



EAST STAFFORDSHIRE PLAYING PITCH STRATEGY ASSESSMENT REPORT

JANUARY 2018

QUALITY, INTEGRITY, PROFESSIONALISM

Knight, Kavanagh & Page Ltd

Company No: 9145032 (England)

MANAGEMENT CONSULTANTS

Registered Office: 1 -2 Frecheville Court, off Knowsley Street, Bury BL9 0UF

T: 0161 764 7040 E: mail@kcp.co.uk www.kcp.co.uk



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EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

CONTENTS

PART 1: INTRODUCTION AND METHODOLOGY	2
PART 2: FOOTBALL.....	15
PART 3: ARTIFICIAL GRASS PITCHES (AGPS)	45
PART 4: CRICKET	64
PART 5: RUGBY UNION	85
PART 6: HOCKEY	103
PART 7: BOWLS	115
PART 8 TENNIS	129
PART 9: ATHLETICS.....	141
PART 10: GOLF.....	145
APPENDIX 1: SPORTING CONTEXT	153

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

GLOSSARY

3G	Third Generation (artificial turf)
AGP	Artificial Grass Pitch
BC	Bowls Club
CC	Cricket Club
ECB	England and Wales Cricket Board
EH	England Hockey
FA	Football Association
FC	Football Club
FIFA	Fédération Internationale de Football Association
FIT	Fields in Trust
FPM	Facilities Planning Model
GIS	Geographical Information Systems
HC	Hockey Club
JFC	Junior Football Club
KKP	Knight, Kavanagh and Page
LDF	Local Development Framework
LMS	Last Man Stands
NGB	National Governing Body
NPPF	National Planning Policy Framework
OAN	Objectively Assessed Need
ONS	Office for National Statistics
ESBC	East Staffordshire Borough Council
PGA	Professional Golfers Association
PPS	Playing Pitch Strategy
PQS	Performance Quality Standard
RFU	Rugby Football Union
RUFC	Rugby Union Football Club
S106	Section 106
SHMA	Strategic Housing Market Assessment
TC	Tennis Club
TGR	Team Generation Rate
U	Under
YFC	Youth Football Club

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

PART 1: INTRODUCTION AND METHODOLOGY

East Staffordshire Borough Council (ESBC) commissioned Knight Kavanagh & Page Ltd (KKP) to deliver a Playing Pitch Strategy (PPS) for the authority. It builds upon the East Staffordshire Playing Pitch Strategy 2009 and the Outdoor Sports Delivery and Investment Plan 2012 to give a fully updated evidence base.

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 Guidance: An approach to developing and delivering a playing pitch strategy*. It has been followed to develop a clear picture of the balance between local supply and demand.

The guidance details a stepped approach to developing a Playing Pitch Strategy (PPS). These steps are separated into five distinct sections:

- ◀ 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.

Stage A: Prepare and tailor the approach

Why the PPS is being developed

In 2008 the Council commissioned a 'PPG17' audit that informed the Open Space and Playing Pitch Strategy, adopted in 2009. Whilst these assessments were deemed up to date by Sport England as a consultee during the preparation of the Local Plan they were keen that following the plans' adoption further evidence was commissioned to keep outdoor sports, open spaces and recreation evidence current and relevant to inform the application of current policy and guidance. This Assessment Report (and subsequent Strategy) are intended to fulfil this requirement and ensure up to date assessments in order to guide investment and inform the determination of planning applications.

Further to the 2009 Study, the Council, in partnership with Sport England, prepared and adopted an Outdoor Sports Delivery and Investment Plan 2012 (which was Approved by the Council in 2013), setting out a strategy for delivering additional provision of outdoor sports facilities within the Borough to address current deficits and new demand associated with planned housing and population growth. In particular the development of five hub sites (including three existing hubs).

There is now a recognised need to fully update the evidence base that will further help to inform and refine the development of the hub sites in particular and ensure that the Borough can continue its good track record of investment in facilities and opportunities to participate in sport and recreation. Since the previous studies there has also been an update to the national guidance for development of a playing pitch strategy.

The key driver of this PPS is to provide evidence to justify the provision of new playing pitches at the new planned hubs or enhancement of existing facilities in the Borough, or to conclude on an alternative.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

Therefore, it will also provide an evidence base for planning decisions and funding bids and 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 crucially meets the requirements of the National Planning Policy Framework (NPPF)¹.

Planning context

The Local Plan for East Staffordshire Borough was adopted in October 2015 and provides a spatial framework for managing change as well as allocations which will deliver the development strategy. The Local Plan provides for 11,648 dwellings over the plan period 2012-2031.

The Local Plan sees a number of significant mixed-use sustainable urban extensions (SUE) to Burton and Uttoxeter as the main focus for development in the Borough. Other strategic housing sites have also been identified across the towns, including a large proportion of brownfield sites within the urban areas.

In addition to strategic allocations of development the main towns are expected to bring forward windfall brownfield development over the plan period. Much of the development is located to the west and north of the town, with a number of brownfield sites expected to be delivered within the town over the plan period. All sites will be within three miles of existing or proposed sports facilities. The Borough Council consider that a SUE should be a high quality, mixed use development, well connected and with a functional relationship with the wider area, allowing adequate opportunities to access local services and facilities.

For Uttoxeter, sites are located to the south and west of the town, within two miles of existing or planned sports facilities.

A number of sites are now under construction with contributions for sports expected to come forward in the next few years.

In terms of development outside of the main towns of Burton and Uttoxeter, this will take place in Tutbury (three miles from Burton), Rolleston (one mile from Burton), Barton Under Needwood where there is the Holland Sports Hub and Rocester, just over three miles from Uttoxeter.

The Local Plan supports the improvement and creation of sports hubs in the Borough as set out in Strategic Policy 32 – Outdoor Sports and Open Spaces.

Further, to the local planning context, one of the core planning principles of the National Planning Policy Framework (NPPF) is to improve health, social and cultural wellbeing for all and deliver sufficient community and cultural facilities and services to meet local needs. Section 8 of the NPPF deals specifically with the topic of healthy communities; Paragraph 73 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. Paragraph 76 and 77 promote the identification of important green spaces by local communities and the protection of these facilities. Such spaces may include playing fields.

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

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

Policies set out within the NPPF state that local and neighbourhood plans should both reflect needs and priorities within a local community, and be based on robust and current assessments of open space, sport and recreational facilities. Engaging residents to take up and retain a minimum or better level of physical literacy and activity is a high priority for national government. For many people, sport and recreational activities have a key role to play in facilitating physical activity. Therefore, ensuring that open space creates an active environment with opportunities and good accessibility is important.

East Staffordshire Playing Pitch Strategy 2009

The 2009 PPS identified the following key issues:

- ◀ Lack of availability of school facilities and the need for regular, coordinated access to school sports facilities.
- ◀ Identified overplay (across four sites equating to 28 matches) and latent demand for one senior and eight junior football pitches and anticipated future demand for mini and junior football pitches (18 junior teams).
- ◀ A lack of changing facilities at Newton Recreation Ground. There are also no changing facilities at parish council owned sites; Silver Lane Playing Fields and Craythorne Field and local authority site Anglesey Park.
- ◀ Although it is difficult to fully express overplay through calculating the capacity of cricket pitches, it would appear that through analysis of play that current pitches are operating at capacity.
- ◀ Furthermore, there was a shortfall of pitches in the Rural and Uttoxeter areas.
- ◀ A general decline in the number of bowling greens available in recent years due to a loss at industrial sports and social clubs. Local bowling leagues do not consider there to have been a reduction in participation.
- ◀ In terms of tennis, according to LTA guidelines, there was some spare capacity at Grange, Barton and Abbots Bromley clubs to accommodate more teams without the need for more courts.
- ◀ Quality of tennis courts in the Burton area was generally poor; in particular, the six courts at Shobnall Leisure Complex. It is unlikely that by increasing the quality of provision, casual usage would increase at Shobnall. The grass courts at Grange Tennis Club were also deemed to be of poor quality.

Each sport section of this assessment provides a further position statement from the 2009 assessment in order to conclude how the landscape for each sport may have changed and to provide a comparison.

Outdoor Sports Delivery and Investment Plan (OSDIP) 2012

The 2009 assessment was partially updated (desk based study using new census data and in partnership with NGBs, the CSP and Sport England) in the OSDIP which then supported the preparation of the Local Plan.

The OSDIP sought to confirm direction, provide recommendations and determine priorities which are realistic and sustainable amongst a history of planning applications threatening sports facilities in the Borough, housing growth and a long list of sport site issues. The plan also helped to target investment and provide certainty with regard to current and future planning applications.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Since the 2012 Investment Plan, East Staffordshire Borough Council (ESBC) has seen a number of successes in the development of leisure/sporting facilities in the Borough. The development of the Outdoor Sport and Investment Strategy has highlighted key sites to be developed as 'multi-sport hubs' that has allowed ESBC to make the case for development monies going in to these sites.

Existing sports hubs were recognised to be Shobnall Leisure Complex in the Burton Area, Oldfields Sports Club in Uttoxeter and as a rural hub, Holland Sports Ground. Further to this, the creation of, as a minimum, two new 'community sports hub' sites was proposed, one in Burton (Tatenhill Hub) and one in Uttoxeter (Uttoxeter Quarry).

Notable successes across the 'hub' sites include the development of an additional sand based AGP and new changing room facility at Shobnall Leisure Complex, increasing the number of hockey matches held at the Complex. Other developments at Shobnall Leisure Complex include upgrading the bowling green fencing and green surface to an acceptable playing standard and the re-organisation of the pitch and putt golf course to allow additional overflow car parking and the introduction of a 12 hole 'foot golf' course.

The Tatenhill Hub site, earmarked for Burton Rugby Club is moving forward with a number of developments, notably the road network, access to the site and car parking carried out in conjunction with Staffordshire County Council, which supports the development of the new free school on a neighbouring piece of land. The rugby club is also discussing options with a number of other local sports clubs to move and develop the site.

Developments at the Uttoxeter Quarry include a full Agronomy Report, detailing the requirements to reinstate the land to a playable condition. Conversations between Aggregate Industries and local sports clubs are continuing; however, development is currently at a standstill until clubs are able to confirm their future involvement and further works are completed to fully determine how the pitches will be constructed.

The final two identified 'hub' sites, namely Holland Sports Club in Barton and Oldfield's Sports Club in Uttoxeter continue to receive support from ESBC, through S106 monies at Barton and landlord responsibilities at Uttoxeter.

The review and update of the 2017-18 ESBC Playing Pitch Strategy will allow officers to make informed decisions when updating the Outdoor Sport and Investment Strategy to continue the development of quality multisport hubs in the Borough.

Vision

A vision has been set out to provide a clear focus with desired outcomes for the East Staffordshire PPS. It has been developed to relate to ESBC corporate priorities and the adopted Local Plan 2012-2031 policies.

To promote and encourage health and wellbeing in East Staffordshire through appropriate and sustainable outdoor sport provision which is of the right quality and accessible to all.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

In order to map out how the vision will be achieved; the following objectives have been established as set out by ESBC within its brief for the study:

- ◀ Identify current supply and demand issues for outdoor sports facilities in East Staffordshire, based on quality, quantity and accessibility.
- ◀ To enable the Council to plan appropriately for the protection and enhancement of existing playing pitches and provision of new to inform a new open Space Supplementary Planning Document.
- ◀ To provide new facilities to address current and future demand.
- ◀ Help direct investment of Section 106 planning contributions for playing pitch facilities in such a way as to comply with the CIL regulations (currently ESBC has not adopted CIL and there is no intention to in the foreseeable future. However, section 106 agreements will need to be compliant with the latest Regulations).
- ◀ Help direct and secure investment from external partners through delivery of the action plan.
- ◀ Provide further evidence to justify the provision of new playing pitches and/or enhancement of existing facilities at sports hubs.
- ◀ Identify how outdoor sports facilities can contribute to the Council's corporate agenda and that of partners. The Council is currently undertaking a procurement exercise to outsource its leisure facilities including the facilitation of outdoor sports.

Scope

The scope of the PPS will focus geographically on all local provision, including both public and private ownership and control in relating to club, education and industrial ownership, as follows:

- ◀ Cricket pitches
- ◀ Football pitches
- ◀ Artificial Grass Pitches (AGPs)
- ◀ Hockey AGPs
- ◀ Rugby union pitches

Pitch sports will be assessed using the guidance set out in Sport England's Playing Pitch Strategy Guidance: An approach to developing and delivering a playing pitch strategy.

Outdoor sports

- ◀ Tennis
- ◀ Bowls
- ◀ Athletics
- ◀ Golf

Outdoor sports will be assessed using Sport England's Assessing Needs and Opportunities Guidance (2014). Non-pitch outdoor sports require a different methodology to assess demand and supply to that used for pitch sports.

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, within the cost envelope and to the required quality standard to meet Sport England guidance.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Further to this, 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 NGBs.

Study area

The study area is the East Staffordshire Council administrative area, which is divided into 21 distinct wards. Further to this, sub areas or analysis areas have been created to allow a more localised assessment of provision and examination of playing pitch supply and demand at a local level. Use of analysis areas also allows local circumstances and issues to be taken into account. For this reason, East Staffordshire is divided into the following five analysis areas based on ward boundaries (as seen in Figure 1.1 overleaf):

Table 2.1: Population by analysis area

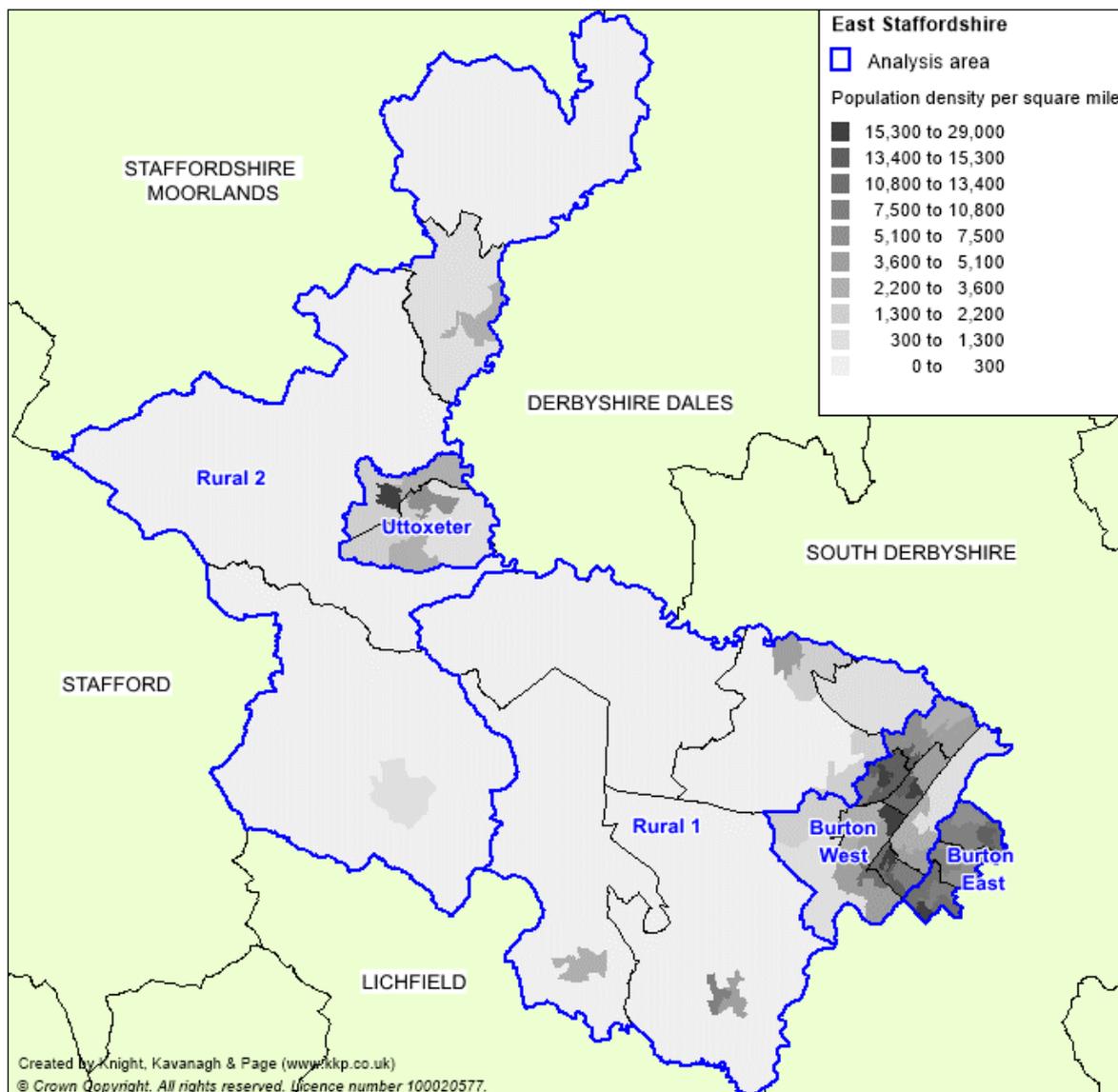
Analysis area	Ward	Population (2015)²
Burton East	Brizlincote	21,614
	Stapenhill	
	Winshill	
Burton West	Anglesey	49,971
	Branston	
	Burton	
	Eton Park	
	Horninglow	
	Shobnall	
	Stretton	
Rural 1	Crown	20,838
	Needwood	
	Rolleston on Dove	
	Tutbury and Outwoods	
	Yoxall	
Rural 2	Abbey	10,537
	Bagots	
	Churnet	
	Weaver	
Uttoxeter	Heath	13,080
	Town	
East Staffordshire		116,040

East Staffordshire Borough is bordered by the Staffordshire Authorities of Lichfield, Stafford and Staffordshire Moorlands and also with the East Midlands and in particular South Derbyshire. The Borough covers an area of 39,000 hectares and has a population of around 116,000 (based on ONS 2015 mid-year estimates), of which, 72,000 of the population are based in the town of Burton upon Trent, 13,000 in the town of Uttoxeter with the remainder divided among rural parishes including the larger villages of Tutbury, Rolleston on Dove, Barton under Needwood and Rocester.

Source: ONS Mid-Year population estimates for England

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 1.1: Analysis area map



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 East Staffordshire needs to be provided to include an accurate assessment of quantity and quality and to direct the delivery of provision at the proposed sports hubs. 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 in East Staffordshire.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Gather supply information and views – an audit of outdoor sports facilities

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'.³

- ◀ ***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 that encompasses at least one playing pitch.

Although the statutory definition of a playing field is the whole of a site with at least one pitch of 0.2ha or more, this PPS takes into account smaller sized pitches that contribute to the supply side, for example, 5v5 mini football pitches. 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 East Staffordshire; however, there may be instances, for example, on school sites, where access was not possible and has led to omissions within the report. 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. The Council and NGBs supported 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 (which will be supplied as an electronic file):

- ◀ 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 playing pitches also influences their actual availability for community use. Each site is assigned a level of community use as follows:

- ◀ ***Community use*** - provision 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*** - provision that is 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.

³ www.sportengland.org>Facilities and Planning> Planning Applications

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

- ◀ **No community use** - provision which as a matter of policy or practice is not available for hire or used by teams playing in community leagues. This should include professional club sites along with some semi-professional club sites where play is restricted to the first or second team.
- ◀ **Disused** – provision that 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** - last known use was 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 74 of the National Planning Policy Framework).

In addition, there should be a good degree of certainty that the provision 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. This refers to pitches in community use and not lapsed/disused sites.

Quality

The capacity of outdoor sports facilities 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 provision being unable to cater for all or certain types of play during peak and off peak times.

It is not just the quality of the provision 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 recorded within the audit for each outdoor sports facility. These ratings are used to help estimate the capacity of each facility 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 pitches are used) is important when undertaking a supply and demand assessment. Demand for provision in East Staffordshire tends to fall within the following categories:

- ◀ Organised competitive play
- ◀ Organised training
- ◀ Informal play

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

In addition, unmet and displaced demand for provision is also identified on a sport by sport basis. Unmet demand is defined as the number of additional teams that could be fielded if access to a sufficient number of outdoor sport facilities (and ancillary facilities) was available. Displaced demand refers to teams that are generated from residents of the area but due to any number of factors do not currently play within the area.

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

A variety of consultation methods were used to collate demand information about leagues, clubs, county associations and national/regional governing bodies of sport. Face to face consultation was carried out with key clubs from each sport. This allowed for the collection of detailed demand information and an exploration of key issues to be interrogated and more accurately assessed.

For data analysis purposes an online survey (converted to postal if required) was utilised. This was sent to all clubs not covered by face to face consultation.

Local sports development officers, county associations and regional governing body officers advised which of the clubs to include in the face to face consultation. 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.

