA
- ◀ Harnessing the full resource network
- ◀ Generating new revenue

Capital investment

The LTA will relaunch the TBTT programme in 2019, after a period of consultation aimed at improving the scheme and increasing the speed at which key strategic projects can be delivered. The focus for the LTA's capital investment are indoor tennis centres, parks, clubs and schools & other education establishments. Each of these has investment streams to consider prior to funds being allocated; these are demonstrated in the LTA Facilities Investment Framework.

British Crown Green Bowling Association

Please note there is no current facility guidance provided by British Crown Green Bowling Association responsible for crown green bowls in England.

<http://bcgba.org.uk/index.html>

England Netball - Your Game, Your Way 2013-17

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Even though this Plan is out of date, England Netball remains committed to its '10-1-1' mission, vision and values that form the fundamentals for its strategic planning for the future for the sport and business. To facilitate the successful achievement of Netball 10:1:1 and Goal 4, England Netball will:

- ✦ Accelerate the participation growth by extending our market penetration and reach through the activation of a range of existing and new participant-focused products and programmes that access new and targeted markets.
- ✦ Increase the level of long-term participant retention through targeting programmes at known points of attrition and easy transition through the market segments, supported by an infrastructure that reflects the participant needs and improves their netball experience.
- ✦ Build a sustainable performance pathway and system built on the principles of purposeful practice and appropriate quality athlete coach contact time.
- ✦ Develop sustainable revenue streams through the commercialisation of a portfolio of products and programmes and increasing membership sales. This will also include the creation of cost efficiencies and improved value for money through innovative partnerships and collaborations in all aspects of the business.
- ✦ Establish high standards of leadership and governance that protect the game and its people and facilitates the on-going growth and transformation of the NGB and sport.

Growing the Game of Golf in England (2017-2021)

In 2014, England Golf developed its first national strategy to help golf in England rise to some serious challenges. Membership was declining, many clubs were facing financial and business problems and the perception of the game was proving damaging. As such, it decided to set out recommendations for actions that would help “raise the game”.

The 2014 strategy helped achieve the following:















- ✦ 427,111 people being introduced to golf for the first time.
- ✦ 31,913 new members for England’s golf clubs from national initiatives.
- ✦ Over £25 million generated for golf clubs through new members.
- ✦ Four counties to merge their men’s and women’s unions associations.
- ✦ Support for 15,200 national, regional and county squad players.
- ✦ Over 150 championships and events organised across the country.

Following the above strategy, England Golf is now setting out to “grow the game” of golf through seven strategic objectives. Developed in consultation with the golfing community, six of these are developed from the previous work in 2014, whilst one (being customer focussed) is brand new and intends on boosting the impact of them all.













The objectives are:

- ✦ Being customer focussed
- ✦ Stronger counties and club
- ✦ Excellent governance
- ✦ Improve image
- ✦ More members and players
- ✦ Outstanding championships, competitions and events
- ✦ Winning golfers