The response rates of such consultation are as follows:

Sport	Total number	Number responding	Response rate	Methods of consultation
Football clubs	40	25	63%	Face to face/online survey/telephone
Football teams	188	162	86%	
Cricket clubs	14	14	100%	Online survey
Rugby union clubs	3	3	100%	Face to face/telephone
Hockey clubs	4	4	100%	Face to face
Tennis clubs	9	8	89%	Online survey
Bowls clubs	26	19	73%	Online survey
Athletics clubs	1	1	100%	Online survey
Golf Clubs	5	4	80%	Online survey
Colleges	1	1	100%	Telephone
Secondary schools	8	8	100%	Face to face / Telephone
Primary schools	45	28	62%	Online survey/telephone
Parish/town councils	35	28	80%	Face to face / online survey / telephone

Further to the above as appropriate, we also consulted with key facility owners/managers, for example, ESBC at Shobnall, the FA at St Georges Park and Abbots Bromley Sports Association.

Future demand

Alongside current demand, it is important for a PPS to assess whether the future demand for outdoor sports facilities can be met. Using population projections, and proposed housing growth an estimate can be made of the likely future demand for playing pitches.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Population growth

The resident population in East Staffordshire is recorded as 116,040 (based on ONS 2015 mid-year estimates). By 2031 (in line with the Local Plan), the Borough's population is projected to increase by 8.5% to 125,932 (ONS 2014-based projections).

Apportioned by analysis area population growth is broken down as follows:

Population projections	Mid-2015 population	2031 Estimated population	Population difference	% difference
Burton East	21,614	23,457	1,843	8.5%
Burton West	49,971	54,231	4,260	8.5%
Rural 1	20,838	22,614	1,776	8.5%
Rural 2	10,537	11,435	898	8.5%
Uttoxeter	13,080	14,195	1,115	8.5%

Most age groups will see growth, albeit there is quite a range; from 10% at the boys 12-15 age group (for youth football 11v11) to just 1.5% for men 16-45 (adult football). However, in contrast, there is a predicted decline in all adult women age brackets across the sports of an average of around 3%. The full breakdown can be seen in the Future Demand section for each sport within this report.

For the purposes of the Assessment Report it has been agreed to use ONS figures to calculate population growth in East Staffordshire as this is the most accurate reflection of growth which is able to be broken down to the team generation rate age groups.

Housing growth

The Strategic Housing Market Assessment underpins the development strategy in the Local Plan. The Local Plan provides for 11,648 dwellings over the plan period 2012-2031. A further basic summary is that over 90% of the projected growth in household numbers to 2031 will be of single person and couple households, households without children or other adults.

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 outdoor sports facilities that may arise from any population change in the study area.

Future demand for pitches is calculated by adding the percentage increases to the ONS population increases in each analysis area. This figure is then applied to the TGRs (unless otherwise stated) and is presented on a sport-by-sport basis within the relevant sections of this report.

Other information sources used to help identify future demand include:

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

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Stage C: Assess the supply and demand information and views

In line with Sport England's Playing Pitch Guidance Stage C, an in-depth understanding of outdoor sports provision has been developed using the supply and demand information and by assessing views from stakeholders in light of local and national information. This stage should:

- ◀ Provide a clear understanding of the provision and management of outdoor sports facilities at individual sites.
- ◀ Develop the current and future picture of provision.
- ◀ Identify the key findings and issues

Understand the situation at individual sites

Qualitative ratings are linked to a capacity rating derived from NGB guidance and tailored to suit a local area. The quality and use of each playing pitch is assessed against the recommended capacity to indicate how many match equivalent sessions per week (per season for cricket) can be accommodated. This is compared to the number of matches actually taking place and categorised as follows:

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.	

For non-pitch sports, capacity is generally not determined by the amount of activity per week (or per season) but rather by membership.

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 rotation to reduce wear and tear.

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

Develop the future picture of provision - scenario testing

Modelling scenarios to assess whether existing provision can cater for unmet, displaced 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. Scenario testing occurs in the strategy report and therefore does not form part of the assessment report.

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 East Staffordshire. This report seeks to identify and present the key findings and issues, which should now be checked, challenged and agreed by the Steering Group prior to development of the Strategy (Section D).

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

The following sections summarise the local administration of the included outdoor sports facilities in East Staffordshire. Each provides a quantitative summary of provision and a map showing the distribution of facilities. It also provides information about the availability of facilities to/for the local community and the governing body of each sport and regional strategic plan (where they exist). Local league details are provided in order to outline the competitive structure for each sport. The findings of club consultation and key issues for each sport are summarised.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

PART 2: FOOTBALL

2.1: Introduction

The organisation primarily responsible for the development of football in East 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. There are a number of teams which instead affiliate to Birmingham FA and Derbyshire FA, though all teams are considered within the assessment regardless of which County Football Association (CFA) they affiliate to.

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. The FA Strategy anticipates that there will be a growing demand for the use of 3G pitches for competitive football fixtures, especially to accommodate mini and youth football.

Playing Pitch Strategy 2009

The 2009 East Staffordshire Playing Pitch Strategy found that:

- ◀ There were 77 football pitches available for community use in East Staffordshire, accommodating 273 teams (including senior, junior and mini): an increase of 131 teams competing in the last five years.
- ◀ In total, five sites were currently overplayed on a weekly basis due to the popularity of these sites. However, in the main, pitches have spare capacity.
- ◀ Six clubs expressed latent demand: this equates to an additional requirement of one senior and eight junior pitches.
- ◀ Demand for junior/mini pitches remained high and there was a current shortfall of junior pitches. The current playing pitch stock should be protected and consideration should be given to changing the designation of some senior pitches to junior pitches.
- ◀ There is a lack of changing facilities at Newton Road Recreation Ground and Anglesey Park and some provision is assessed as poor quality, including Shobnall and Pennycroft Playing Fields. Access to school changing facilities is poor.
- ◀ The main site specific issue relates to management and ownership of playing fields. The majority of clubs do not have security of tenure, some of which are at constant threat of closure and others which are unable to develop its facilities without funding.
- ◀ There is was no specific women's league covering the area. As a result, there was a significant drop off at U16 and there was only one women's team playing in East Staffordshire, Burton Albion Ladies.

There has been an increase in the number of football pitches provided for community use in East Staffordshire since 2009. The need for youth and mini pitches remains high due to the substantial demand generated by the Burton Junior Football League (BJFL). There are plans in place for creation of new pitches/sites and there are still issues regarding security of tenure for several clubs as detailed throughout this section.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Consultation

In addition to face to face consultation with key clubs, an electronic survey was sent to all football clubs playing in East Staffordshire and leagues accommodating East Staffordshire based teams with contact details having been provided by the three County FAs. Consultation (either through a survey or face to face interview) represents a 63% club response rate and 86% team response rate. The results are used to inform key issues within this section of the report. The following clubs, leagues and hub sites were met with face to face:

- ✦ St George's Park National Football Centre
- ✦ Shobnall Leisure Complex
- ✦ Abbots Bromley Sports Association
- ✦ Rochester FC
- ✦ Rochester Youth FC
- ✦ Barton Rovers FC
- ✦ Alrewas Colts FC
- ✦ Outwoods FC
- ✦ Abbots Bromley Junior FC
- ✦ Uttoxeter Town FC
- ✦ Winshill FC
- ✦ Uttoxeter Junior FC

2.2: Supply

The audit identifies a total of 140 grass football pitches across 64 sites in East Staffordshire. Of these, 99 pitches across 49 sites are identified as being available for community use on some level⁴.

Table 2.1: Summary of grass pitches available for community use

Analysis area	Pitch type					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Burton East	6	3	-	-	4	13
Burton West	21	3	7	2	7	40
Rural 1	9	6	5	5	1	26
Rural 2	5	1	1	1	-	8
Uttoxeter	4	2	1	4	1	12
Total	45	15	14	12	13	99

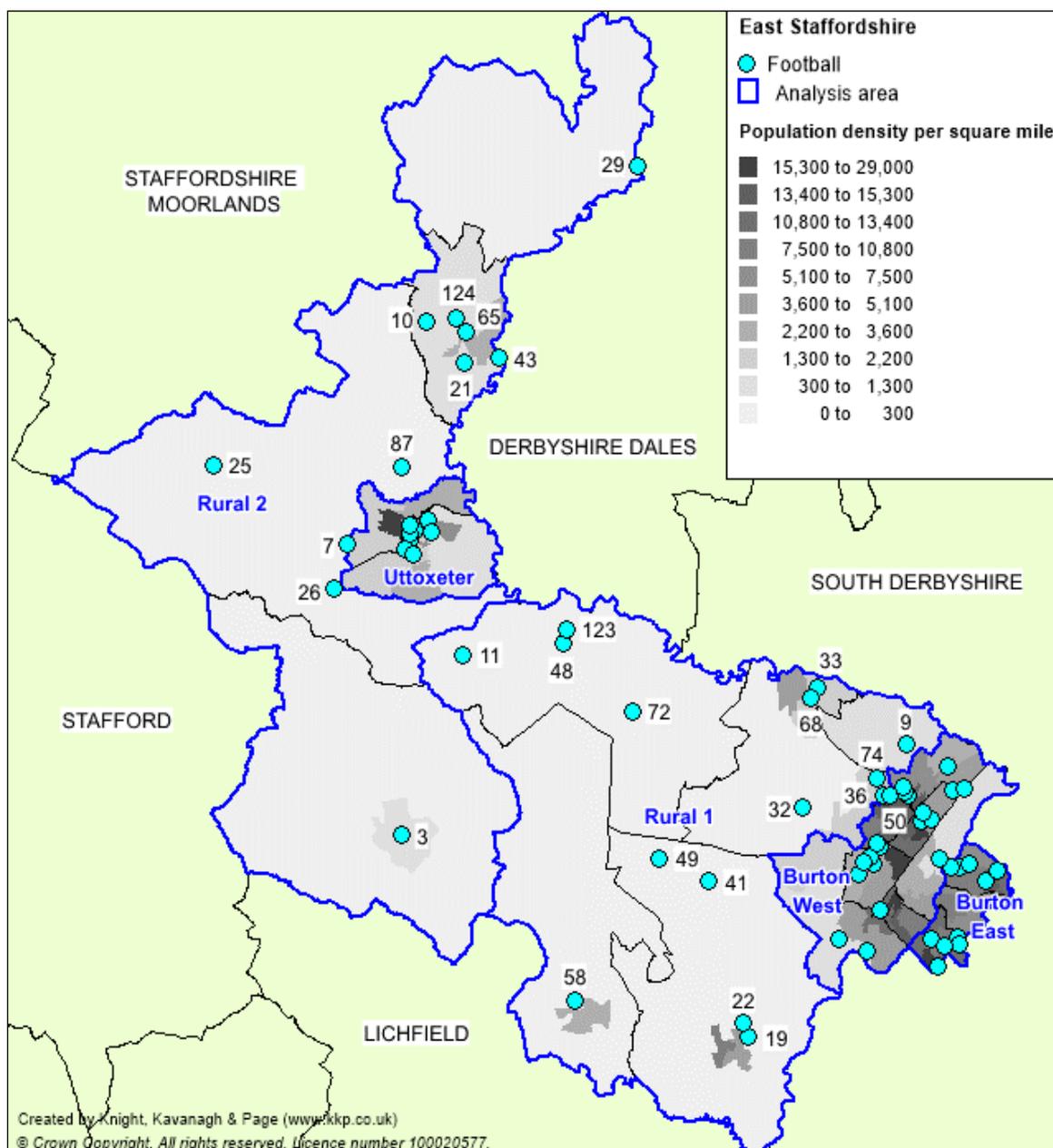
Burton West Analysis Area hosts 40% of all football provision across East Staffordshire with the least amount located in the Rural 2 Analysis Area with just eight (8%) community available pitches. This is as expected given that this is reflective of the population split for these two areas with Burton West Analysis Area providing 43% of the total Borough population and Rural 2 Analysis Area providing 9%.

⁴ During the 2017/18 season

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Most available pitches in East Staffordshire (45%) are adult sized which is, in part, due to youth 11v11 teams playing on adult pitches. This is not ideal for youth players (u13-u16) and is not in line with the recent FA Youth Review. Just 15 available pitches are youth 11v11 sized representing 15% of the available supply in East Staffordshire which is low in relation to the proportion of u13-u16 youth teams (48 teams⁵ – 26% of all teams) which should be playing matches on this sized pitch.

Figure 2.1: Location of football pitches in East Staffordshire



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 on football pitch sizes:

⁵ In accordance with the FA Youth Review, U17 and U18 teams can play on adult pitches.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 2.2: FA recommended grass/3G pitch sizes

Age group	Playing format	Recommended pitch dimensions (metres excluding run offs)	Recommended pitch dimensions (metres including run offs)
Mini-Soccer U7/U8	5v5	37x27	43x33
Mini-Soccer U9/U10	7v7	55x37	61x43
Youth U11/U12	9v9	73x46	79x52
Youth U13/U14	11v11	82x50	88x56
Youth U15/U16	11v11	91x55	97x61
Youth U17/U18	11v11	100x64	106x70
Over 18/Adult	11v11	100x64	106x70

Role of hub sites for football

Football features at all three existing sports hubs; Shobnall Leisure Complex, Holland Sports Ground and Oldfield's Sports Club. Shobnall Leisure Complex operates as a central venue used by the Burton Junior Football League and football users have benefited from improved changing facilities at the site. Holland Sports Club in Barton and Oldfield's Sports Club in Uttoxeter continue to receive support from ESBC, through S106 monies at Barton and landlord responsibilities at Uttoxeter.

In terms of new hub sites, the new John Taylor Free School on the neighbouring piece of land adjacent to Tatenhill Hub development (Burton RFC) is proposed to provide three adult and one youth 9v9 football pitch which is likely to be available for community use and indeed clubs have already expressed interest. Football is also a key partner at the potential hub at Uttoxeter Quarry and discussions are ongoing to fully determine this.

Education sites

Although the following schools report their grass football pitches to be available for community use, they are not currently used reportedly due to limited demand or perceived poor quality pitches. In reality, it is unlikely that they will be made available on a regular basis.

- ◀ Denstone College Prep School
- ◀ John Taylor High School

Informal/recreational pitches

There are a number of sites identified in East Staffordshire as informal pitches which contain a solitary goalpost or goalposts of an unofficial size but are not marked out or maintained for regular football use. They may have previously contained a pitch and are solely used by the community recreationally, for social and infrequent football. These sites are listed below:

- ◀ Kingstone Playing Fields (Kingstone Parish Council)
- ◀ Ferrers Field (Yoxall Parish Council)
- ◀ Clays Lane Park (Branston Parish Council)
- ◀ Aviation Lane (Branston Parish Council)
- ◀ Foresetside Football Pitch (Marchington Parish Council)

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

St George's Park National Football Centre

Located in the Rural 1 Analysis Area is the home of England's 28 national teams St George's Park National Football Centre (SGP). The site in total has three full size 3G pitches (one of these is indoor), two smaller sized 3G pitches and ten full sized adult grass pitches. It is used for all levels of football from community grass roots to elite professional clubs, such as Burton Albion FC, and countries for training and competitive demand.

As part of the site's initial development a Section 106 agreement was created between SGP and ESBC for the community use of selected pitches for East Staffordshire based community football clubs. This agreement allows home league games of teams located with East Staffordshire to be played at SGP from September through to May. Teams which want to use SGP as their 'home venue' have to submit an application before the start of the season. Applications are processed by a Community Steering Group and then teams are selected depending on the size of pitches required and what SGP can accommodate on a seasonal basis. The pitches allocated for use in the 2017 / 18 season are:

- ◀ Pitch 1: Kelly Smith Pitch (Hybrid grass)
- ◀ Pitch 2: David Beckham Pitch (3G)
- ◀ Pitch 3: Paul Ince Pitch (Hybrid grass)
- ◀ Pitch 11: Gordon Banks Pitch (Natural Grass)

SGP is also available to accommodate football training with both the indoor 3G pitch and David Beckham 3G available to book Monday to Friday. This will be examined in greater detail in Part 3.

This being said the entire site is closed for community use when needed by England's national teams which can occur several times a season. However, this is set out at the beginning of the season so all community users are aware and away fixtures arranged.

Future supply

Abbots Bromley CC and Abbots Bromley FC both use sporting provision owned by Abbots Bromley School. However, community use will be terminated at the site as the School intends to use the playing fields for alternative school use. Therefore, Abbots Bromley Sports Association (ABSA), a registered charity, has negotiated a 50 year lease from the School for an area of unused land off Lichfield Road to develop new pitch provision (including an adult and junior football pitch for Abbots Bromley FC). Phase One with regards to the cricket pitch has now commenced with the pitch expected to be ready for the 2018 season. Its longer term aspiration is to provide an integrated multi sports site for the above mentioned clubs, further sports clubs and wider community use by the Village.

John Taylor Multi Academy Trust is in the process of building a new secondary school on a neighbouring piece of land to Tatenhill Sports Hub (Burton RFC). The new John Taylor Free School is set to open in September 2018 and is proposed to provide three adult and one youth 9v9 football pitch. Community use will be established and expressions of interest have already been received.

Holland Sports Club is in the process of negotiating with ESBC and Barton under Needwood Parish Council for a piece of land located off Mill Lane (secured through Section 106 monies). If successful, the Club has aspirations to develop this area of land into additional rugby union and football pitches for Barton under Needwood RFC and Barton Rovers FC.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

In 2016, Uttoxeter RFC and Uttoxeter Junior FC were consulted with in regards to the creation of a hub site located at Uttoxeter Quarry. Creation of a new hub was seen as a potential solution to overplay at Oldfields Sports Club (Uttoxeter RFC) and securing a home venue for Uttoxeter Junior FC which was considered a nomadic club. Recent consultation with both clubs for 2017 Playing Pitch Assessment confirms these issues to still be relevant.

Developments at the Uttoxeter Quarry include a full Agronomy Report, detailing the requirements to reinstate the land to a playable condition. Conversations between Aggregate Industries and local sports clubs are continuing; however, development is currently at a standstill until clubs are able to confirm their future involvement and further works are completed to fully determine how the pitches will be constructed.

Pitch quality

The quality of football pitches in East Staffordshire has been assessed via a combination of non-technical assessments (as determined by The FA) user consultation and any available FA PIP reports to reach and apply an agreed rating. Percentage parameters used for the non-technical assessments were as follows;

- ◀ Poor = 0-49.9%
- ◀ Standard = 50-79.9%
- ◀ Good = 80%+

As such, each pitch within East Staffordshire is assigned a quality rating of good, standard or poor. Pitch quality is primarily influenced by the carrying capacity of the site; often pitches are over used and lack the required routine maintenance work necessary to improve drainage and subsequent quality.

Pitches which receive little to no ongoing repair or post-season remedial work will be assessed as poor, therefore limiting the number of games able to take place each week without it having a detrimental effect on quality. Conversely, well maintained pitches which 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.

Table 2.3: Summary of football pitch quality (community use pitches)

Pitch type	Good	Standard	Poor
Adult	8	33	4
Youth 11v11	-	12	3
Youth 9v9	2	11	1
Mini 7v7	2	9	1
Mini 5v5	1	12	-
Total	13	77	9

The pitch quality ratings determined through a combination of non-technical assessments and user feedback show most (78%) pitches available for community use are rated as standard quality, with 13% rated as good and only nine pitches as poor, equating to just 9%.

Given the majority of pitches across East Staffordshire are rated as standard quality, it is interesting to note that the scores for pitches located at four sites fall within just 10% of being of being poor (Leigh Recreation Ground, Holland Sports Club, Bramshall Road and Mayfield Playing Field) and as such should also be recommended for improvements.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

In addition to this, scores for pitches located at seven sites fall within just 10% of being of being good quality:

- ✦ Pennycroft Park
- ✦ Silver Lane
- ✦ Shobnall Leisure Complex
- ✦ Horninglow Community Park
- ✦ Meadow Lane
- ✦ Heath Road
- ✦ Newton Road Recreation Ground

Specific comments from clubs relating to the pitch conditions at individual sites can be seen in the table below.

Table 2.4: Summary of pitch quality comments

Site ID	Site name	Comments
2	Abbot Beyne-Evershed Building	On site football provision is maintained regularly by Winhill FC, however, the Club would benefit from newer maintenance equipment.
9	Craythorne Fields	Pitches suffer from poor drainage often becoming unusable.
15	Eton Community Park	Issues with limited maintenance.
17	Hillfield Lane	Pitches suffer from poor drainage often becoming unusable.
19	Holland Sports Club	Pitches suffer from poor drainage and limited amounts of maintenance. Youth pitch is located on the outfield of the cricket outfield.
28	Marstons Sports and Social Club	Central venue used by the Burton Junior Football League. All mini pitches are mark on a cricket outfield and are heavily used. Limited amounts of maintenance and pitch rotation which can lead to the pitches being unusable.
29	Mayfield Playing Field	Pitch suffers from poor drainage often becoming unusable and is open access to the public. Club reports aspirations to obtain funding to improve pitch quality.
33	New Inn Tutbury	Pitches suffer from poor drainage often becoming unusable and dog fouling.
35	Oldfields Sports Ground	Good quality step pyramid pitch which receives dedicated maintenance regime.
39	Pennycroft Park	Pitches suffer from poor drainage often becoming unusable and dog fouling.
45	Shobnall Leisure Complex	Central venue used by the Burton Junior Football League. Heavily used by clubs with minor issues of inadequate drainage.
57	Washlands Sports and Social Club	Central venue used by the Burton Junior Football League. Issues with poor drainage due to its proximity to the river.

Private sites (e.g. sports clubs) typically offer better quality facilities than Council parks/playing fields and school pitches. In general, such sports clubs tend to have dedicated ground staff or volunteers working on pitches and the fact that they are often secured by fencing prevents unofficial use. Private site hire is often at full cost recovery. However, the cost of self-maintenance can be limited by funds or equipment available and consequently some clubs may not be able to carry out the required level of maintenance each year, instead targeting specific areas of the pitch or times of the year, sometimes not every season.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

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 the PIP, grass pitches identified as having quality issues undergo a pitch inspection from a member of the Institute of Groundsmanship (IOG).

Six existing sites in East Staffordshire have received an assessment as part of the PIP process:

- ◀ Abbots Bromley Sports Association
- ◀ Leigh Recreation Ground
- ◀ Mayfield Playing Field
- ◀ Oldfields Sports Ground (Uttoxeter Town)
- ◀ Rocester Football Club
- ◀ The De Ferrers Academy – Dove Campus

Abbots Bromley Sports Association (14th December 2016)

- ◀ Plans to create football pitches after the creation of a cricket square on a former piece of ground utilised by Abbots Bromley School.
- ◀ After analysis of the cricket square it is recommended additional site investigation is required for the football pitch.
- ◀ A detailed specification of the drainage system required is needed.
- ◀ 12 month growing in period is needed before pitches can be used.

Leigh Recreation Ground (18th June 2017)

- ◀ Soil is heavily compacted which has contributed to water logging issues and postponements.
- ◀ Significant weed presence including broad leaved weeds. Limited amounts of maintenance with no top dressing, selective herbicide and no verti-draining, and a ten day mowing regime.
- ◀ Review mowing regime with aeration needed as soon as possible or slitting on a monthly basis. The use of a chain harrow would also help in terms of maintaining levels and presentation.

Mayfield Playing Field (6th April 2017)

- ◀ Pitch is in decent condition with signs of typical wear and tear.
- ◀ A limited amount of maintenance is carried out on the site with very limited machinery.
- ◀ Pitch is used throughout the year and has little time to remediate. Club (Mayfield FC) is in the process of acquiring a slitter which will be beneficial to the quality of the surface.
- ◀ Significant weed presence which needs to be treated and over seeding through the summer months.
- ◀ An intensive maintenance schedule is required with the correct machinery and equipment managed by trained and motivated ground staff including decompaction, fertiliser application and seeding.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

Oldfields Sports Ground (31th March 2014)

- ◀ Groundcover is good with the quality of the grass also good. Soil was in very good condition.
- ◀ Pitch has great potential and the club should be proud of the surface.
- ◀ Locate any drains under the pitch and try and utilise them. Ask the golf club with assistance in using maintenance equipment such as a seeding machine. Apply weedkiller and do not use compost for the top soil.

Rocester Football Club (5th May 2016)

- ◀ Groundcover is average however presentation was good considering limited maintenance equipment.
- ◀ Small amounts of weed grass are present in particular annual meadow grass. Poor root depth due to compaction of the soil which affects poor drainage.
- ◀ Pitch drainage is on the site which runs the width of the pitch. It's unclear how much drainage is installed. In the future the club will need to look into installing a new drainage system.
- ◀ Ideally the club needs to invest in new machinery and a maintenance programme moving forward. The pitch has got to a point in its life where if the required maintenance isn't carried out the pitch will become unplayable through longer spells throughout the season.
- ◀ If funding can be sourced via the Football Foundation and external funding, ideally the club should look to invest in the following items compact tractor, roller mower combination tool and pedestrian mower.

The De Ferrers Academy – Dove Campus (29th June 2016)

- ◀ Limited amount of maintenance taking place. Basic line marking and mowing.
- ◀ Field can take a long time to dry when saturated with water. It is likely that significant run off from the upper tier could result in waterlogging of the bottom tier.
- ◀ Large site for maintaining provision, lack of aeration and clay based soil.
- ◀ There is a need to deeply aerate the pitches to improve drainage three times a season. If this is not feasible there is a need to slit the pitches on a monthly basis.
- ◀ An intensive maintenance schedule is required with the correct machinery and equipment managed by trained and motivated ground staff including decompaction, fertiliser application and seeding.
- ◀ Recommended that the Academy and local football community work together to improve the quality of the pitches.

In addition to above, the Uttoxeter Quarry site has also received a PIP assessment to inform the potential future development of the site.

Over marked pitches

In East Staffordshire some football pitches are marked onto or overlapping cricket outfield, which creates availability issues at multi-sport sites as the cricket season begins in April when the football season is still ongoing and the football season begins in August as cricket fixtures are still being played. This is currently occurring at Holland Sports Club, Weaverslake Sports Club and Washlands Sports and Social Club. Further to this, over marking of pitches causes further wear and tear to the surface quality particularly where this relates in adult pitches as is the case at Holland Sports Club and Weaverslake Sports Club.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

Ancillary facilities

Two Hub sites in East Staffordshire have recently benefited from funding to improve the football changing facilities; Shobnall Leisure Complex and Oldfields Sports Club. At the latter, two out of four changing rooms are now of good quality following investment from the FA in order for them to meet step football requirements for Uttoxeter FC.

However, changing facilities remain a key issue at several football sites. Some of the facilities are described as poor quality by users and some responding clubs state they do not have access or have demand for greater access to changing rooms or increased quantity to sufficiently cater for the number of pitches onsite. Clubs mentioned sites which are of poor quality having issues with the interior of the buildings rather than the exterior, with common references made to changing rooms needing modernisation and refurbishment.

In some cases, clubs do not require access to changing facilities even if they are available. This is a particular trend nationwide in that most mini and youth teams are using changing facilities increasingly less and that access to toilet facilities are of greater priority. The vast majority of one pitch sites in East Staffordshire are not serviced by changing facilities.

Rolleston FC does not have access to changing provision at Craythorne Fields which it states is an issue due to the amounts of teams using the site at peak time. Although Robirch FC and Kingsways FC have access to changing provision, they too state the amount and quality of provision at Shobnall Sports and Social Club and Pennycroft Community Park, respectively, are inadequate for the number of teams using them.

Changing facilities at Holland Sports Club are basic and are of poor quality, with Barton Rovers FC reporting it is in the process of obtaining the relevant funding to improve them. The Hub site has been allocated Section 106 monies from a local housing development and now requires match funding in order to make the relevant enhancements.

JCB Lakeside state changing provision at JCB Lakeside Sports and Social Club (owned by JCB) may be lost due to development compelling the Club to find alternative football provision for the start of the 2018/19 season. However, this has not been confirmed by JCB itself.

Clubs which access St George's Park for their home matches report some issues regarding access to changing room facilities. As there is only one set of available changing rooms, these are occasionally unavailable to accommodate all community users.

Security of tenure

The majority of teams in East Staffordshire play on ESBC or parish council managed pitches and are therefore considered to be secure for at least the next three years as part of the Council's maintained sports and leisure provision offering.

Schools and academies generally state their own hire policies and are more likely to restrict levels of community use. In total, 19 educational providers do not allow community use of some or all of their pitches with the majority of these accommodating mini or youth football.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

The reasons for not allowing community use vary. The most common example is that the schools want to protect pitches for curricular and extra-curricular purposes due to existing quality issues. Other reasons include staffing issues, health and safety issues and a lack of profitability. Moreover, some schools which allow community use, do so without providing security of tenure, meaning they could cease use at any point.

Two prominent clubs in East Staffordshire, Outwoods FC and Winshill FC, are using school sites; The De Ferrers Academy, Dove Campus and Abbot Beyne-Evershed Building, respectively. Neither club has a community use agreement (CUA) in place therefore both are considered to have unsecure tenure which is considered a high risk.

Outwoods FC states demand for a dedicated home venue to assist in its future growth, especially regarding female participation. It mentions if it did not have access to The De Ferrers Academy, Dove Campus it would struggle to find appropriate alternative provision to accommodate its teams.

Correspondingly, Winshill FC uses the pitches at Abbot Beyne-Evershed Building for its youth 11v11 teams. The Club has a good relationship with the School but it does not have a CUA in place for secured long term use. It reports aspirations to formalise the agreement with the School in order for it to obtain funding for enhanced maintenance equipment.

Rocester FC has unsecure tenure of its home site. It owns the buildings but does not own the footprint of the land, which belongs to JCB. It has an informal arrangement with JCB for the use of the land; however, there is no formal CUA in place which is considered a high risk. Anecdotal evidence again suggests JCB may be in the process of trying to relocate the Club to another plot of land it owns in order for it to increase car parking for the neighbouring JCB Academy. However, this has not been confirmed by JCB itself.

Further to this, Rocester FC reports it is actively seeking to find long term security of tenure on a secondary venue to assist in the growth of its youth and female participation. It is currently also renting Pennycroft Community Park and JCB Lakeside Sports and Social Club for its youth teams but is in dialogue with Ryecroft Middle School to use its pitches on a permanent arrangement. Alternatively, the Club is interested in a move to Uttoxeter Quarry Hub site if this option was available.

As mentioned earlier, Abbots Bromley FC will be moving to Lichfield Road. Until such time, it will continue to access pitches at Abbots Bromley School under an annual short term lease. Although this is unsecure tenure it has been agreed between the School and Abbots Bromley Sports Association (ABSA) that the Club will be able to continue using the site until it is able to move to Lichfield Road.

Abbots Bromley Junior FC also uses the adult pitch at Abbots Bromley School and therefore has unsecure tenure. The junior club operates separately to the senior club and is interested in moving to Lichfield Road subject to securing funding to develop a separate youth pitch.

As mentioned above, Uttoxeter Juniors FC is currently a nomadic club which aspires to obtain long term security of tenure. It states moving to the Quarry site is still a realistic option, however, it is also now considering other options, such as securing the use of Elkes Social Club.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Barton Rovers FC technically has unsecure use of Holland Sports Club as it currently only rents the pitches annually. However, the Club reports it does not have issue with this arrangement and considers use to be secure. It also reports aspirations to develop a relationship with new Tatenhill High School to access football pitches at the site to assist in the growth of its junior and female participation.

2.3: Demand

In total there are 188 teams identified as playing within East Staffordshire. This consists of 43 men's teams, four women's teams, 83 youth boys' teams, seven youth girls' teams and 51 mini soccer teams.

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

Analysis area	No. of teams playing					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Burton East	-	5	-	15	-	20
Burton West	23	24	30	-	36	113
Rural 1	11	16	3	-	-	30
Rural 2	8	4	-	-	-	12
Uttoxeter	5	8	-	-	-	13
East Staffordshire	47	57	33	15	36	188

Of the 188 teams identified as playing matches 148 teams are recorded as consistently playing home matches on grass pitches during 2017/18 season. The remaining 40 teams are recorded as playing on 3G pitches according to the FA affiliation data 2017/18 season.

Table 2.7: Summary of football team demand in East Staffordshire

Age group	Number of teams playing on grass	Number of teams playing on 3G
Senior Men's (16-45) ⁶	38	5
Senior Women's (16-45)	3	1
Youth Boys (10-15)	80	3
Youth Girls (10-15)	5	2
Mini-Soccer Mixed	22	29
Total	148	40

There is a substantial amount of mini soccer teams playing fixtures on 3G pitches in East Staffordshire, with most use accommodated at Pirelli Stadium (Burton Albion) and Robert Sutton Catholic School which are central venues for the Burton Junior Football League. In total, just over half (57%) of all mini soccer is played 3G pitches across the Borough.

Since the previous PPS in 2009, the highest increase in teams is seen in mini soccer, with 40% of clubs increasing the number of teams provided. Further to this, 25% of clubs have increased the number of youth teams.

⁶ For the purposes of demand U17 and U18 teams are considered to require adult pitches, though it should be noted that these age groups affiliate to their respective County FA as junior teams.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Youth and mini football has seen substantial growth in East Staffordshire and in particular over the last three years. In part, this can be accredited to the development of the hub site at Shobnall and continued growth of the BJFL. Shobnall Leisure Complex and Marstons Sports and Social Club are well used central venues for football played on grass pitches.

Although nationally there is a decrease in the number of adult teams, there has been an increase in East Staffordshire from 35 adult teams (in 2009) to there now being 47. This is also particularly notable as in the previous PPS there was a reported decline in adult participation.

Football pyramid demand

The football pyramid 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.

In East Staffordshire, Burton Albion FC is the only professional club that plays above the football pyramid. A further two teams play within the football pyramid, as seen in following table.

Table 2.8: Summary of teams playing within the football pyramid structure

Team	League	Level
Rocester FC	Midland Football League – Premier Division	Step 5
Uttoxeter Town FC	Midland Football League – Division One	Step 6

In addition, Stapenhill FC which plays at Step 6 (within East Midlands Counties Football League) is located close to the East Staffordshire local authority boundary but technically falls within South Derbyshire and as such is included within its PPS.

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 have to 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).

All clubs are currently able to meet their league requirements, although improvements may be needed in some instances for clubs to progress. This being said, Uttoxeter Town FC reports that if it is promoted it may struggle in meeting the ground requirements for Step 5 in particular the enclosing of the pitch.

As mentioned, Rocester FC has unsecure tenure of its home ground with further consultation required with land owners JCB regarding its future at the site.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Unmet and latent 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.

Latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision.

Table 2.9: Summary of latent demand expressed by clubs

Club	Analysis area	Future demand	Pitch size	Match equivalent sessions⁷
Tutbury Tigers FC	Rural 1	2 x Youth	(11v11)	1
Stretton Eagles JFC	Burton West	2 x Youth	(11v11)	1
Uttoxeter Town FC	Uttoxeter	2 x Mini	(5v5)	1
Able Too United	Rural 1	1 x Adult	Adult	0.5
Mayfield FC	Rural 2	1 x Youth	(9v9)	0.5
Belvedere Park FC	Burton West	2 x Youth	(11v11)	1
Rocester FC	Rural 2	2 x Youth	(11v11)	1

In total, latent demand amounts to 0.5 match equivalent sessions on adult pitches, four on youth 11v11 pitches, 0.5 on youth 9v9 pitches and one on mini 5v5 pitches.

In addition, the following clubs indicate that they would field more teams if more or better training facilities were available:

- ✦ Stretton Eagles JFC
- ✦ Uttoxeter Town FC
- ✦ Belvedere Park FC

Burton Junior Football League (BJFL)

The Burton Junior Football League (BJFL) is a large mini and youth football league which encompasses East Staffordshire football clubs and clubs in surrounding local authorities such as South Derbyshire, North West Leicestershire, Derbyshire Dales, Cannock Chase, Derby City and Lichfield.

The League has grown in participation in the last three years and uses five locations in East Staffordshire as central venues for age groups from U7s to U9s and U11 to U12s. It also currently uses two sites located in South Derbyshire (Pingle School and Etwall Leisure Centre) specifically for its U10 demand. Any team above U12s which is participating in the BJFL must be located at a club's 'home ground' in order to play home and away fixtures. Anecdotal evidence suggests clubs have issues finding suitable pitches and ancillary facilities to accommodate for their youth 11v11 teams.

Due to its popularity the BJFL's demand results in substantial amounts of exported and imported demand into East Staffordshire which is examined below.

⁷ 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.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Displaced/exported demand

Displaced or exported demand refers to East 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.

As previously mentioned East Staffordshire clubs which have any U10 teams in the BJFL play their fixtures at central venues in South Derbyshire, either at Etwall Leisure Centre or Pingle School. Both locations are in close proximity to East Staffordshire and therefore do not cause any issues for teams to access. In total 24 mini 7v7 teams from clubs in East Staffordshire play their fixtures at central venues in South Derbyshire.

Imported demand

East Staffordshire also sees substantial amounts of imported teams entering the authority to access its five central venues used by the BJFL. The majority of imported demand is from South Derbyshire with a total of 70 teams followed by North West Leicestershire with 23 teams, Lichfield with 10 teams, Derbyshire Dales with four teams, Cannock Chase with four teams and Derby City with three teams.

Table 2.10: Summary of central venues used by BJFL

Site ID	Site name	Analysis area	Age group	Pitch Size	Pitch type
28	Marstons Sports and Social Club	Burton West	U8s	(5v5)	Grass
40	Pirelli Stadium (Burton Albion)	Burton West	U7s	(5v5)	3G
42	Robert Sutton Catholic School	Burton East	U9s	(7v7)	3G
45	Shobnall Leisure Complex	Burton West	U11s U12s	(9v9)	Grass
57	Washlands Sports and Social Club	Burton West	U8s U11s	(5v5) (9v9)	Grass

The League generates a total of 114 match equivalent sessions of imported demand into East Staffordshire on a variety of pitch types.

There are 40 match equivalent sessions of imported demand on mini 5v5 pitches, of which, 25 match equivalent sessions are located on grass pitches, 16 at Marstons Sports and Social Club and nine at Washlands Sports and Social Club.

All 18 match equivalent sessions of imported demand on 7v7 pitches are located at Robert Sutton Catholic School's 3G. The largest amount of imported demand is located on 9v9 pitches with a total amount of 56 match equivalent sessions imported into East Staffordshire. This is split between Shobnall Leisure Complex with 41 match equivalent sessions and Washlands Sports and Social Club with 15 match equivalent sessions.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Future demand

Future demand can be defined in two ways, through participation increases and using population forecasts. Team generation rates (TGRs) are used below as the basis for calculating the number of teams likely to be generated in the future based on population growth up to 2031⁸.

Table 2.11: Team generation rates (Borough wide level)

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Men's (16-45)	21,677	49	1:442	21,972	49.7	0
Senior Women (16-45)	20,427	4	1:5107	20,189	4.0	0
Youth Boys (12-15)	2,677	46	1:58	2,955	50.8	4
Youth Girls (12-15)	2,573	5	1:515	2,843	5.5	0
Youth Boys (10-11)	1,360	31	1:44	1,484	33.8	2
Youth Girls (10-11)	1,314	2	1:657	1,424	2.2	0
Mini-Soccer Mixed (8-9)	2,645	15	1:176	2,842	16.1	1
Mini-Soccer Mixed (6-7)	2,871	36	1:80	2,854	35.8	0

Population increases are likely to result in seven additional teams in East Staffordshire; however, this is when TGRs are applied Borough wide. Once TGRs are applied to individual analysis areas a more detailed representation of where exactly the predicted growth will occur emerges, as seen in the table below.

Table 2.12: Team generation rates (by analysis area)

Age group	Additional teams that may be generated from the increased population (by analysis area)					
	Burton East	Burton West	Rural 1	Rural 2	Uttoxeter	Total
Senior Men (16-45)	-	-	-	-	-	-
Senior Women (16-45)	-	-	-	-	-	-
Youth Boys (12-15)	-	2	1	-	-	3
Youth Girls (12-15)	-	-	-	-	-	-
Youth Boys (10-11)	-	2	-	-	-	2
Youth Girls (10-11)	-	-	-	-	-	-
Mini-Soccer Mixed (8-9)	1	-	-	-	-	1
Mini-Soccer Mixed (6-7)	-	-	-	-	-	-
Total	1	4	1	-	-	6

It is indicated that the Burton West Analysis Area will have the most growth with a projected increase of four teams, two in youth boys (12-15) and two in youth boys (10-11). In fact, the youth boys (12-15) will see the highest growth with a predicted growth of three teams. Please note that splitting demand by analysis area reduces the total number of teams predicted overall from seven to six due to rounding.

⁸ TGRs are based on population forecasts to 2031 which is in line with East Staffordshire Local Plan timeframe.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Team generation rates (TGRs) are based exclusively on future population forecasts and do not account for societal factors or changes in the way people may wish to play sport. Similarly, TGRs 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, there is a focus on developing girl's football both within East Staffordshire and nationally which is likely to lead to more girls' teams in the future and therefore increased demand for pitches.

It is important to note that there has been a recent decrease nationally in participation at adult level and that the number of FA affiliated adult teams playing competitive football has dropped. Similarly, there has been a decline in the number of youth players making the transition from youth football to adult leagues. In East Staffordshire though the picture is slightly different in that the vast majority of clubs (86%) report the number of teams they field has stayed the same within the last three years and the remaining 14% report an increase.

Participation increases

A number of teams highlight clear plans to increase the number of teams for next season, totalling a requirement for a further 12 match equivalent sessions across different pitch types. Any future demand, including and below youth 9v9 football, has been accredited to the appropriate analysis area of which their central venue is located. All remaining future demand has been allocated to the analysis area of the clubs dedicated home venue.