APPENDIX 2: SPORT ENGLAND MARKET SEGMENTATION

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Ben Competitive Male Urbanites Also known as Josh, Luke, Adam, Matesuz, Kamil	Male, recent graduates, with a 'work-hard, play-hard' attitude. <i>Graduate professional, single.</i>	18-25	ABC1	69%	4.9%	Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising.		Ben is a very active type and takes part in sport on a regular basis. He is the sportiest of the 19 segments. Ben's top sports are football (33%), keep fit/ gym (24%), cycling (18%), athletics including running (15%) and swimming (13%).
					39%				
	Jamie Sports Team Lads Also known as Ryan, Nathan, Ashley, Adeel, Pawel	Young blokes enjoying football, pints and pool. <i>Vocational student, single.</i>	18-25	C2DE	59%	5.4%	Jamie is a prolific mobile phone user and as uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and SMS text information services.		Jamie is a very active type that takes part in sport on a regular basis. Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%).
					31%				
	Chloe Fitness Class Friends Also known as Nisha, Sophie, Lauren, Charlotte, Lucy	Young image-conscious females keeping fit and trim. <i>Graduate professional, single.</i>	18-25	ABC1	56%	4.7%	Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.		Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%).
					23%				
	Leanne Supportive Singles Also known as Hayley, Kerry, Danielle, Nisha, Saima	Young busy mums and their supportive college mates. <i>Student or PT vocational, Likely to have children.</i>	18-25	C2DE	42%	4.3%	Leanne is a light internet user and a heavy mobile phone user, using this instead of a landline to contact friends. She uses SMS text services and also entertainment features on her mobile. Leanne's mobile is likely to be pay-as-you-go and she responds to text adverts.		Leanne is the least active segment of her age group. Leanne's top sports are keep fit/ gym (23%), swimming (18%), athletics including running (9%), cycling (6%) and football (4%).
					17%				
	Helena Career Focused Female Also known as Claire, Tamsin, Fiona, Sara, Joanne	Single professional women, enjoying life in the fast lane. <i>Full time professional, single.</i>	26-45	ABC1	53%	4.6%	Helena always has her mobile and PDA on hand so that she is contactable for work and social calls. She is a heavy internet user, but mainly from home, and uses this as her primary source of information.		Helena is a fairly active type that takes part in sport on a regular basis. Helena's top sports are keep fit/ gym (26%), swimming (22%), cycling (11%), athletics including running (9%), and equestrian (3%).
					19%				
	Tim Settling Down Males Also known as Simon, Jonathan, Jeremy, Adrian, Marcus	Sporty male professionals, buying a house and settling down with partner. <i>Professional, may have children, married or single.</i>	26-45	ABC1	62%	8.8%	Tim's main source of information is the internet - he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services.		Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/ gym (20%), swimming (15%), football (13%) and golf (7%).
					27%				
	Alison Stay at Home Mums Also known as Justine, Karen, Suzanne, Tamsin, Siobhan	Mums with a comfortable, but busy, lifestyle. <i>Stay-at-home mum, children, married.</i>	36-45	ABC1	55%	4.4%	Alison is a medium TV viewer and may have a digital package, but is unlikely to respond to TV advertising. She is a medium internet user and is unlikely to respond to internet advertising, but will use it as a source of information to aid her decision-making. She has a pay-as-you-go mobile for emergencies, but prefers to use her landline.		Alison is a fairly active segment with above average levels of participation in sport. Alison's top sports are: keep fit/ gym (27%), swimming (25%), cycling (12%), athletics including running (11%), and equestrian (3%).
					20%				

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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Jackie Middle England Mums Also known as Andrea, Cheryl, Deborah, Jane, Louise	Mums juggling work, family and finance. <i>Vocational job, may have children, married or single.</i>	36-45	C1C2D	47%	4.9%	Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas, and has Freeview digital channels. She is a light and cautious internet user, but has been encouraged by her children's prolific usage and is becoming more confident herself.		Jackie has above average participation levels in sport, but is less active than other segments in her age group. Jackie's top sports are keep fit/ gym (22%), swimming (20%), cycling (9%), athletics including running (6%), and badminton (2%).
					16%				
	Kev Pub League Team Mates Also known as Lee, Craig, Steven, Tariq, Dariusz.	Blokes who enjoy pub league games and watching live sport. <i>Vocational job, may have children, married or single.</i>	36-45	DE	43%	5.9%	Kev is a heavy TV viewer, likely to have a digital or cable package for extra sports coverage. He is a heavy radio listener and is likely to favour local commercial stations. Kev uses his mobile phone for social reasons but will not respond to text advert.		Kev has above average levels of participation in sport. Kev's top sports are keep fit/ gym (14%), football (12%), cycling (11%), swimming (10%) and athletics including running (6%).
					17%				
	Paula Stretched Single Mums Also known as Donna, Gemma, Shelley, Tina, Tammy	Single mums with financial pressures, childcare issues and little time for pleasure. <i>Job seeker or part time low skilled worker, children, single.</i>	26-45	DE	36%	3.7%	Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package. Paula does not have internet access at home, and is a heavy mobile phone user, although this is likely to be pay-as-you-go.		Paula is not a very active type and her participation is lower than that of the general adult population. Paula's top sports are keep fit/ gym (18%), swimming (17%), cycling (5%), athletics including running (4%) and football (3%).
					13%				
	Philip Comfortable Mid Life Male Also known as Graham, Colin, Keith, Stuart, Clive	Mid-life professional, sporty males with older children and more time for themselves. <i>Full time job and owner occupied, children, married.</i>	46-55	ABC1	51%	8.7%	Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener. Philip is comfortable purchasing over the phone and internet, but is unlikely to respond to SMS text alerts.		Philip's sporting activity levels are above the national average. Philip's top sports are cycling (16%), keep fit/ gym (15%), swimming (12%), football (9%), and golf (8%).
					20%				
	Elaine Empty Nest Career Ladies Also known as Carole, Sandra, Penelope, Julie, Jacqueline	Mid-life professionals who have more time for themselves since their children left home. <i>Full time job and owner occupied, married.</i>	46-55	ABC1	43%	6.1%	Elaine is a light TV viewer, loyal to mainstream terrestrial channels. Elaine is a medium radio listener, likely to prefer BBC Radio 2 or 4 and Classic FM. A moderate internet user, she browses news and lifestyle sites. Elaine reads broadsheets, such as the Daily Telegraph, and women's lifestyle magazines. She would not respond to sms text alerts, nor to cold-calling.		Elaine's sporting activity levels are similar to the national average. Elaine's top sports are keep fit/ gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%).
					12%				
	Roger & Joy Early Retirement Couples Also known as Melvyn, Barry, Geoffrey, Linda, Susan, Patricia	Free-time couples nearing the end of their careers. <i>Full-time job or retired, married.</i>	56-65	ABC1	38%	6.8%	Roger and Joy are medium TV viewers and heavy radio listeners. They regularly read the Times of Daily Telegraph, and a local paper. They have increased their use of the internet and may now have access to it at home.		Roger and Joy are slightly less active than the general population. Roger and Joy's top sports are keep fit/ gym (13%), swimming (13%), cycling (8%), golf (6%), and angling (2%).
					10%				