Table 2.13: Summary of future demand reported by clubs

Club	Future demand	Analysis area	Match equivalent sessions	Pitch type
Burton Albion Community Trust FC	2 x Adult Men's	Burton West	1.5	Adult
	1 x Adult Women's			
Stretton Eagles JFC	2 x Mini 5v5	Burton West	1	Mini 5v5
Uttoxeter Town FC	1 x Adult Men's	Uttoxeter	0.5	Adult
Robirch FC	1 x Mini 5v5	Burton West	0.5	Mini 5v5
Burton Town FC	1 x Youth 11v11 Boys	Burton West	0.5	Youth 11v11
Rolleston FC	1 x Youth 9v9 girls	Burton West	0.5	Youth 9v9
	1 x Mini 5v5		0.5	Mini 5v5
Belvedere Park FC	2 x Mini 5v5	Burton West	1	Mini 5v5
Rocester FC	1 x Adult Women's	Rural 2	0.5	Adult
	1 x Youth 11v11 Boys		0.5	Youth 11v11
Barton Rovers FC	2 x Mini 5v5	Burton West	1	Mini 5v5
Outwoods FC	1 x Adult Men's	Rural 1	0.5	Adult
	2 x Mini 5v5	Burton West	1	Mini 5v5
Abbots Bromley Youth FC	1 x Mini 5v5	Burton West	0.5	Mini 5v5
Winshill FC	2 x Mini 5v5	Burton West	1	Mini 5v5
Uttoxeter Junior FC	2 x Mini 5v5	Burton West	1	Mini 5v5

The majority (83% or 10 match equivalent sessions) of reported club future demand is located in the Burton West Analysis Area due to nine clubs using central venues reporting potential growth.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Winhill FC reports aspirations to increase by two U7s teams next year, however, reports this may not be feasible due to the lack of available volunteers and coaches.

Additionally, Able Too United FC report aspirations to increase by one adult men's team, however, this has not been included as its demand, due to being a disability club, is accommodated on 3G pitches.

Mayfield FC states it wants to increase in participation but does not quantify by how many teams.

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 affects the playing experience and people's enjoyment of playing football. In extreme circumstances, it can result in the inability of the pitch to cater for all or certain types of play during peak and off-peak times. Pitch quality is often influenced by weather conditions and drainage.

As a guide, The FA has set a standard number of matches that each grass pitch type should be able to accommodate without adversely affecting its current quality (pitch capacity). Taking into consideration the guidelines on capacity the following was concluded in East Staffordshire:

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 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

The level of pitch usage is recorded in match equivalent sessions per week (MES). For football, pitches relate to a typical week within the season and one match per week equates to one match equivalent session per week if it occurs every week or more typically 0.5 match equivalent sessions per week if it occurs every other week (i.e. reflecting home and away fixtures).

Informal use

Where information is known, informal and unofficial use of pitches has been factored into current play. 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 and through retaining some spare capacity to protect quality.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

Burton Junior Football League (BJFL)

To account for the quantified amounts of imported demand from the BJFL the following match equivalent sessions have been added to the following sites on the relevant pitch types;

- ◀ Marstons Sports and Social Club – 15 match equivalent sessions
- ◀ Shobnall Leisure Complex – 41 match equivalent sessions
- ◀ Washlands Sports and Social Club – 24 match equivalent sessions

Education sites

To account for curricular/extra-curricular use of education pitches it is likely that use additional to recorded community use will need to be factored into the total current weekly usage. 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 extent of use added is typically dependent on the level of play, the number of pitches onsite and whether there is access to an AGP elsewhere onsite allowing rotation and protection of impact on grass pitches.

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 community use based on assumed curricular and extracurricular activity beyond the level of community use shown in Table 2.14. Schools sites which are available for community use but currently do not have any external use have been accredited one match equivalent session per week, per pitch, to indicate use for curricular and extracurricular activity as opposed to being completely unused.

Tenure at school sites is generally considered to be unsecure given the nature of rental unless a formal community use or service level agreement (SLA) exists.

Peak time

Peak time demand for adult football pitches is Sunday morning. All other youth and mini pitch formats have a peak time of Saturday morning, which negates any potential issues, such as kick-off time clashes on adult pitches which are over marked for junior and mini football, or child welfare issues at sites where there are not sufficient changing facilities to service all pitches, as junior and mini teams require exclusive changing and shower areas which need to be carefully coordinated and managed.

**EAST STAFFORDSHIRE BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

Table 2.14: Football pitch capacity analysis

Site ID	Site name	Analysis area	Community use availability	Management	Security of tenure ⁹	Pitch type	Pitch size	No. of pitches	Agreed quality rating	Current play (MES)	Site capacity ¹⁰ (MES)	Capacity balance ¹¹	Comments
1	Abbot Beyne School	Burton East	Yes	School	Unsecure	Adult		1	Standard	1	2	-1	Potential spare capacity at peak time.
2	Abbot Beyne-Evershed Building	Burton East	Yes	School	Unsecure	Adult		1	Standard	1.5	2	-0.5	Potential spare capacity at peak time.
2	Abbot Beyne-Evershed Building	Burton East	Yes	School	Unsecure	Youth	(11v11)	2	Standard	1	4	-3	Potential spare capacity at peak time.
16	Heath Road	Burton East	Yes	ESBC	Secure	Youth	(11v11)	1	Standard	0	2	-2	Potential spare capacity at peak time.
34	Newton Road Recreation Ground	Burton East	Yes	ESBC	Secure	Adult		2	Standard	0	4	-4	Potential spare capacity at peak time.
38	Paulet High School	Burton East	Yes-unused	School	Unsecure	Adult		1	Standard	1	2	-1	Potential spare capacity at peak time.
42	Robert Sutton Catholic School	Burton East	No	School	Unsecure	Youth	(11v11)	1	Standard	1	1	-	Pitch is considered at capacity through curriculum use.
62	Edge Hill Recreation Ground	Burton East	Yes	ESBC	Secure	Adult		1	Standard	0	2	-2	Potential spare capacity at peak time.
80	Tower View Primary School	Burton East	Yes	School	Unsecure	Mini	(5v5)	2	Standard	2	8	-6	Potential spare capacity at peak time.
122	Edge Hill Junior School	Burton East	Yes	School	Unsecure	Mini	(5v5)	2	Standard	2	8	-6	Potential spare capacity at peak time.
126	Winshill Village Primary and Nursery School	Burton East	No	School	Unsecure	Youth	(9v9)	1	Standard	1	2	-1	Potential spare capacity at peak time.
4	Anglesey Community Park	Burton West	Yes	ESBC	Secure	Adult		1	Standard	0	2	-2	Potential spare capacity at peak time.
15	Eton Community Park	Burton West	Yes	ESBC	Secure	Adult		1	Poor	1.5	1	-0.5	Pitch is over played by 0.5 match equivalent sessions.
17	Hillfield Lane	Burton West	Yes	Stretton Parish Council	Secure	Adult		2	Standard	1.5	4	-2.5	Potential spare capacity at peak time.
20	Horninglow Community Park	Burton West	Yes	ESBC	Secure	Adult		1	Standard	0	2	-2	Potential spare capacity at peak time.
23	Kingfisher Academy	Burton West	No	School	Unsecure	Mini	(5v5)	1	Standard	1	4	-3	Potential spare capacity at peak time.
28	Marstons Sports and Social Club	Burton West	Yes	Sports Club	Secure	Adult		1	Standard	2	2	-	Pitches are played to capacity.
28	Marstons Sports and Social Club	Burton West	Yes	Sports Club	Secure	Mini	(5v5)	4	Standard	23	16	-7	Pitches are over played by seven match equivalent sessions.
28	Marstons Sports and Social Club	Burton West	Yes	Sports Club	Secure	Mini	(7v7)	2	Standard	0	8	-8	Potential spare capacity at peak time.
30	Meadow Lane	Burton West	Yes	ESBC	Secure	Adult		1	Standard	1	2	-1	Potential spare capacity at peak time.
37	Paget High School	Burton West	Yes-unused	School	Unsecure	Adult		2	Standard	2	4	-2	Potential spare capacity at peak time.
40	Pirelli Stadium (Burton Albion)	Burton West	Yes	Sports Club	Secure	Adult		1	Good	1.5	3	-1.5	Potential spare capacity at peak time.
45	Shobnall Leisure Complex	Burton West	Yes	ESBC	Secure	Adult		6	Standard	15	12	-3	Pitches are over played by three match equivalent sessions.
45	Shobnall Leisure Complex	Burton West	Yes	ESBC	Secure	Youth	(11v11)	1	Standard	4.5	2	-2.5	Pitches are over played by 2.5 match equivalent sessions.
45	Shobnall Leisure Complex	Burton West	Yes	ESBC	Secure	Youth	(9v9)	5	Standard	43	10	-33	Pitches are over played by 33 match equivalent sessions.
47	Shobnall Sports and Social Club	Burton West	Yes	Sports Club	Secure	Adult		2	Good	2.5	6	-3.5	Potential spare capacity at peak time.
51	The De Ferrers Academy - Trent Campus	Burton West	Yes	School	Unsecure	Youth	(11v11)	1	Standard	1	2	-1	Potential spare capacity at peak time.
51	The De Ferrers Academy - Trent Campus	Burton West	Yes	School	Unsecure	Youth	(9v9)	1	Standard	1	2	-1	Potential spare capacity at peak time.
52	The Fountains High School	Burton West	No	School	Unsecure	Mini	(7v7)	1	Standard	1	4	-3	Potential spare capacity at peak time.
53	The Marlpit	Burton West	Yes	Sports Club	Secure	Youth	(11v11)	1	Standard	4.5	2	-2.5	Pitches are over played by 2.5 match equivalent sessions.

⁹ Unless local information suggests otherwise it can be assumed that the availability of all pitches in Council, town and parish Council and sports club ownership will be secure.

¹⁰ 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.

¹¹ Red indicates overplay, green indicates potential spare capacity and amber indicates at capacity.

**EAST STAFFORDSHIRE BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

Site ID	Site name	Analysis area	Community use availability	Management	Security of tenure ⁹	Pitch type	Pitch size	No. of pitches	Agreed quality rating	Current play (MES)	Site capacity ¹⁰ (MES)	Capacity balance ¹¹	Comments
53	The Marlpit	Burton West	Yes	Sports Club	Secure	Youth	(9v9)	1	Standard	0	2	-2	Potential spare capacity at peak time.
57	Washlands Sports and Social Club	Burton West	Yes	Sports Club	Secure	Adult		3	Standard	15	6	-9	Pitches are over played by nine match equivalent sessions.
57	Washlands Sports and Social Club	Burton West	Yes	Sports Club	Secure	Mini	(5v5)	2	Standard	12	8	-4	Pitches are over played by four match equivalent sessions.
67	Eton Park Junior School	Burton West	No	School	Unsecure	Mini	(5v5)	2	Standard	2	8	-6	Potential spare capacity at peak time.
79	William Shrewsbury Primary	Burton West	No	School	Unsecure	Mini	(5v5)	4	Standard	4	16	-12	Potential spare capacity at peak time.
120	Rykneld Primary School	Burton West	Yes-unused	School	Unsecure	Mini	(5v5)	1	Standard	1	4	-3	Potential spare capacity at peak time.
125	Victoria Community School	Burton West	No	School	Unsecure	Mini	(5v5)	1	Standard	1	4	-3	Potential spare capacity at peak time.
9	Craythorne Fields	Rural 1	Yes	Rolleston Parish Council	Secure	Youth	(11v11)	2	Poor	0.5	2	-1.5	Potential spare capacity at peak time.
9	Craythorne Fields	Rural 1	Yes	Rolleston Parish Council	Secure	Youth	(9v9)	1	Poor	0	1	-1	Potential spare capacity at peak time.
11	Denstone College Prep School	Rural 1	Yes-unused	Private School	Unsecure	Mini	(5v5)	1	Good	1	6	-5	Potential spare capacity at peak time.
11	Denstone College Prep School	Rural 1	Yes-unused	Private School	Unsecure	Mini	(7v7)	1	Good	1	6	-5	Potential spare capacity at peak time.
19	Holland Sports Club	Rural 1	Yes	Sports Club	Secure	Adult		1	Standard	1	2	-1	Potential spare capacity at peak time.
19	Holland Sports Club	Rural 1	Yes	Sports Club	Secure	Youth	(11v11)	1	Standard	2	2	-	Pitch is played to capacity.
22	John Taylor High School	Rural 1	Yes-unused	School	Unsecure	Adult		2	Standard	2	4	-2	Potential spare capacity at peak time.
22	John Taylor High School	Rural 1	Yes-unused	School	Unsecure	Youth	(9v9)	2	Standard	2	4	-2	Potential spare capacity at peak time.
32	Mosley Academy	Rural 1	No	School	Unsecure	Mini	(5v5)	1	Standard	1	4	-3	Potential spare capacity at peak time.
32	Mosley Academy	Rural 1	No	School	Unsecure	Mini	(7v7)	1	Standard	1	4	-3	Potential spare capacity at peak time.
33	New Inn Tutbury	Rural 1	Yes	Tutbury Parish Council	Secure	Adult		1	Poor	1	1	-	Pitch is played to capacity.
33	New Inn Tutbury	Rural 1	Yes	Tutbury Parish Council	Secure	Youth	(11v11)	1	Poor	0	1	-1	Potential spare capacity at peak time.
36	Outwards Primary School	Rural 1	Yes	School	Unsecure	Mini	(7v7)	2	Standard	2	8	-6	Potential spare capacity at peak time.
36	Outwards Primary School	Rural 1	Yes	School	Unsecure	Youth	(9v9)	1	Standard	1	2	-1	Potential spare capacity at peak time.
41	Rangemore Playing Fields	Rural 1	Yes	Tatenhill Parish Council	Secure	Adult		1	Standard	1	2	-1	Potential spare capacity at peak time.
48	Silver Lane	Rural 1	Yes	Marchington Parish Council / ESBC	Secure	Adult		1	Standard	0.5	2	-1.5	Potential spare capacity at peak time.
48	Silver Lane	Rural 1	Yes	Marchington Parish Council / ESBC	Secure	Mini	(7v7)	1	Poor	0	2	-2	Potential spare capacity at peak time.
49	St George's Park National Football Centre	Rural 1	Yes	FA	Secure	Adult		2	Good	1.5	6	4.5	Potential spare capacity at peak time.
49	St George's Park National Football Centre	Rural 1	No	FA	Secure	Adult		8	Good	24	24	-	Pitches are considered to be played to capacity through substantial usage at from professional / elite clubs.
50	The De Ferrers Academy - Dove Campus	Rural 1	Yes	School	Unsecure	Mini	(7v7)	1	Standard	1	4	-3	Potential spare capacity at peak time.
50	The De Ferrers Academy - Dove Campus	Rural 1	Yes	School	Unsecure	Youth	(11v11)	2	Standard	4	4	-	Pitches are played to capacity.
58	Weaverslake Sports Club	Rural 1	Yes	Sports Club	Secure	Adult		1	Standard	0.5	2	-1.5	Potential spare capacity at peak time.
68	Richard Wakefield CE Primary School	Rural 1	Yes	School	Unsecure	Youth	(9v9)	1	Standard	1	2	-1	Potential spare capacity at peak time.
72	St Augustine's CE First School	Rural 1	No	School	Unsecure	Mini	(5v5)	1	Standard	1	4	-3	Potential spare capacity at peak time.

**EAST STAFFORDSHIRE BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

Site ID	Site name	Analysis area	Community use availability	Management	Security of tenure ⁹	Pitch type	Pitch size	No. of pitches	Agreed quality rating	Current play (MES)	Site capacity ¹⁰ (MES)	Capacity balance ¹¹	Comments
74	St. Modwen's Catholic Primary School	Rural 1	No	School	Unsecure	Mini	(5v5)	1	Standard	1	4	-3	Potential spare capacity at peak time.
74	St. Modwen's Catholic Primary School	Rural 1	No	School	Unsecure	Mini	(7v7)	1	Standard	1	4	-3	Potential spare capacity at peak time.
3	Abbots Bromley School	Rural 2	Yes	SLS	Unsecure	Adult		1	Standard	0.5	2	-1.5	Potential spare capacity at peak time.
3	Abbots Bromley School	Rural 2	Yes	SLS	Unsecure	Youth	(11v11)	1	Standard	0.5	2	-1.5	Potential spare capacity at peak time.
10	Denstone College	Rural 2	No	Private College	Unsecure	Adult		7	Good	7	21	-14	Potential spare capacity at peak time.
21	JCB Lakeside Sports and Social Club	Rural 2	Yes	Private	Secure	Adult		1	Good	1.5	3	-1.5	Potential spare capacity at peak time.
21	JCB Lakeside Sports and Social Club	Rural 2	Yes	Private	Secure	Youth	(9v9)	1	Good	0	4	-4	Potential spare capacity at peak time.
25	Leigh Recreation Ground	Rural 2	Yes	Leigh Parish Council	Secure	Adult		1	Poor	0	1	-1	Potential spare capacity at peak time.
26	Loxley Hall School	Rural 2	No	School	Unsecure	Youth	(11v11)	1	Standard	1	2	-1	Potential spare capacity at peak time.
29	Mayfield Playing Field	Rural 2	Yes	Mayfield Recreation Association	Secure	Adult		1	Standard	1.5	2	-0.5	Potential spare capacity at peak time.
43	Rocester Football Club	Rural 2	Yes	Sports Club	Unsecure	Adult		1	Standard	2	2	-	Pitch is played to capacity.
87	Stramshall Playing Field	Rural 2	Yes	Uttoxeter Town Council	Secure	Mini	(7v7)	1	Standard	0	4	-4	Potential spare capacity at peak time.
65	Ryecroft Middle School	Rural 2	No	School	Unsecure	Adult		1	Standard	1	2	-1	Potential spare capacity at peak time.
65	Ryecroft Middle School	Rural 2	No	School	Unsecure	Mini	(5v5)	1	Standard	1	4	-3	Potential spare capacity at peak time.
124	All Saints' First School	Rural 2	No	School	Unsecure	Mini	(5v5)	1	Standard	1	4	-3	Potential spare capacity at peak time.
7	Bramshall Road	Uttoxeter	Yes	Uttoxeter Town Council	Secure	Adult		1	Standard	0.5	2	-1.5	Potential spare capacity at peak time.
14	Elkes Social Club	Uttoxeter	Yes	Private	Unsecure	Youth	(11v11)	1	Standard	1	2	-1	Potential spare capacity at peak time.
35	Oldfields Sports Ground	Uttoxeter	Yes	Sports Club	Secure	Adult		1	Good	3	3	-	Pitch is played to capacity.
35	Oldfields Sports Ground	Uttoxeter	Yes	Sports Club	Secure	Mini	(7v7)	1	Good	0	6	-6	Potential spare capacity at peak time.
39	Pennycroft Community Park	Uttoxeter	Yes	ESBC	Secure	Adult		1	Poor	1.5	1	-0.5	Pitch is over played by 0.5 match equivalent sessions.
54	Thomas Alleyne's High School	Uttoxeter	No	School	Unsecure	Adult		1	Poor	1	1	-	Pitches are considered to be at capacity through curriculum use.
54	Thomas Alleyne's High School	Uttoxeter	No	School	Unsecure	Mini	(7v7)	3	Poor	3	6	-3	Potential spare capacity at peak time.
54	Thomas Alleyne's High School	Uttoxeter	No	School	Unsecure	Youth	(11v11)	2	Poor	2	2	-	Pitches are considered to be at capacity through curriculum use.
59	Windsor Park C of E Middle School	Uttoxeter	Yes	School	Unsecure	Youth	(11v11)	1	Standard	0.5	2	-1.5	Potential spare capacity at peak time.
70	Oldfields Hall Middle School	Uttoxeter	Yes	School	Unsecure	Adult		1	Good	1	3	-2	Potential spare capacity at peak time.
70	Oldfields Hall Middle School	Uttoxeter	Yes	School	Unsecure	Youth	(9v9)	1	Good	1	4	-3	Potential spare capacity at peak time.
73	Picknalls Fist School	Uttoxeter	Yes	School	Unsecure	Mini	(7v7)	2	Standard	2	8	-6	Potential spare capacity at peak time.
121	St Mary's C.E.First School	Uttoxeter	Yes	School	Unsecure	Mini	(7v7)	1	Standard	1	4	-3	Potential spare capacity at peak time.
123	St Peters Pre School	Uttoxeter	Yes	School	Unsecure	Mini	(5v5)	1	Standard	1	4	-3	Potential spare capacity at peak time.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

Spare capacity

The next step is to ascertain whether or not any identified 'potential capacity' can be deemed 'spare 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.

Over marked pitches which are used and exhibit potential spare capacity have not been considered available to accommodate further play in order to protect pitch quality, given the nature of repeated and sustained use over a short period of time.

Where there is potential spare capacity exhibited at school sites beyond current community use, this has not been included due to the significant additional use during the week by schools for curricular, extracurricular and competitive sport.

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.

At this stage, match equivalent sessions do not equate to the number of pitches which are required/surplus. For example, an Analysis Area might show three match equivalent sessions of spare capacity but you would need to cross reference back to individual sites to determine where the spare capacity originates from. If it is spread across a number of sites then there is minimal spare capacity within the site which may be required to accommodate strategic reserve. If the spare capacity is on one pitch then it might indicate a need to create a different type of pitch to address a deficiency. This will be fully determined and recommendations will be made accordingly within the Strategy and Action Plan.

**EAST STAFFORDSHIRE BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

Table 2.15: Actual spare capacity

Site ID	Site name	Analysis area	Community use availability	Pitch type	Pitch size	No. of pitches	Security of tenure	Agreed quality rating	Site capacity (MES)	Capacity balance	Match equivalent sessions available in peak period	Comments
1	Abbot Beyne School	Burton East	Yes	Adult		1	Unsecure	Standard	2	-1	1	Spare discounted due to unsecure tenure.
2	Abbot Beyne-Evershed Building	Burton East	Yes	Adult		1	Unsecure	Standard	2	-0.5	1	Spare discounted due to unsecure tenure.
2	Abbot Beyne-Evershed Building	Burton East	Yes	Youth	(11v11)	2	Unsecure	Standard	4	-3	1	Spare discounted due to unsecure tenure.
16	Heath Road	Burton East	Yes	Youth	(11v11)	1	Secure	Standard	2	-2	1	Available spare capacity at peak time.
34	Newton Road Recreation Ground	Burton East	Yes	Adult		2	Secure	Standard	4	-4	2	Available spare capacity at peak time.
38	Paulet High School	Burton East	Yes-unused	Adult		1	Unsecure	Standard	2	-1	1	Spare discounted due to unsecure tenure.
62	Edge Hill Recreation Ground	Burton East	Yes	Adult		1	Secure	Standard	2	-2	1	Available spare capacity at peak time.
80	Tower View Primary School	Burton East	Yes	Mini	(5v5)	2	Unsecure	Standard	8	-6	2	Spare discounted due to unsecure tenure.
122	Edge Hill Junior School	Burton East	Yes	Mini	(5v5)	2	Unsecure	Standard	8	-6	2	Spare discounted due to unsecure tenure.
126	Winshill Village Primary and Nursery School	Burton East	No	Youth	(9v9)	1	Unsecure	Standard	2	-1	1	Not available for community use.
4	Anglesey Community Park	Burton West	Yes	Adult		1	Secure	Standard	2	-2	1	Available spare capacity at peak time.
17	Hillfield Lane	Burton West	Yes	Adult		2	Secure	Standard	4	-2.5	2	Available spare capacity at peak time.
20	Horninglow Community Park	Burton West	Yes	Adult		1	Secure	Standard	2	-2	1	Available spare capacity at peak time.
23	Kingfisher Academy	Burton West	No	Mini	(5v5)	1	Unsecure	Standard	4	-3	1	Not available for community use.
28	Marstons Sports and Social Club	Burton West	Yes	Mini	(7v7)	2	Secure	Standard	8	-8	2	Available spare capacity at peak time.
30	Meadow Lane	Burton West	Yes	Adult		1	Secure	Standard	2	-1	1	Available spare capacity at peak time.
37	Paget High School	Burton West	Yes-unused	Adult		2	Unsecure	Standard	4	-2	2	Spare discounted due to unsecure tenure.
40	Pirelli Stadium (Burton Albion)	Burton West	Yes	Adult		1	Secure	Good	3	-1.5	1	Professional club stadia pitch therefore no spare capacity.
47	Shobnall Sports and Social Club	Burton West	Yes	Adult		2	Secure	Good	6	-3.5	0.5	Available spare capacity at peak time.
51	The De Ferrers Academy - Trent Campus	Burton West	Yes	Youth	(11v11)	1	Unsecure	Standard	2	-1	1	Spare discounted due to unsecure tenure.
51	The De Ferrers Academy - Trent Campus	Burton West	Yes	Youth	(9v9)	1	Unsecure	Standard	2	-1	1	Spare discounted due to unsecure tenure.
52	The Fountains High School	Burton West	No	Mini	(7v7)	1	Unsecure	Standard	4	-3	1	Not available for community use.
53	The Marlpit	Burton West	Yes	Youth	(9v9)	1	Secure	Standard	2	-2	1	Available spare capacity at peak time.
67	Eton Park Junior School	Burton West	No	Mini	(5v5)	2	Unsecure	Standard	8	-6	2	Not available for community use.
79	William Shrewsbury Primary	Burton West	No	Mini	(5v5)	4	Unsecure	Standard	16	-12	4	Not available for community use.
120	Rykneld Primary School	Burton West	Yes-unused	Mini	(5v5)	1	Unsecure	Standard	4	-3	1	Spare discounted due to unsecure tenure.
125	Victoria Community School	Burton West	No	Mini	(5v5)	1	Unsecure	Standard	4	-3	1	Not available for community use.
9	Craythorne Fields	Rural 1	Yes	Youth	(11v11)	2	Secure	Poor	2	-1.5	1.5	Spare capacity retained due to poor quality.
9	Craythorne Fields	Rural 1	Yes	Youth	(9v9)	1	Secure	Poor	1	-1	1	Spare capacity retained due to poor quality.
11	Denstone College Prep School	Rural 1	Yes-unused	Mini	(5v5)	1	Unsecure	Good	6	-5	1	Spare discounted due to unsecure tenure.
11	Denstone College Prep School	Rural 1	Yes-unused	Mini	(7v7)	1	Unsecure	Good	6	-5	1	Spare discounted due to unsecure tenure.
19	Holland Sports Club	Rural 1	Yes	Adult		1	Secure	Standard	2	-1	-	No spare capacity at peak time.
22	John Taylor High School	Rural 1	Yes-unused	Adult		2	Unsecure	Standard	4	-2	2	Spare discounted due to unsecure tenure.
22	John Taylor High School	Rural 1	Yes-unused	Youth	(9v9)	2	Unsecure	Standard	4	-2	2	Spare discounted due to unsecure tenure.
32	Mosley Academy	Rural 1	No	Mini	(5v5)	1	Unsecure	Standard	4	-3	1	Not available for community use.
32	Mosley Academy	Rural 1	No	Mini	(7v7)	1	Unsecure	Standard	4	-3	1	Not available for community use.
33	New Inn Tutbury	Rural 1	Yes	Youth	(11v11)	1	Secure	Poor	1	-1	1	Spare capacity retained due to poor quality.

**EAST STAFFORDSHIRE BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

Site ID	Site name	Analysis area	Community use availability	Pitch type	Pitch size	No. of pitches	Security of tenure	Agreed quality rating	Site capacity (MES)	Capacity balance	Match equivalent sessions available in peak period	Comments
36	Outwards Primary School	Rural 1	Yes	Mini	(7v7)	2	Unsecure	Standard	8	-6	2	Spare discounted due to unsecure tenure.
36	Outwards Primary School	Rural 1	Yes	Youth	(9v9)	1	Unsecure	Standard	2	-1	1	Spare discounted due to unsecure tenure.
41	Rangemore Playing Fields	Rural 1	Yes	Adult		1	Secure	Standard	2	-1	1	Available spare capacity at peak time.
48	Silver Lane	Rural 1	Yes	Adult		1	Secure	Standard	2	-1.5	0.5	Available spare capacity at peak time.
48	Silver Lane	Rural 1	Yes	Mini	(7v7)	1	Secure	Poor	2	-2	1	Spare capacity retained due to poor quality.
49	St George's Park National Football Centre	Rural 1	Yes	Adult		2	Secure	Good	6	4.5	-	No spare capacity at peak time.
50	The De Ferrers Academy - Dove Campus	Rural 1	Yes	Mini	(7v7)	1	Unsecure	Standard	4	-3	1	Spare discounted due to unsecure tenure.
58	Weaverslake Sports Club	Rural 1	Yes	Adult		1	Secure	Standard	2	-1.5	0.5	Available spare capacity at peak time.
68	Richard Wakefield CE Primary School	Rural 1	Yes	Youth	(9v9)	1	Unsecure	Standard	2	-1	2	Spare discounted due to unsecure tenure.
72	St Augustine's CE First School	Rural 1	No	Mini	(5v5)	1	Unsecure	Standard	4	-3	1	Not available for community use.
74	St. Modwen's Catholic Primary School	Rural 1	No	Mini	(5v5)	1	Unsecure	Standard	4	-3	1	Not available for community use.
74	St. Modwen's Catholic Primary School	Rural 1	No	Mini	(7v7)	1	Unsecure	Standard	4	-3	1	Not available for community use.
3	Abbots Bromley School	Rural 2	Yes	Adult		1	Unsecure	Standard	2	-1.5	0.5	Spare discounted due to unsecure tenure.
3	Abbots Bromley School	Rural 2	Yes	Youth	(11v11)	1	Unsecure	Standard	2	-1.5	1	Spare discounted due to unsecure tenure.
10	Denstone College	Rural 2	No	Adult		7	Unsecure	Good	21	-14	7	Not available for community use.
21	JCB Lakeside Sports and Social Club	Rural 2	Yes	Adult		1	Secure	Good	3	-1.5	-	No spare capacity at peak time.
21	JCB Lakeside Sports and Social Club	Rural 2	Yes	Youth	(9v9)	1	Secure	Good	4	-4	1	Available spare capacity at peak time.
25	Leigh Recreation Ground	Rural 2	Yes	Adult		1	Secure	Poor	1	-1	1	Spare capacity retained due to poor quality.
26	Loxley Hall School	Rural 2	No	Youth	(11v11)	1	Unsecure	Standard	2	-1	1	Not available for community use.
29	Mayfield Playing Field	Rural 2	Yes	Adult		1	Secure	Standard	2	-0.5	-	No spare capacity at peak time.
87	Stramshall Playing Field	Rural 2	Yes	Mini	(7v7)	1	Secure	Standard	4	-4	1	Available spare capacity at peak time.
65	Ryecroft Middle School	Rural 2	No	Adult		1	Unsecure	Standard	2	-1	1	Not available for community use.
65	Ryecroft Middle School	Rural 2	No	Mini	(5v5)	1	Unsecure	Standard	4	-3	1	Not available for community use.
124	All Saints' First School	Rural 2	No	Mini	(5v5)	1	Unsecure	Standard	4	-3	1	Not available for community use.
7	Bramshall Road	Uttoxeter	Yes	Adult		1	Secure	Standard	2	-1.5	0.5	Available spare capacity at peak time.
14	Elkes Social Club	Uttoxeter	Yes	Youth	(11v11)	1	Unsecure	Standard	2	-1	1	Spare discounted due to unsecure tenure.
35	Oldfields Sports Ground	Uttoxeter	Yes	Mini	(7v7)	1	Secure	Good	6	-6	1	Area is heavily used for training therefore spare capacity is retained.
54	Thomas Alleyne's High School	Uttoxeter	No	Mini	(7v7)	3	Unsecure	Poor	6	-3	1	Not available for community use.
59	Windsor Park C of E Middle School	Uttoxeter	Yes	Youth	(11v11)	1	Unsecure	Standard	2	-1.5	1	Spare discounted due to unsecure tenure.
70	Oldfields Hall Middle School	Uttoxeter	Yes	Adult		1	Unsecure	Good	3	-2	1	Spare discounted due to unsecure tenure.
70	Oldfields Hall Middle School	Uttoxeter	Yes	Youth	(9v9)	1	Unsecure	Good	4	-3	1	Spare discounted due to unsecure tenure.
73	Picknalls Fist School	Uttoxeter	Yes	Mini	(7v7)	2	Unsecure	Standard	8	-6	2	Spare discounted due to unsecure tenure.
121	St Mary's C.E.First School	Uttoxeter	Yes	Mini	(7v7)	1	Unsecure	Standard	4	-3	1	Spare discounted due to unsecure tenure.
123	St Peters Pre School	Uttoxeter	Yes	Mini	(5v5)	1	Unsecure	Standard	4	-3	1	Spare discounted due to unsecure tenure.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Actual spare capacity has been aggregated up by area and by pitch type.

Table 2.16: Actual Spare capacity summary

Analysis area	Actual spare capacity (match equivalent sessions per week)				
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
Burton East	3	1	-	-	-
Burton West	5.5		1	2	
Rural 1	2	-	-	-	-
Rural 2			1	1	
Uttoxeter	0.5	-	-	-	-
Total	11	1	2	3	-

There are 17 match equivalent sessions of actual spare capacity (i.e. at peak time) located across 16 sites on 20 pitches. Any actual spare capacity at unsecured sites has been discounted from any totals as the long-term existence of those pitches cannot be relied upon in the future.

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 the pitches). Only sites which are overplayed and have current community use have been included in the overplay summary, therefore school sites which do not currently have any community use but may be overplayed due to curriculum use and school fixtures have not been included.

Table 2.17: Overplay on football pitches

Site ID	Site name	Analysis area	Pitch type	Pitch size	No. of pitches	Match equivalent sessions per week
15	Eton Community Park	Burton West	Adult		1	-0.5
28	Marstons Sports and Social Club	Burton West	Mini	5v5	4	-7
45	Shobnall Leisure Complex	Burton West	Adult		6	-3
45	Shobnall Leisure Complex	Burton West	Youth	11v11	1	-2.5
45	Shobnall Leisure Complex	Burton West	Youth	9v9	5	-33
53	The Marlpit	Burton West	Youth	11v11	1	-2.5
57	Washlands Sports and Social Club	Burton West	Adult		3	-9
57	Washlands Sports and Social Club	Burton West	Mini	5v5	2	-4
39	Pennycroft Community Park	Uttoxeter	Adult		1	-0.5
Total					24	-62

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Overplay on football pitches in East Staffordshire amounts to 62 match equivalent sessions over 24 pitches (across six sites), the majority of which are on pitches located at central venues. Both Shobnall Leisure Complex and Marstons Sports and Social Club are accessed by the BJFL and received substantial amounts of imported demand from surrounding local authorities. Overplay can also be as a result of training sessions which take place on the pitches during the week, which can also cause damage to the pitch and reduce spare capacity.

Table 2.18: Overplay summary

Analysis area	Overplay (match equivalent sessions per week)				
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
Burton East	-	-	-	-	-
Burton West	12.5	5	33	-	11
Rural 1	-	-	-	-	-
Rural 2	-	-	-	-	-
Uttoxeter	0.5	-	-	-	-
Total	-13	-5	-33	-	-11

The Burton West Analysis Area is the most over played with a total of 61.5 match equivalent sessions due to the abovementioned central venues. The only other over play in East Staffordshire is in the Uttoxeter Analysis Area with 0.5 match equivalent sessions located at Pennycroft Community Park.

2.5: Supply and demand analysis

Having considered supply and demand, the tables below identify the overall spare capacity in each of the analysis areas for the different pitch types, based on match equivalent sessions. Future demand is based on Team Generation Rates (TGRs) which are driven by population increases as well as club development plans.

Table 2.19: Supply/demand balance of adult pitches

Analysis area	Actual spare capacity ¹²	Demand (match equivalent sessions)				
		Overplay	Current total	Latent demand	Future demand	Future total
Burton East	3	-	3	-	-	3
Burton West	5.5	-12.5	-7	-	1.5	-8.5
Rural 1	2	-	2	0.5	0.5	1
Rural 2	-	-	-	-	0.5	-0.5
Uttoxeter	0.5	-0.5	-	-	0.5	-0.5
Total	11	-13	-2	0.5	3	-5.5

The table above shows that currently there is a shortfall of two match equivalent sessions overall when taking into account overplay. This is exacerbated when considering reported future growth of clubs and the prospect of accommodating latent demand, future capacity shortfall increases to five match equivalent sessions.

¹² In match equivalent sessions per week

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

The Burton East Analysis Area has current and future spare capacity of three match equivalent sessions making it clear that the area there will continue to have the largest proportion of spare capacity for adult pitches.

Table 2.20: Supply/demand balance of youth 11v11 pitches

Analysis area	Actual spare capacity ¹⁹	Demand (match equivalent sessions)				
		Overplay	Current total	Latent demand	Future demand	Future total
Burton East	1	-	1	-	-	1
Burton West	-	-5	-5	2	1.5	-8.5
Rural 1	-	-	-	1	0.5	-1.5
Rural 2	-	-	-	1	0.5	-1.5
Uttoxeter	-	-	-	-	-	-
Total	1	-5	-4	4	2.5	-10.5

There is a shortfall of four match equivalent sessions in East Staffordshire on youth 11v11 pitches. The need to accommodate anticipated future demand, TGRs by analysis area and latent demand would result in an overall future shortfall of 10.5 match equivalent sessions for youth 11v11 pitches.

The current shortfalls are likely to be greater given the number of youth 11v11 teams playing on adult pitches. In reality, it is likely that a proportion of future demand will also play on adult pitches like many teams currently do in East Staffordshire, though this is contrary to guidance in the FA Youth Review. As such, there is a clear need for an increase in youth 11v11 provision in order for this play to be transferred on to the correct pitch size.

Table 2.21: Supply/demand balance of youth 9v9 pitches

Analysis area	Actual spare capacity ¹³	Demand (match equivalent sessions)				
		Overplay	Current total	Latent demand	Future demand	Future total
Burton East	-	-	-	-	-	-
Burton West	1	-33	-32	-	1.5	-33.5
Rural 1	-	-	-	-	-	-
Rural 2	1	-	1	0.5	-	0.5
Uttoxeter	-	-	-	-	-	-
Total	2	-33	-31	0.5	1.5	-33

Overall, the current picture shows a substantial deficit on youth 9v9 pitches amounting to 31 match equivalent sessions. This is located solely in the Burton West Analysis Area which sees imported demand to its central venues from the BJFL. When accounting for future demand, the potential overplay increases meaning that there will be a future requirement for 33 match equivalent sessions on youth 9v9 pitches.

¹³ In match equivalent sessions per week

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 2.22: Supply/demand balance of mini 7v7 pitches

Analysis area	Actual spare capacity ²⁰	Demand (match equivalent sessions)				
		Overplay	Current total	Latent demand	Future demand	Future total
Burton East	-	-	-	-	0.5	-0.5
Burton West	2	-	2	-	-	2
Rural 1	-	-	-	-	-	-
Rural 2	1	-	1	-	-	1
Uttoxeter	-	-	-	-	-	-
Total	3	-	3	-	0.5	2.5

Across East Staffordshire there is currently spare capacity of three match equivalent sessions on mini 7v7 pitches. Future demand from clubs is less for mini 7v7 pitches with most clubs planning to add mini teams at the lowest age group (U7) each year (mini 5v5). Considering this and latent demand, there is a future spare capacity of 2.5 match equivalent sessions. Given the preference for play on 3G pitches, it is likely that this future requirement will be accommodated across both grass and 3G pitches.

Table 2.23: Supply/demand balance of mini 5v5 pitches

Analysis area	Actual spare capacity ²⁰	Demand (match equivalent sessions)				
		Overplay	Current total	Latent demand	Future demand	Future total
Burton East	-	-	-	-	-	-
Burton West	-	-11	-11	-	7.5	-18.5
Rural 1	-	-	-	-	-	-
Rural 2	-	-	-	-	-	-
Uttoxeter	-	-	-	1	-	-1
Total	-	-11	-11	1	7.5	19.5

Similar to the overplay on youth 9v9 pitches, mini 5v5 pitches are currently overplayed by 11 match equivalent sessions due to their being a central venue located in the Burton West Analysis Area. When accounting for substantial amounts of future demand there will be an overall shortfall of 19.5 match equivalent sessions, however, like mini 7v7 pitches there is a preference to accommodate some of this demand on 3G pitches.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Football – grass pitch summary

- ◀ **Current supply of football pitch provision is insufficient with shortfalls evident at adult, youth 11v11, youth 9v9 and mini 5v5 pitch types, though capacity exists on mini 7v7 pitches.**
- ◀ **When considering future demand, there will be shortfalls for all pitch types except mini 7v7 pitches.**
- ◀ **Football features at all three existing sports hubs; Shobnall Leisure Complex, Holland Sports Ground and Oldfields Sports Club. Shobnall Leisure Complex operates as a central venue used by the Burton Junior Football League and football users have benefited from improved changing facilities at the site.**
- ◀ The audit identifies a total of 140 grass football pitches across 64 sites in East Staffordshire. Of these, 99 pitches across 49 sites are identified as being available for community use on some level.
- ◀ Most available pitches in East Staffordshire (45%) are adult sized which is, in part, due to youth 11v11 teams playing on adult pitches.
- ◀ As part of St George's Park National Football Centre's initial development a Section 106 agreement was created between SGP and ESBC for the community use of selected pitches for East Staffordshire based community football clubs.
- ◀ The pitch quality ratings determined through a combination of non-technical assessments and user feedback show most (78%) pitches available for community use are rated as standard quality, with 13% rated as good and only nine pitches as poor, equating to just 9%.
- ◀ Two Hub sites in East Staffordshire have recently benefited from funding to improve the football changing facilities; Shobnall Leisure Complex and Oldfields Sports Club. However, changing facilities remain a key issue at several football sites.
- ◀ Outwoods, Winshill, Rocester and Uttoxeter Junior football clubs all have unsecure tenure of the sites they access and as such are considered to be a high risk.
- ◀ In total there are 188 teams identified as playing within East Staffordshire during 2017/18 season. This consists of 43 men's, four women's, 83 youth boys', seven youth girls' and 51 mini soccer teams.
- ◀ Due to the popularity of the Burton Junior Football League and its use of central venues there are substantial amounts of imported and exported demand in East Staffordshire and also contributes to overplay at these sites.
- ◀ Team generation rates based on population indicate the likely creation of six teams. A number of teams also highlight clear plans to increase the number of teams for next season, totalling a requirement for a further 12 match equivalent sessions across different pitch types.
- ◀ There are 17 match equivalent sessions of actual spare capacity (i.e. at peak time) located across 16 sites on 20 pitches.
- ◀ Overplay on football pitches in East Staffordshire amounts to 62 match equivalent sessions over 24 pitches (across six sites), the majority of which are on pitches located at central venues. Both Shobnall Leisure Complex and Marstons Sports and Social Club are accessed by the BJFL and received substantial amounts of imported demand from surrounding local authorities.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

PART 3: ARTIFICIAL GRASS PITCHES (AGPS)

3.1: Introduction

There are several surface types that fall into the category of artificial grass pitch (AGP). The three main groups are rubber crumb (also known as third generation turf or 3G), sand based (filled or dressed) and water based.