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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Brenda Older Working Women Also known as Shirley, June, Maureen, Janet, Diane	Middle aged ladies, working to make ends meet. <i>Part-time job, married.</i>	46-65	C2DE	29%	4.9%	Brenda is a heavy TV viewer and is likely to respond to TV advertising. She is a medium radio listener, preferring local commercial stations. Brenda rarely has access to the internet, and is an infrequent mobile user. She enjoys reading the Mirror or the Sun.		Brenda is generally less active than the average adult. Brenda's top sports are keep fit/ gym (15%), swimming (13%), cycling (4%), athletics including running (2%) and badminton (1%).
					8%				
	Terry Local 'Old Boys' Also known as Derek, Brian, Malcolm, Raymond, Michael	Generally inactive older men, low income, little provision for retirement. <i>Job Seeker, married or single.</i>	56-65	DE	26%	3.7%	Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports coverage. He reads the tabloids on a daily basis. Terry does not use the internet, and does not feel he is missing out. He is unlikely to have a mobile phone.		Terry is generally less active than the average adult. Terry's top sports are keep fit/ gym (8%), swimming (6%), cycling (6%), angling (4%), and golf (4%).
					9%				
	Norma Late Life Ladies Also known as Pauline, Angela, Irene, Denise, Jean	Older ladies, recently retired with a basic income to enjoy their lifestyles. <i>Job seeker or retired, single.</i>	56-65	DE	23%	2.1%	Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. Most new technology has passed her by, having no internet access or mobile phone, but she uses her landline to call her family.		Norma is generally less active than the average adult. Norma's top sports are keep fit/ gym (12%), swimming (10%), cycling (2%), bowls (1%) and martial arts/ combat (1%).
					6%				
	Ralph & Phyllis Comfortable Retired Couples Also known as Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie	Retired couples, enjoying active and comfortable lifestyles. <i>Retired, married or single.</i>	66+	ABC1	28%	4.2%	Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They are unlikely to have access to the internet, although it is something they are considering. They read the newspaper daily: either the Daily Telegraph or Times.		Ralph and Phyllis are less active than the average adult, but sportier than other segments of the same age group. Ralph and Phyllis' top sports are keep fit/ gym (10%), swimming (9%), golf (7%), bowls (4%), and cycling (4%).
					9%				
	Frank Twilight Years Gent Also known as Roy, Harold, Stanley, Alfred, Percy	Retired men with some pension provision and limited exercise opportunities. <i>Retired, married or single</i>	66+	C1C2D	21%	4.0%	Frank is a heavy TV viewer and enjoys watching live sport and notices TV advertising, which he is influenced by. He does not use the internet and is nervous of computers. Frank reads a newspaper most days, either the Daily Mail or Express. He does not have a mobile phone.		Frank is generally much less active than the average adult. Frank's top sports are golf (7%), keep fit/ gym (6%), bowls (6%), swimming (6%) and cycling (4%).
					9%				
	Elsie & Arnold Retirement Home Singles Also known as Doris, Ethel, Gladys, Stanley, Walter, Harold	Retired singles or widowers, predominantly female, living in sheltered accommodation. <i>Retired, widowed.</i>	66+	DE	17%	8.0%	Elsie and Arnold are heavy TV viewers, enjoying quiz shows, religious programmes and old films. They generally do not have access to the internet or use a mobile phone, and only use their landline to call family		Elsie and Arnold are much less active than the average adult. Their top sports are keep fit/ gym (10%), swimming (7%), bowls (3%), golf (1%) and cycling (1 %).