Table 3.1: AGP type and sport suitability

Surface	Category	Comments
Rubber crumb	Long Pile 3G (60mm with shock pad)	Rugby surface – must comply with World Rugby type 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.
Sand	Sand Filled	Competitive hockey and football training.
Sand	Sand Dressed	Preferred hockey surface and suitable for football training.
Water	Water based	Preferred hockey surface and suitable for football training if irrigated.

England Hockey's 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) when no sand-based or water-based AGPs are available.

For senior hockey 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.

Competitive football can take place on 3G surfaces that have been FA or FIFA certified and a growing number of 3G pitches are now used for competitive match play at mini soccer and youth level. The recommended FA dimensions for a full sized 3G pitch are 100x64 metres with additional run off areas of three metres required on each side. Minimum playing area dimensions to meet performance standard criteria for competitive football are 90x45 metres (or 100x64 metres for FIFA sanctioned international matches), with additional run off areas of three metres required on each side. FIFA 3G pitch certification is required to host competitive adult match play at Step 3 and below, whilst for teams playing at Steps 1 or 2 pitches are required to have FIFA Pro standard certification, further information on which is included later in the section. Football training can take place on sand and water based surfaces but is not the preferred option.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

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. The artificial surface standards identified in Regulation 22 allows matches to be played on surfaces that meet the standard. Full contact activity, including tackling, rucking, mauling and lineouts can take place. All full sized World Rugby compliant 3G pitches feature on the RFU register, including expiry dates of certification¹⁴. Upon registration, World Rugby compliancy is valid for two years before renewal and retesting is required.

Many test contractors are able to offer reduced rates through efficiency savings to carry out multiple performance tests in the same session, therefore providers seeking 3G pitch compliancy for a number of sports would be recommended to consider this opportunity.

Playing Pitch Strategy 2009

The 2009 East Staffordshire Playing Pitch Strategy found, in regards to AGPs that:

- ◀ There were four, sand based hockey suitable AGPs located in East Staffordshire located at a variety of locations, including sports centres and schools.
- ◀ Participation in women's hockey was generally declining in East Staffordshire. However, junior hockey appeared to be increasing and larger clubs believe membership levels could increase if there were additional facilities.
- ◀ AGPs at Shobnall Leisure Complex and Thomas Alleynes High School were both operating to capacity. Although both are deemed to be good quality, it is likely that Shobnall AGP will deteriorate in quality over the next five years due to being played to capacity for hockey and football.
- ◀ Access to provision at Abbots Bromley School and Denstone College was restricted and underutilised for community use. The associated cost of hiring these facilities was thought to be the biggest issue.
- ◀ Robert Sutton High School had a relatively new 3G pitch which accommodated U10 boy's fixtures used by the Burton Junior Football League.
- ◀ St George's Park National Football Centre was in the early stages of planning.

Since the previous PPS there has been creation of two full size hockey suitable AGPs; one at Shobnall Leisure Complex (Peter Ellis Astro) and the other at Denstone College. It was reported that the existing AGP at Shobnall Leisure Complex, although good quality, was likely to deteriorate due to being heavily used for hockey and football. As evidence, this surface is now standard quality.

Since the previous PPS there has been creation of four 3G pitches; three full size at St George's Park and the other smaller pitch (97m x 61m) at Pirelli Stadium (Burton Albion).

The 3G pitch at Robert Sutton High School has declined in quality due to substantial use and is nearing the end of its recommended lifespan. It is still actively used by the Burton Junior Football League as a central site and is accessed by East Staffordshire football clubs for training demand.

¹⁴<http://www.englandrugby.com/governance/club-support/facilities-kit-and-equipment/artificial-surfaces/artificial-grass-pitches>

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

3.2: Supply

Within this PPS, full sized AGPs are defined as those which meet minimum dimension criteria 90x45 metres.

There is now a total of five full size 3G pitches located across East Staffordshire, of which, three are available for community use and are floodlit (Pirelli Stadium, Robert Sutton Catholic School and the David Beckham Pitch at St George's Park). These three pitches are located one each in the Burton West, Burton East and Rural 1 analysis areas. There is no full size 3G pitch in the Rural 2 or Uttoxeter analysis areas.

The remaining two full size 3G pitches are located at St George's Park. These pitches are accessed only occasionally by community clubs and are extensively used by elite/professional teams or for educational demand, for example, FA Education Course of PFA Course, therefore for the purposes of this report are not identified as available for community use.

Regarding full size hockey suitable AGPs, there are a total of six, of which, four are available for community use. Two of these are located at Shobnall Leisure Complex (Burton West), one is located at Abbots Bromley School (Rural 2) and the other located at Thomas Alleyne's High School (Uttoxeter).

The two pitches which are unavailable are located at Denstone College which reports it has hosted ad-hoc fixtures within the previous five years but for the purpose of this report is not considered available for wider community use.

ESBC/St George's Park National Football Centre

There are no ESBC managed 3G pitches in East Staffordshire. However, as detailed earlier, ESBC has a community use agreement for the use of the grass and one full size 3G pitch St George's Park. This agreement allows home league games for teams in East Staffordshire to be played at SGP from September through to May. Teams submit an application for this before the start of the season. Applications are then processed by a Community Steering Group and teams are selected depending on the size of pitches required and availability. The 3G pitch allocated for use in the 2017/18 season is Pitch 2 or commonly known as the David Beckham pitch. This pitch has recently (2017) been refurbished and as a result it is now FIFA Pro certified.

FA/FIFA approved 3G pitches

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

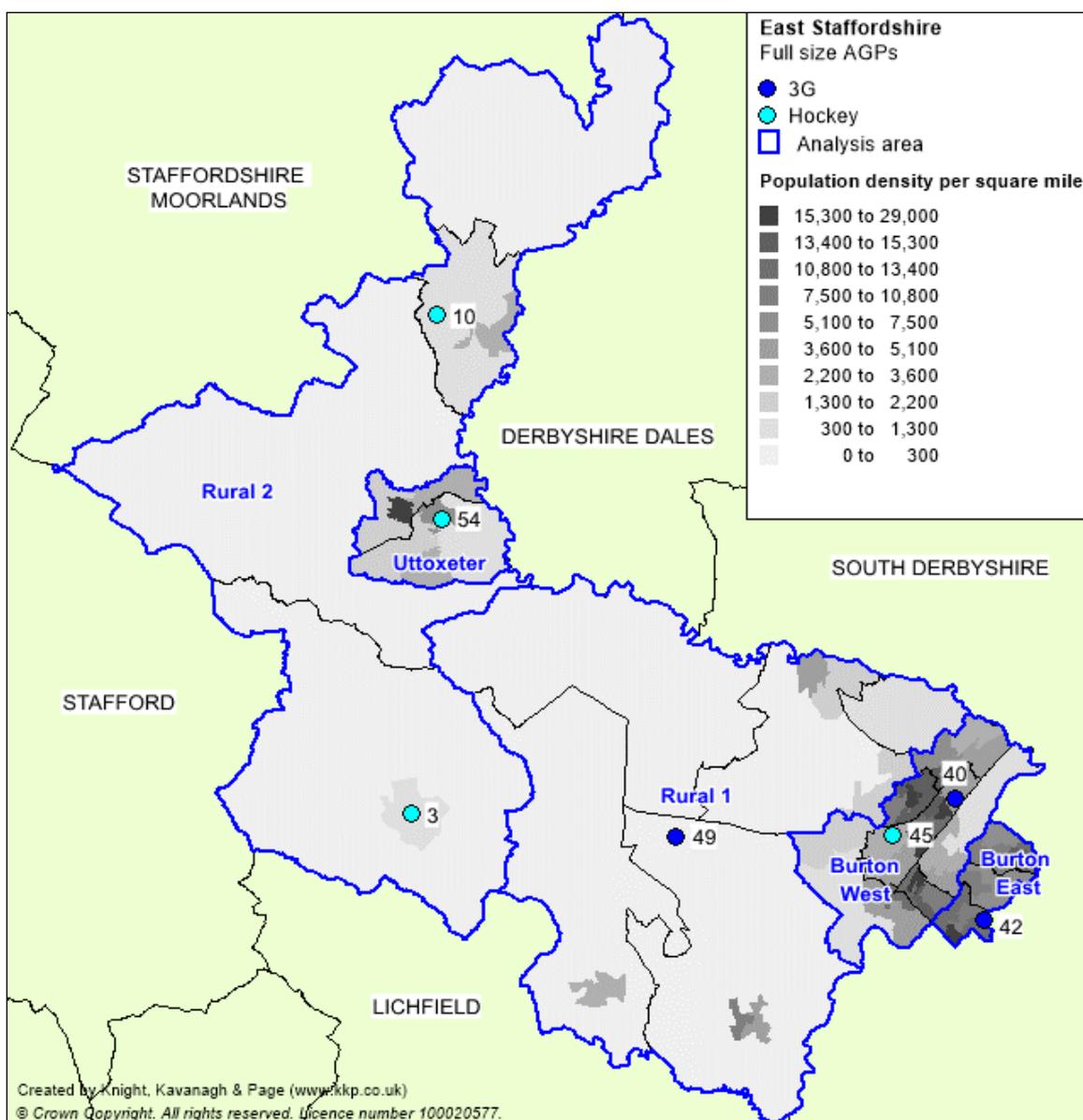
Pitches can also undergo FIFA testing to become a FIFA Quality pitch (previously FIFA One Star) or a FIFA Quality Pro pitch (previously FIFA Two Star), with pitches commonly constructed, installed and tested in situ to achieve either accreditation. This comes after FIFA announced changes to 3G performance 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 performance criteria.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

The changes from FIFA One Star to FIFA Quality will have minimal impact on the current hours of use guidelines, which suggest 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.

Clubs playing in the football pyramid on 3G pitches meeting FIFA One Star or Two Star guidelines will still be required to certify their pitches annually, however, if any pitch replacement takes place the Club will need to meet the new FIFA performance criteria of FIFA Quality or Quality Pro. To stay on the FA register, pitches below the national league pyramid require FA testing every three years.

Figure 3.1: Map of full size AGPs pitches within East Staffordshire



EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Keys to the map are located in Table 3.2 and Table 3.3.

AGPs in neighbouring authorities

Some AGPs on the boundary with neighbouring authorities such as South Derbyshire or Derbyshire Dales may be more accessible to some East Staffordshire teams. Mayfield FC reports it usages the hockey suitable AGP at QEGS Ashbourne Academy (Derbyshire Dales) for training demand, however, the majority of usage by East Staffordshire clubs in neighbouring authorities is on two separate full size 3Gs both located in South Derbyshire.

Etwall Leisure Centre and Pingle School full size 3G pitches are used as central venues by the BJFL. Therefore all U10 football teams in East Staffordshire which play in the BJFL use either site for their competitive fixtures. Both sites are also used by East Staffordshire football clubs (Rocester FC, Robirch FC, Belvedere Park FC) for training demand throughout the week.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 3.2: Full sized 3Gs in East Staffordshire

Site ID	Site name	Ownership/management	Analysis area	Number of pitches	Floodlit?	Surface type	Dimensions ¹⁵ (metres)	Availability for community use?	Certification?
40	Pirelli Stadium (Burton Albion)	Charity / Trust	Burton West	1	Yes	Medium Pile 3G	97 x 61	Yes	FIFA
42	Robert Sutton Catholic School	School	Burton East	1	Yes	Medium Pile 3G	100 x 63	Yes	None
49	St George's Park National Football Centre	FA	Rural 1	1	Yes	Medium Pile 3G	105 x 68	No	FIFA
				1 - P2 David Beckham Pitch	Yes			Yes	
				1 - Indoor	Yes			No	

The 3G pitch at Robert Sutton Catholic School is accessed by the Burton Junior Football League for competitive fixtures and consequently should be tested for FA certification as a priority.

Table 3.3: Full sized hockey suitable AGPs in East Staffordshire

Site ID	Site name	Ownership/management	Analysis area	Number of pitches	Floodlit?	Surface type	Dimensions ¹³ (metres)	Availability for community use?
3	Abbots Bromley School	School / SLS	Rural 2	1	No	Sand Dressed	100 x 60	Yes
10	Denstone College	School	Rural 2	2	Yes	Sand Dressed	100 x 60	No
					No	Sand Filled	98 x 62	No

¹⁵ Excluding run off areas. FA/FIFA Performance Standard Testing Criteria requires 3m run off areas in each direction. Some pitches of or close to minimum dimensions though compliant may not be considered to be of sufficient size to accommodate adult football matches.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Ownership/management	Analysis area	Number of pitches	Floodlit?	Surface type	Dimensions ¹³ (metres)	Availability for community use?
45	Shobnall Leisure Complex (Peter Ellis Astro)	Club	Burton West	1	Yes	Sand Filled	100 x 68	Yes
45	Shobnall Leisure Complex	Council		1			100 x 62	Yes
54	Thomas Alleyne's High School	Council	Uttoxeter	1	Yes	Sand Dressed	100 x 62	Yes

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

There are also a further 11 small sized AGPs located in East Staffordshire as detailed in the following two tables. The majority (eight) are sand AGPs with the remaining three, 3G pitches.

Table 3.4: Small sized 3G pitches in East Staffordshire

Site ID	Site	Analysis area	No. of pitches	Community use?	Floodlit?	Size (metres)	Certification
6	Anglesey Primary Academy	Burton West	1	Yes	Yes	42 x 34	FA
49	St George's Park National Football Centre	Rural 1	2	No	No	30 x 22	FA (Dedicated Blind Pitch)
						40 x 20	FIFA

Anglesey Primary Academy is used by the community for walking football and small amounts of football training. The two pitches at SGP are not readily available for community use as they are accessed by professional and elite disability teams or used as a dedicated warm up area for grass provision.

Table 3.5: Small sized sand AGPs in East Staffordshire

Site ID	Site	Analysis area	No. of pitches	Community use?	Floodlit?	Size (metres)
18	HM Prison Dovegate	Rural 1	3	No	No	35 x 25
						35 x 25
						35 x 25
21	JCB Lakeside Sports and Social Club	Rural 2	2	Yes	Yes	38 x 18
						38 x 18
70	Oldfields Hall Middle School	Uttoxeter	1	Yes	Yes	38 x 18
120	Rykneld Primary School	Burton West	1	Yes	No	38 x 22
126	Winshill Village Primary and Nursery School	Burton East	1	No	No	38 x 20

There is no reported hockey use of any of the small sand AGPs. Uttoxeter Juniors FC reports it has recently stopped using the pitch at Oldfield's Hall Middle School for its training demand due to its poor quality.

Future plans for provision

Denstone College Prep School has submitted a planning application to create a small sized sand AGP, however, there are no plans for floodlighting or a formal community use agreement. Although as a charitable trust it will allow some access, it is likely this would be limited due to the lack of floodlighting and school use.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Through consultation, three organisations have expressed aspirations to develop 3G pitches. Denstone College reports ambitions to create a full size 3G pitch to accommodate its curriculum and extra curriculum activities. It states the proposed development would affect the location of the current athletics track and grass rugby pitch provision; however, this is in its initial stages with no detailed planning or feasibility undertaken.

Correspondingly, Uttoxeter FC reports it aspires to develop a 3G pitch at Oldfield's Sports Club. The Club states the pitch would be used to accommodate football and rugby and would therefore need to be World Rugby compliant. Due to the size of the site the proposed 3G would either be full size but impact on the grass rugby pitch or smaller size and replace the onsite floodlit training area.

Burton RFC also highlights an aspiration to accommodate a full size World Rugby compliant 3G pitch as part of the Tatenhill Sports Hub development. It suggests potential partnerships with neighbouring new Tatenhill High School and other rugby clubs such as Barton under Needwood RFC but is subject to determining need and obtaining the relevant funding.

Population increases anticipated within the Borough are expected to generate additional demand for sports facilities, particularly 3G pitches which are used by a number of different sports for both matches and training. The PPS findings should be used to guide the development of any new sporting provision which may include the creation of additional pitches, new ancillary facilities or new sites to best accommodate both the newly generated demand and current requirements. Increases in population as a result of proposed housing growth and the subsequent equivalent demand generated for playing pitch provision will be explored through scenario testing in the Stage D Strategy & Action Plan document.

3.3: 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.

The following tables indicate when each full size AGP was installed or last resurfaced together with an agreed quality rating following non-technical assessments and user and provider consultation.

Table 3.6: Summary of full size AGP quality (community use)

Site ID	Site name	No. of pitches	Surface type	Year built (refurbished)	Quality
40	Pirelli Stadium (Burton Albion)	1	Medium Pile 3G	2016	Good
42	Robert Sutton Catholic School	1	Medium Pile 3G	2008	Poor
49	St George's Park National Football Centre	1	Medium Pile 3G (P2 - David Beckham Pitch)	2012 (2017)	Good
3	Abbots Bromley School	1	Sand Dressed	1997	Poor

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	No. of pitches	Surface type	Year built (refurbished)	Quality
45	Shobnall Leisure Complex (Peter Ellis Astro)	1	Sand Filled	2015	Good
45	Shobnall Leisure Complex	1	Sand Filled	2004	Standard
54	Thomas Alleyne's High School	1	Sand Dressed	2006	Standard

Two of the three full size 3G pitches are assessed as good quality as both have been installed or refurbished within the last two years. Conversely, the 3G pitch at Robert Sutton Catholic School is poor quality. This is due to the pitch being close to the end of its recommended lifespan accompanied with patch repairs and tears to the carpets surface.

In regards to full size hockey suitable AGPs, the pitch at Abbots Bromley School, Thomas Alleyne's High School and one pitch at Shobnall Leisure Complex exceed their recommended surface lifespan. The pitch at Abbots Bromley School is rated poor quality due to its age, accompanied with heavy usage and limited maintenance. The remaining AGPs, which surpass the recommended lifespan, are all standard quality. This is due to the regular amounts of maintenance they have received since their installations; however, it is likely these surfaces will deteriorate within the next two years and need refurbishment.

Shobnall Leisure Complex (Peter Ellis Astro) is rated as good quality as it has been installed within the last two years.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Availability and usage

The following table summarises the availability of full size AGPs for community use in East Staffordshire. In addition, it records the availability of provision within the peak period. Sport England's Facilities Planning Model (FPM) applies an overall peak period for AGPs of 34 hours a week (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00).

Table 3.7: Summary of availability and usage of full size 3G pitches in East Staffordshire

Site ID	Site name	Surface type	Floodlit?	Quality ¹⁶	Total no. of hours available for community use in peak period	Football usage	Spare capacity	Comments
40	Pirelli Stadium (Burton Albion)	Medium Pile 3G	Yes	Good	Weekdays: 18 hours Weekends: 16 hours Total: 34 hours	21 hours (62%)	Weekdays: 5 hours Sunday : 8 hours (38%)	Pitch is used weekdays for training by: <ul style="list-style-type: none"> ▶ Burton Albion Community Trust ▶ Hatton FC (South Derbyshire) ▶ Burton Albion Ladies FC ▶ Stretton Eagles FC ▶ Outwoods FC It is also accessed on Saturdays for competitive fixtures from the BJFL.
42	Robert Sutton Catholic School	Medium Pile 3G	Yes	Poor	Weekdays: 13 hours Weekends: 16 hours Total: 29 hours	18 hours (62%)	Saturday: 3 hours Sunday: 8 hours (38%)	Pitch is used weekdays for training by: <ul style="list-style-type: none"> ▶ Derby County FC (Derby) ▶ Winshill JFC ▶ Gresley FC (South Derbyshire) ▶ Repton Casuals FC (South Derbyshire) ▶ Stapenhill Swans FC (South Derbyshire) ▶ Measham Juniors FC (North West Leicestershire) ▶ Albert Village JFC (North West Leicestershire) ▶ Edgehill FC (South Derbyshire) ▶ Leisure Leagues ▶ Soccersixes It is also accessed on Saturdays for competitive fixtures from the BJFL.

¹⁶ Quality is assessed via a combination of non-technical assessments carried out by KKP but also take account of user views and opinions.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Surface type	Floodlit?	Quality ¹⁶	Total no. of hours available for community use in peak period	Football usage	Spare capacity	Comments
49	St George's Park National Football Centre (David Beckham Pitch)	Medium Pile 3G	Yes	Good	Weekdays: 18 hours Weekends: 16 hours Total: 34 hours	34 hours (100%)	None	Pitch is used weekdays for training by: <ul style="list-style-type: none"> ▶ Belvedere Park FC ▶ Nestle FC (South Derbyshire) ▶ Abbots Bromley JFC ▶ Willington Sports FC (South Derbyshire) ▶ Burton Ladies FC ▶ Tutbury Tigers FC ▶ Mickleover Sports FC (South Derbyshire) ▶ Doveridge FC (Derbyshire Dales) ▶ Barton Rovers FC ▶ Abbots Bromley FC ▶ Acorn Albion FC ▶ Burton Albion FC It is also accessed at the weekend for competitive fixtures from the BJFL.

Table 3.8: Summary of availability and usage of full size hockey suitable AGPs in East Staffordshire

Site ID	Site name	Surface type	Floodlit?	Quality ¹⁷	Total number of hours available for community use during peak period	Football usage	Hockey usage	Other (Private)	Spare capacity
3	Abbots Bromley School	Sand dressed	No	Poor	Weekdays: 17 hours Weekends: 16 hours Total: 33 hours	No reported usage.	No reported usage.	2 hours (6%)	31 hours (94%)
10	Denstone College	Sand dressed	Yes	Good	No wider community use.	-	-	-	-
		Sand filled	No	Standard					

¹⁷ Quality is assessed via a combination of non-technical assessments carried out by KKP but also take account of user views and opinions.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Surface type	Floodlit?	Quality ¹⁷	Total number of hours available for community use during peak period	Football usage	Hockey usage	Other (Private)	Spare capacity
45	Shobnall Leisure Complex (Peter Ellis Astro)	Sand filled	Yes	Good	Weekdays: 18 hours Weekends: 16 hours Total: 34 hours	No reported usage.	30 hours (88%) Burton HC	No reported usage.	4 hours (12%)
45	Shobnall Leisure Complex	Sand filled	Yes	Standard	Weekdays: 18 hours Weekends: 16 hours Total: 34 hours	6 hours (18%) Greene King FC Belvedere Park FC Rolleston FC Outwoods FC	11.5 hours (34%) Barton HC Wulfric Ladies HC Burton HC	10 hours (29%)	6.5 hours (19%)
54	Thomas Alleyne's High School	Sand dressed	Yes	Standard	Weekdays: 13 hours Weekends: 13 hours Total: 26 hours	10.5 hours (40%) Rocester FC Uttoxeter Junior FC Doveridge FC (Derbyshire Dales) Abbots Bromley FC Leisure League	1.5 hours (6%) Uttoxeter Ladies HC	No reported usage.	14 hours (54%)

In total full size hockey suitable AGPs in East Staffordshire are utilised for a total of 26.5 hours for football training demand at peak period. This includes the ten hours of private use on the Shobnall Leisure Complex pitch as this is presumed to be independent football team or commercial football demand. There is no reported hockey or football use of any of the community available small sized hockey suitable AGPs. Further to this, Uttoxeter Juniors FC reports it has recently stopped using the pitch at Oldfields Hall Middle School for its training demand due to poor quality.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Spare capacity

There is no available capacity on the 3G pitch at St George's Park, however, there is availability on both Robert Sutton Catholic School and Pirelli Stadium (Burton Albion) 3G pitches to accommodate further usage.

This being said, it is not recommended to increase the amount of use on the pitch at Robert Sutton Catholic School due to its poor quality. Therefore, utilising this spare capacity should only be done once the quality of the pitch has been improved.

There is also peak time spare capacity on the pitch at Pirelli Stadium (Burton Albion). However, this is generally at undesirable times (weekdays 17:00-18:00) for clubs to use for training.

Spare capacity on AGPs located at Thomas Alleyne's High School and Shobnall Leisure Complex is mainly on Sundays with neither pitch having regular bookings at this time. The only use at this is from postponed hockey matches. The AGP at Abbots Bromley School has considerable spare capacity (31 hours throughout the week), however, this is due to the fact it is not being floodlit it is unusable at peak times when community clubs are looking to access such provision.

Imported demand

There is demand imported from other local authorities to access AGPs in East Staffordshire, in particular for 3G pitches, for football training, as detailed below.

Table 3.9: Summary of imported training demand on full size AGPs

Site ID	Site name	Analysis area	Pitch type	Club	Imported Local Authority
40	Pirelli Stadium (Burton Albion)	Burton West	3G	Hatton FC	South Derbyshire
42	Robert Sutton Catholic School	Burton East	3G	Derby County FC	Derby City
				Gresley FC	South Derbyshire
				Repton Casuals FC	South Derbyshire
				Stapenhill Swans FC	South Derbyshire
				Measham Juniors FC	North West Leicestershire
				Albert Village JFC	North West Leicestershire
49	St George's Park National Football Centre	Rural 1	3G	Edgehill FC	South Derbyshire
				Doveridge FC	Derbyshire Dales
				Nestle FC	South Derbyshire
				Willington Sports FC	South Derbyshire
54	Thomas Alleyne's High School	Uttoxeter	Sand Dressed	Mickleover Sports FC	Derby City
				Doveridge FC	Derbyshire Dales

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

It should be noted that the majority of training demand on the 3G pitch at Robert Sutton Catholic School is imported from surrounding authorities. The only East Staffordshire based club using the site is Winshill JFC (for training).

Local demand

Football

There are 40 teams which play competitive club football on 3G pitches in East Staffordshire, representing 21% of teams playing matches. Many mini teams play on 3G pitches as part of the Burton Junior Football League where matches are played on a central venue basis at Pirelli Stadium (Burton Albion) and Robert Sutton Catholic School.

Access to affordable floodlit training facilities is a key issue for most clubs in East Staffordshire, particularly those with a large number of youth and mini teams. Access to affordable 3G provision is also a priority for the FA as many multi team junior clubs have various teams training across various venues in East Staffordshire and neighbouring authorities. Many pitches both full sized and small sized operate commercial small sided football leagues which limit availability for club training.

Most clubs responding to consultation report demand for additional training facilities. Of the 25 responding clubs that state a demand for additional training facilities, 13 specifically state a need for increased use of 3G pitches. Not only is it difficult for teams to access sufficient capacity but those at some large clubs are spread across a number of venues where they can manage to find available timeslots including on small sized 3G pitches.

Walking football

Walking football is a slower paced version of football, primarily aimed at people over 50 years of age. The rules are adapted so not to permit running, allow very little contact and for example throw-ins are replaced by kick-ins. Walking football forms part of the FA Just Play! Initiative which aims to give the casual participant a chance to just turn up to a venue and play football on a less formal basis, as opposed to the regular commitment of club training and fixtures. The rules of Walking football were formally agreed and launched by the FA in February 2017 and participation across the Country is reported to be growing.

Walking football is generally played on 3G pitches or indoors, whilst matches are permitted to be held on grass pitches though considered less preferable. Walking football may also offer participation opportunities for disabled players, though disability formats of football exist exclusively and are generally played indoors in sports halls.

Walking football in East Staffordshire is held Tuesdays 18:30-19:00 for £4 a session at Anglesey Primary Academy half sized 3G, Tuesdays 14:00-15:30 £3 a session indoor at Uttoxeter Leisure Centre and Wednesdays 9:00-10:00 for free at Pirelli Stadium (Burton Albion) full size 3G pitch.

Rugby union

Burton RFC access 3G provision for basic training at St George's Park National Football Centre. This pitch is not World Rugby compliant and therefore is not suitable for any form of contact rugby union activity (matches or training).

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

Key trends and changes in demand for 3G pitches

Football

Demand from football for 3G pitches has increased in recent years due to demand from clubs for training but also due to a growing acceptance by local leagues of use for competitive matches, where play on 3G pitches is now included within the FA Standard Code of Rule. This considered, the general condition of local authority pitches and increasingly limited budget for regular and adequate maintenance may lead more teams to consider AGPs as a possible alternative should it be financially viable.

A number of leagues around the country now use 3G pitches as central venues where all play takes place. This is especially prominent in East Staffordshire and the general format for mini and youth football up to older youth age groups is based on 3G pitches at central venues. Mini soccer leagues especially are increasingly adopting this approach either for whole seasons or a number of months throughout the winter because they can continually offer a high quality playing experience, in many cases beyond that of grass pitches which are generally of comparatively poorer quality. It also allows leagues to continue to run throughout the winter, largely unaffected by poor weather which has disrupted the football season over recent years, causing it to run into summer and clash more often with summer sports. This trend is likely to increase in the future and more mini soccer, Flexi and Vets leagues could be played exclusively on 3G pitches.

Rugby union

Given the inclement weather often experienced throughout the winter months of the rugby union season, more clubs are becoming increasingly receptive towards training on artificial pitches. Clubs traditionally train on match pitches where floodlights are in place or one pitch designated for all training in particular, unless there is a separate floodlight grass training area. It often results in deterioration in pitch quality coupled with decreasing maintenance budgets.

The recent RFU strategy on investment in 3G pitches both at club and community based sites is indicative of the growing acceptance of 3G pitches amongst clubs nationally. 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.

3.4: Supply and demand analysis

FA training scenario for 3G pitches

The FA considers high quality third generation artificial grass pitches as an essential tool in promoting coach and player development. The FA can support intensive use and as such are great assets for both playing and training. Primarily such facilities have been installed for community use and training, however, are increasingly used for competition which The FA wholly supports.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

The FA's long-term ambition is to provide every affiliated team in England the opportunity to train once per week on floodlit 3G surface, together with priority access for every Charter Standard Community Club through a partnership agreement. The FA standard is calculated by using the latest Sport England research "AGPs State of the Nation March 2012" assuming that 51% of AGP usage is by sports clubs when factoring in the number of training slots available per pitch at peak times. It is estimated that one full sized AGP can service 42 teams.

It is ideally considered that 212 teams in East Staffordshire require access to train once per week on floodlit 3G pitches (which is increased to 243 teams including future demand). It should be noted that the number of teams includes the 24 exported teams which play at central venues in South Derbyshire. These teams play competitive fixtures outside of the Area, however, it is anticipated they will train in East Staffordshire.

On a Borough wide basis, this equates to the need for five full sized 3G pitches (the model assumes use of full size 3G pitches which are fully available for club use at peak time) to service all current and future football training demand. At present, it is considered that there are three available full sized 3G pitches across the Borough (Pirelli Stadium, Robert Sutton Catholic School and the David Beckham Pitch at St George's Park). Therefore, there is a potential shortfall of two full sized 3G pitches to meet training demand for football. However, the following should also be considered.

Although there is an FA aspiration for all football teams to train on 3G pitches, in practice it is likely that a proportion of football training will be retained on sand based AGPs (this also helps to maintain financial and commercial sustainability of these pitches) and small sided 3G pitches. Currently there is 26.5 hours of football training taking place on full size sand AGPs in East Staffordshire per week and it should be assumed that at least some of this will (and should in terms of the sustainability of these AGPs) continue.

That being said, football training on sand AGPs is often due to not having access to 3G pitches. In particular, this is an issue in the Uttoxeter Analysis Area as there are no full size or small sized 3G pitches. Through consultation numerous football clubs which use sand AGPs for training indicate that they are not suitable for their needs and due to qualitative issues (Shobnall Leisure Complex and Thomas Alleyne's High School), not favourable to use due to poor quality.

There is just one community available small sized 3G pitch (Anglesey Primary Academy) that could accommodate training demand and no football teams currently using small sized sand AGPs. There is also a need to consider imported demand on 3G pitches affecting East Staffordshire. Currently 13 clubs from surrounding local authorities import training demand onto 3G pitches inside the Borough, therefore, limiting the availability and accessibility of provision to be utilised by East Staffordshire clubs.

In terms of existing capacity, there is competition for access to 3G pitches in East Staffordshire from imported club training and commercial small sided leagues which may exacerbate the forecasted requirement. Though there is spare capacity identified at some level on most pitches, in practice there is limited peak time capacity, with most capacity midweek present in 5-6pm timeslots which are undesirable as many club volunteers are commuting from work.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

3.5: Conclusion

In conclusion, there is an insufficient supply of full sized 3G pitches to meet current and anticipated future demand based on the FA training model for football in East Staffordshire.

Taking into account the current use of sand AGPs and small sided 3G pitches, it is estimated that (as long as the quality of the sand AGPs is increased in order to continue to accommodate football training) that there is an actual shortfall of one full size 3G pitch in East Staffordshire to meet football training demand. Current demand indicates that this would be best located in the Uttoxeter, particularly given there are no full size 3G pitches in the Area.

Further to this, existing capacity should be further monitored as it is likely that this may fluctuate which has the potential to further increase demand for 3G pitches in the future.

The need for 3G pitches to meet competitive football demand will be explored with the Strategy as a further scenario.

Detailed analysis of hockey suitable AGP provision is discussed in Part 6: Hockey.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Artificial grass pitches (AGPs) summary

- ◀ **In conclusion, there is an insufficient supply of full sized 3G pitches to meet current and anticipated future demand based on the FA training model for football in East Staffordshire.**
- ◀ **Taking into account current use of sand AGPs and small sided 3G pitches, it is estimated that (as long as the quality of the sand AGPs is increased in order to continue to accommodate football training) that there is an actual shortfall of one full size 3G pitch in East Staffordshire to meet football training demand.**
- ◀ **Current demand indicates that this would be best located in the Uttoxeter, particularly given there are no full size 3G pitches in the Area.**
- ◀ There is now a total of five full size 3G pitches located across East Staffordshire, of which, three are considered fully available for community use (Pirelli Stadium, Robert Sutton Catholic School and the David Beckham Pitch at St George's Park).
- ◀ Regarding full size hockey suitable AGPs, there are a total of six, of which, four are available for community use. Although available Abbots Bromley School is unused for either football or hockey community use. Both Shobnall pitches are well used for hockey, however, Thomas Alleyne's High School only accommodates a small amount of hockey.
- ◀ There are no ESBC managed 3G pitches in East Staffordshire. However, ESBC has a community use agreement for the use of the grass and one full size 3G pitch St George's Park.
- ◀ The 3G pitch at Robert Sutton Catholic School is accessed by the Burton Junior Football League for competitive fixtures and consequently should have FA certification. It is recommended the pitch is tested and any issues resolved which would inhibit it obtaining certification.
- ◀ There are also a further 11 small sized AGPs located in East Staffordshire; eight are sand AGPs with the remaining three, 3G pitches.
- ◀ Two full size 3G pitches are assessed as good quality as both have been installed or refurbished within the last two years. Conversely, the 3G pitch at Robert Sutton Catholic School is poor quality. This is due to the pitch being close to the end of its recommended lifespan accompanied with patch repairs and tears to the carpets surface.
- ◀ In regards to full size hockey suitable AGPs, the pitch at Abbots Bromley School, Thomas Alleyne's High School and one pitch at Shobnall Leisure Complex exceed their recommended surface lifespan. The pitch at Abbots Bromley School is rated poor quality due to its age, accompanied with heavy usage and limited maintenance.
- ◀ In total full size hockey suitable AGPs in East Staffordshire are utilised for a total of 26.5 hours for football training demand at peak period. This includes the ten hours of private use on the Shobnall Leisure Complex pitch as this is presumed to be independent football team or commercial football demand.
- ◀ Currently 13 clubs from surrounding local authorities import training demand onto 3G pitches inside the Borough, therefore, limiting the availability and accessibility of provision to be utilised by East Staffordshire clubs.
- ◀ There are 40 teams which play competitive club football on 3G pitches in East Staffordshire, representing 21% of teams playing matches.
- ◀ Through consultation, three organisations (Oldfields Sports Ground, Denstone College and Burton RFC) have expressed aspirations to develop 3G pitches.
- ◀ Denstone College Prep School states it is about to submit a planning application to create a small sized sand AGP.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

PART 4: CRICKET

4.1: Introduction

Staffordshire Cricket Board (SCB) is primarily responsible for the governance of cricket within East Staffordshire. Its aim is to promote the game at all levels through partnerships with professional and recreational cricket clubs and other appropriate agencies. In addition, there are a number of clubs within East Staffordshire which also affiliate to Derbyshire Cricket Board (DCB) due to playing senior league cricket in the Derbyshire County Cricket League.

The SCB and DCB are currently working with the ECB on delivering its new five-year plan, Cricket Unleashed. Its success will be measured by the number of people who support, play and follow the whole game and is based upon five key areas (More play, great teams, inspired fans, good governance and social responsibility and strong finance and operations).

Senior cricket is typically played in leagues on Saturday, however, in East Staffordshire; there is also a Sunday league structure. Many clubs also choose to field two teams on a Saturday. The youth league structure tends to be club based matches which are played mid-week, meaning there is usually no conflict with access to squares, with matches generally played on various nights (Monday-Friday).

Playing Pitch Strategy 2009

The 2009 East Staffordshire Playing Pitch Strategy found that:

- ◀ There were 18 cricket pitches available for community use in East Staffordshire, accommodating 84 teams (including senior and junior).
- ◀ Pitch quality was generally good or adequate.
- ◀ The main site-specific issue related to security of tenure with the majority of clubs not having long term security of tenure.
- ◀ Although there were some shortfalls highlighted, pitches were deemed to be played and able to cope with overplay due to high levels of quality.

In general, the cricket landscape has remained the same in East Staffordshire with a similar number of pitches still available for community use (currently 19), however, there has been a reduction in the number of teams provided by 12.

The additional pitch now provided at Rolleston CC was secured as mitigation through implementation of the OSDIP, due to the loss of Belvedere Sports Club site to a new primary school.

Security of tenure remains a key issue with the most urgent of these now being Uttoxeter CC and Abbots Bromley CC.

Consultation

There are 14 affiliated cricket clubs playing in East Staffordshire based on the information supplied by the SCB. Consultation either face to face, through completion of an online survey or by telephone represents a 100% club response rate. The following clubs were met with face to face:

- ◀ Dunstall CC
- ◀ Uttoxeter CC
- ◀ Wootton CC

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

4.2: Supply

In total, there are 24 grass wicket cricket squares in East Staffordshire located across 20 sites. Denstone College (no community use) and Rolleston Cricket Club are the only two sites which have more than one grass square, hosting three and two respectively. Of the 24 grass wicket cricket squares, six are unavailable for community use and located at educational sites.

Table 4.1: Summary of grass wicket squares available for community use

Analysis area	Total amount	Number available for community use
Burton East	1	1
Burton West	4	3
Rural 1	11	10
Rural 2	7	3
Uttoxeter	1	1
East Staffordshire	24	18

The squares that are available for community use are primarily located in the Rural 1 Analysis Area which accommodates just over half of provision (ten community available grass cricket squares). Comparatively both the Burton East and Uttoxeter analysis areas have the joint least amount of provision with each accommodating one community available grass square (5%).

It should be noted that there is limited (ad-hoc) community use of cricket provision at Denstone College, with priority access coming from the College's curriculum and extra curriculum activities. Therefore for the purpose of the report the squares at Denstone College are considered to be unavailable for community use.

Role of hub sites for cricket

The only existing hub site to contain cricket provision is Holland Sports Ground where there is one cricket pitch provided which is assessed as standard quality. It is home to Barton Under Needwood CC but also accommodates some imported demand from Alrewas CC. There remains an opportunity to increase cricket participation and to make improvements to pitch quality.

Although need has not yet been fully determined, there are initial plans to include cricket provision (albeit overmarked on the rugby pitches) as part of the development of the Tatenhill Sports Hub. Anecdotal evidence suggests that Dunstall CC has expressed an interest in moving its current use of Rangemore Playing Fields (the Club's third Saturday team as well as two U13s and two U11s teams) to the 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. Additionally, NTPs not only assist with training (with the aid of mobile nets) but they are also frequently used for junior matches, which in turn can help reduce excessive use of grass wickets. There are NTPs accompanying three grass wicket squares at the following sites:

- ◆ Denstone College Prep School at Smallwood Manor
- ◆ Draycott & Hanbury Cricket Club
- ◆ Holland Sports Club

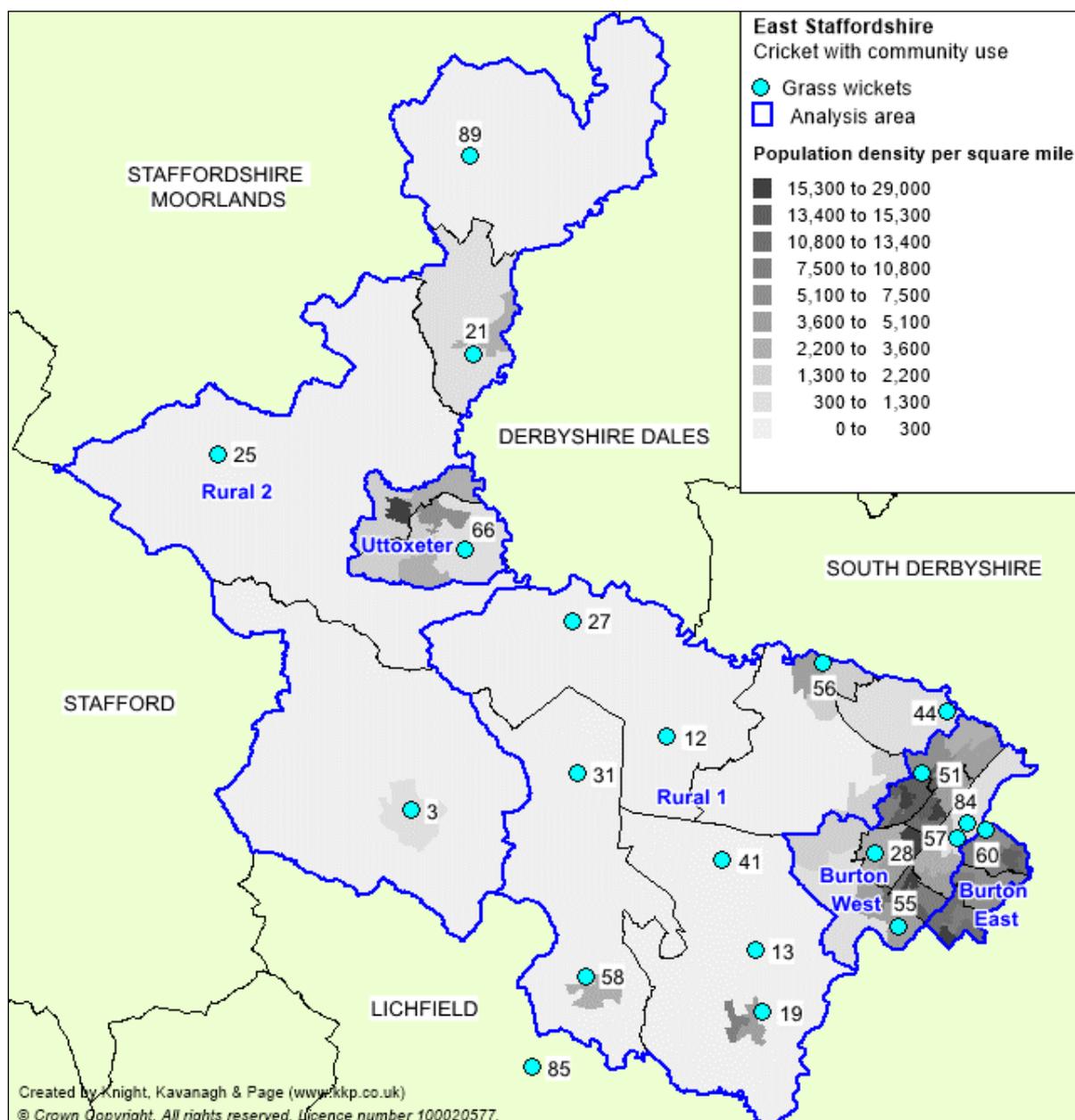
EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

There are two disused NTPs attached to grass cricket squares located at Uttoxeter Racecourse and Rolleston Cricket Club. These are both of such poor quality they are not used by their respective clubs, Uttoxeter CC and Rolleston CC. Neither club report this to be an issue. In addition, there are standalone NTPs located at the following nine sites:

- ◀ Abbot Beyne School
- ◀ Anglesey Community Park
- ◀ Denstone College Prep School
- ◀ Eton Community Park
- ◀ Stapenhill Hollows
- ◀ JCB Lakeside Sports and Social Club
- ◀ Windsor Park C of E Middle School
- ◀ Winhill Cricket Club
- ◀ Paget High School

The NTP at Stapenhill Hollows has recently (2017) been installed by ESBC to address informal cricket demand in the area.

Figure 4.1: Map of grass cricket squares within East Staffordshire



EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 4.2: Summary of cricket squares in East Staffordshire

Site ID	Site	Analysis area	No. of squares	Community use?	Number of wickets	
					Grass	Non-turf
1	Abbot Beyne School	Burton East	1	No	-	1
3	Abbots Bromley School	Rural 2	1	Yes	7	-
4	Anglesey Community Park	Burton West	1	Yes	-	1
10	Denstone College	Rural 2	1	No	3	-
			1	No	15	-
			1	No	12	-
			1	No	3	-
11	Denstone College Prep School at Smallwood Manor	Rural 1	1	No	6	1
			1	No	-	1
12	Draycott and Hanbury Cricket Club	Rural 1	1	Yes	6	1
13	Deer Park	Rural 1	1	Yes	12	-
15	Eton Community Park	Burton West	1	Yes	-	1
19	Holland Sports Club	Rural 1	1	Yes	12	1
21	JCB Lakeside Sports and Social Club	Rural 2	1	Yes	-	1
25	Leigh Recreation Ground	Rural 2	1	Yes	5	-
27	Marchington Cricket Club	Rural 1	1	Yes - unused	8	-
31	Meynell Cricket Club	Rural 1	1	Yes	4	-
37	Paget High School	Burton West	1	No	4	-
			1		-	1
41	Rangemore Playing Fields	Rural 1	1	Yes	10	-
44	Rolleston Cricket Club	Rural 1	1	Yes	14	-
			1		6	-
55	Trentside Cricket Club	Burton West	1	Yes	13	-
56	Tutbury Cricket Club	Rural 1	1	Yes	14	1
57	Washlands Sports and Social Club	Burton West	1	Yes	13	-
58	Weaverslake Sports Club	Rural 1	1	Yes	9	-
60	Winshill Cricket Club	Burton East	1	Yes	7	-
			1		-	1
66	Uttoxeter Racecourse	Uttoxeter	1	Yes	12	-
84	Burton Cricket Club	Burton West	1	Yes	14	-
89	Wootton Cricket Club	Rural 2	1	Yes	8	-
127	Stapenhill Hollows	Burton East	1	Yes	-	1

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

Disused provision

There are two disused grass wicket squares in East Staffordshire, one located at Marchington CC and one at Marston's Sports & Social Club (where the Club relocated to Washlands Sports Club back in 2012). The Social Club Committee agreed that the site could be used by Burton Albion FC as its training ground (on a lease agreement) and coupled with poor quality changing rooms, resulted in the Club relocating.

There is also a disused grass cricket square at Paget High School. This pitch was previously leased to Trentside CC which maintained the provision for its third team. Since the Club moved this demand to Lullington Park Cricket Club (South Derbyshire) the grass square has fallen into disrepair and is not fit for purpose. The provision is unused by community clubs and by the School.

Uttoxeter CC has recently negotiated a long term lease with Marchington Parish Council for the disused ground of Marchington CC in an attempt to find long term security of tenure. Lack of security of tenure at the Club's home ground, Uttoxeter Racecourse, continues to be an ongoing issue (since at least 2006) as lease holder (Arena Racing Company, Uttoxeter Racecourse) has only provided a temporary lease as it wants to change the use of the grass square and relocate the Club in the process. The cricket pitch at Marchington CC needs some investment and maintenance to bring back into use but the ancillary facilities on site will need substantial maintenance work to bring into a usable condition.

The disused cricket field at the former Pirelli Sports & Social Club Pirelli (Albion Gateway site) is now being developed for housing.

Future supply

There are initial plans to include cricket provision as part of the development of the Tatenhill Sports Hub (Branston Road, the new home of Burton RUFC). It is unknown if this provision will be artificial or a grass square; however, plans state the cricket outfield will overlap two senior rugby union pitches.

Abbots Bromley CC and Abbots Bromley FC both use sporting provision owned by Abbots Bromley School. However, community use will be terminated at the site as the School intends to use the playing fields for alternative school use. Therefore, Abbots Bromley Sports Association (ABSA), a registered charity, has negotiated a 50 year lease from the School for an area of unused land off Lichfield Road to develop alternative provision.

ABSA is in the process of using the land to develop an integrated multi sports site for the above mentioned clubs, further sports clubs and wider community use by the Village. It has recently completed phase one of a three phased approach which is the creation of a 12 grass wicket cricket square and outfield estimated to be used by Abbots Bromley CC for the start of the 2019 season.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Security of tenure

The majority of clubs that responded to consultation in East Staffordshire rent or lease their squares. There are six clubs which have unsecure tenure at either their primary or secondary venue as seen in the table below.

Table 4.3: Summary of security of tenure

Site ID	Site name	Club name	Nature of tenure	Type of security
3	Abbots Bromley School	Abbots Bromley CC	Short term lease from Abbots Bromley School.	Unsecure
12	Draycott & Hanbury Cricket Club	Draycott & Hanbury CC	22 years remaining on a 25 year lease from The Duchy of Lancaster.	Secure
13	Deer Park	Dunstall CC	Eight years remaining on lease with Dunstall Hall with an automatic right to renew.	Secure
19	Holland Sports Club	Barton Under Needwood CC	Rental.	Unsecure
25	Leigh Recreation Ground	Leigh CC	Rental from Trustees.	Unsecure
41	Rangemore Playing Fields	Dunstall CC	Rental.	Unsecure
44	Rolleston Cricket Club	Rolleston CC	Freehold.	Secure
55	Trentside Cricket Club	Trentside CC	40 year leased from ESBC.	Secure
56	Tutbury Cricket Club	Tutbury CC	Two years remaining of mortgage payments.	Secure
57	Washlands Sports and Social Club	Washlands CC	Rent from sports club which has a long term lease of the site.	Secure
58	Weaverslake Sports Club	Yoxall CC	22 years remaining on a 25 year lease with Yoxall Parish Council.	Secure
60	Winshill Cricket Club	Winshill CC	Freehold.	Secure
66	Uttoxeter Racecourse	Uttoxeter CC	Temporary lease.	Unsecure
84	Burton Cricket Club	Burton CC	Freehold.	Secure
89	Wootton Cricket Club	Wootton CC	Eight years remaining on a 25 year lease with a private land owner.	Unsecure

The most pressing issue of unsecure tenure is in regards to Uttoxeter CC.

Dunstall CC accesses two sites for its demand. Its primary venue for the majority of its teams is Dunstall CC with the secondary venue, Rangemore Playing Fields, used by the Club's third Saturday team as well as two U13s and two U11s teams. Tenure at Dunstall CC is considered to be secure as it has an automatic right to renew its lease with the leaseholder Dunstall Hall, however, the tenure of the Club's second venue, Rangemore Playing Fields is considered unsecure as it only rents the use of the site. Anecdotal evidence suggests the Club may stop using Rangemore Playing Fields and move to the potential new cricket provision at Branston Road (Burton RUFC).

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Wootton CC is considered to have limited security of tenure as it has eight years remaining on its lease. It is recommended that the Club negotiates extending the lease to secure long term tenure.

As mentioned earlier, Abbots Bromley CC is in the process of moving site to the recently built grass cricket square on Lichfield Road; however, the ECB and SCB have recommended not to use the provision until 2019 to ensure quality. Until it can move to Lichfield Road it will continue to access the grass cricket square at Abbots Bromley School under an annual short term lease. Although this is unsecure tenure it has been agreed between the School and Abbots Bromley Sports Association the Club will be able to continue using the site until it is able to move to Lichfield Road.

Leigh CC's security of tenure is considered unsecure as it currently rents the use of Leigh Recreation Ground from a charitable Trust which manages the site; however, it has no issues with this arrangement as the Club reports it does not have any aspirations to increase from its single men's open age team.

Washlands CC rents the use of cricket provision from Washlands Sports and Social Club for a nominal fee. The Club is just one of several sporting sections which rent from overarching Washlands Sports and Social Club, which has a long term lease of the site from Coors Brewing Company. Therefore tenure is considered secure.

Tutbury CC is in the process of purchasing its home ground from a private land owner. It has two years remaining on a ten year mortgage repayment plan and is projected to have freehold of the site in 2019.

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. 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 Groundsmanship (IOG).

The non-technical assessments carried out on community available grass cricket squares in East Staffordshire found ten squares to be standard quality, six to be good quality and two to be poor quality.

Table 4.4: Individual site quality scores for community available grass squares

Site ID	Site name	Quality rating
12	Draycott & Hanbury Cricket Club	Good
13	Deer Park	Standard
19	Holland Sports Club	Standard
25	Leigh Recreation Ground	Poor
27	Marchington Cricket Club	Poor
31	Meynell Cricket Club	Standard
41	Rangemore Playing Fields	Standard
44	Rolleston Cricket Club	Good
		Good

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Quality rating
55	Trentside Cricket Club	Good
56	Tutbury Cricket Club	Standard
57	Washlands Sports and Social Club	Standard
58	Weaverslake Sports Club	Standard
60	Winshill Cricket Club	Good
66	Uttoxeter Racecourse	Standard
84	Burton Cricket Club	Standard
88	Abbotts Bromley CC	Good
89	Wooton Cricket Club	Standard

In support of the assessment findings, all responding clubs report their squares to be either good or standard quality. Although cricket provision at Washlands Sports and Social Club received a standard rating from the non-technical assessment of standard, Washlands CC reports quality has improved since last season due to dedicated maintenance from Club volunteers, however, it still reports provision to be standard quality overall.

Leigh Recreation Ground obtained a non-technical assessment of poor quality. The leading factor for this rating is the fact it is an open access site and therefore suffers from dog fouling, litter and damage to the playing surface from misuse. Leigh CC states the length of grass for cricket is poor and both the outfield and square have issues with rabbit holes.

Marchington Cricket Club is poor quality as it is adjudged to receive basic maintenance due to the fact it is currently unused. In general, squares that are maintained by club users or privately are often better quality. This is due to more specialised and more frequent maintenance regimes that enable any quality issues to be quickly corrected.

Trentside CC reports Trentside CC to be of good quality but suffers from on occasion issues of dog fouling.

Maintaining a high quality playing surface 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. To obtain a full technical assessment of wickets and pitches, the ECB recommends a Performance Quality Standard (PQS) assessment to determine whether a cricket square meets the Performance Quality Standards which are benchmarked by the Institute of Groundsmanship. There are three categories of measurement that relate to the overall quality of the square: structural quality, presentational quality and playing quality.

*ECB's Essential Guide to Cricket Groundsmanship*¹⁸

In order to assist cricket clubs in maintaining and developing their natural turf provision the ECB has created an online tool for volunteers to find practical guidance regarding materials, task and operations and seasonal management needed to improve square and outfield quality. Resources include text, images and videos to help guide volunteers through the various procedures.

¹⁸ <http://www.groundsmanship.co.uk/cricket/cricket-home>

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Ancillary facilities

Quality and access to required match day and preparatory facilities varies between clubs in East Staffordshire. The extent of facilities that are required also differs between times of play. For example, senior teams playing at weekends typically need to access clubhouse and kitchen facilities to provide refreshments, whereas for junior and senior matches played midweek this is often not required and more emphasis is on access to suitable changing facilities.

During consultation, clubs were asked to rate the quality of their ancillary facilities. Six clubs or rate the ancillary facilities they use as good quality, four as standard quality and the remaining four as poor quality. The table below highlights club responses.

Table 4.6: Ancillary facilities quality as rated by clubs

Good	Standard	Poor
Draycott & Hanbury Cricket Club Deer Park Rolleston Cricket Club Trentside Cricket Club Washlands Sports and Social Club Winshill Cricket Club	Leigh Recreation Ground Tutbury Cricket Club Wootton Cricket Club Weaverslake Sports Club	Abbotts Bromley School Burton Cricket Club Holland Sports Club Uttoxeter Racecourse

The pavilion at Burton CC requires immediate attention, the roof has been subject to various 'patching up' works and requires replacement. The changing rooms are of poor/standard quality and require minor restoration and internal decoration. Due to the location of the facility, the clubhouse has been subjected to damage and theft, therefore the Club is considering additional more secure storage in the way of a container unit. The Club also reports that the access road leading to the site, is of poor state, however, this has been raised with Staffordshire County Council. Initial costs to carry out all works c£70k.

Tutbury CC reports it is in the process of submitting planning application to replace existing ancillary facilities at its home ground with a single new clubhouse building. The new facility is planned to be one long building, considerably larger but on the existing footprint of the old buildings. It states the project will cost c£450k and is actively searching for funding opportunities to assist in its completion. Following consultation with the community, the Club plans to offer disabled cricket in the new facility having already received interest from a local Boccia group.

The Barton under Needwood and Dunstall Key Trust (Key Trust) is a registered charity which operates to benefit the local village communities. It can award grants of up to £500 to individuals and up to £10,000 to organisations, including sports clubs which are based in, and benefit both communities. Dunstall CC recently (2016) received £1,851 from the Trust to repair its pavilion roof in time for the start of the 2017 season.

Changing facilities at Holland Sports Club are basic and are of poor quality with sports club reporting it is in the process of obtaining the relevant funding to improve them. The sports club has been allocated Section 106 money from a local housing development and wants to use this to obtain match funding in order to accrue a substantial amount of finance to make the relevant enhancements.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Training facilities

Access to cricket nets is important, particularly for pre-season/winter training. Currently the following sites have practice nets:

- ◀ Abbots Bromley School
- ◀ Burton Cricket Club
- ◀ Draycott & Hanbury Cricket Club
- ◀ Deer Park
- ◀ Holland Sports Club
- ◀ Rolleston Cricket Club
- ◀ Trentside Cricket Club
- ◀ Tutbury Cricket Club
- ◀ Uttoxeter Racecourse
- ◀ Washlands Sports and Social Club
- ◀ Weaverslake Sports and Social Club
- ◀ Winhill Cricket Club

Similar to above mentioned Dunstall CC, Barton under Needwood CC has benefitted from a Key Trust grant. The Club received £10,000 in 2016 from the Trust to put towards the total cost of the refurbishment of two artificial practice nets.

4.3: Demand

In total, there are 14 affiliated clubs playing in East Staffordshire generating 73 teams, which equates to 34 senior men's, one senior women's, 37 junior boys' and no junior girls' team. In addition, Meynall CC is unaffiliated and has one senior men's team.

The table below discounts exported teams which are identified later in this section of the report, however, it does include imported demand expressed by Checkley CC and Alrewas CC, as this is demand that accesses squares within the Borough.

Table 4.7: Summary of teams playing in East Staffordshire

Club name	No. of competitive teams			
	Senior men's	Senior women's	Junior boys'	Junior girls'
Abbots Bromley CC	3	-	3	-
Alrewas CC (imported demand)	1	-	-	-
Barton Under Needwood CC	1	-	1	-
Burton CC	2	-	-	-
Checkley CC (imported demand)	1	-	-	-
Draycott & Hanbury CC	2	-	4	-
Dunstall CC	4	1	8	-
Leigh CC	2	-	-	-
Meynall CC (unaffiliated)	1	-	-	-
Rolleston CC	4	-	5	-
Trentside CC	2	-	3	-
Tutbury CC	2	-	4	-
Uttoxeter CC	2	-	-	-
Washlands CC	1	-	-	-
Winhill CC	2	-	2	-
Wootton CC	3	-	4	-
Yoxall CC	2	-	3	-
Total	35	1	37	-

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

The landscape of cricket in East Staffordshire is mixed with several large clubs providing senior and junior teams; however, there are also several single or two team clubs. Washlands CC and Barton under Needwood CC both field a single senior male team whereas Draycott & Hanbury, Dunstall, Rolleston and Tutbury cricket clubs field at least seven teams each, including juniors.

There is a substantial amount of junior activity in East Staffordshire; however, there are no dedicated junior girls' team and only one senior women's team (Dunstall CC). This being said, Wootton CC has female participation in its U11s, U12s and U14s teams and has aspirations to form a dedicated joint girls' team with Thomas Alleyne's High School.

Participation trends

The National Player Survey (NPS) conducted over the past three years by the ECB reveals that the nature of participation in traditional league cricket is currently suffering a decline, although this is being offset by a rapid increase in non-traditional formats (such as LMS and T20 competitions), which are shorter, quicker formats of the game and are referenced further on in this report.

This evidence correlates to East Staffordshire as since the previous PPS in 2009, there has been a decrease in overall in both senior and junior participation. In 2009 there were a total of 41 senior teams and 43 junior teams playing cricket in East Staffordshire. This has reduced to 36 senior teams and 37 junior teams. It should be noted that there has been an increase of one senior women's team in this time period.

Imported demand

Checkley CC and Alrewas CC currently import one team each into East Staffordshire. For both clubs it is their third Saturday XI which has to find alternative provision as each respective home venue is played to capacity at this time. Checkley CC is based in Staffordshire Moorlands with its third Saturday XI importing demand to Denstone College, whereas, Alrewas CC is based in Lichfield and imports its demand to Hollands Sports Club.

Checkley CC reports aspirations to return its third Saturday XI to Staffordshire Moorlands as it struggles to access pitch provision at Denstone College due the College's substantial amount of curriculum and extra curriculum demand. It is unknown if Alrewas CC is content with its current arrangement.

Exported demand

Exported demand refers to teams that are currently accessing pitches for home fixtures outside of East Staffordshire despite being registered to the Local Authority. This is normally because pitch requirements cannot be met but can also be through choice if better quality or cheaper facilities are being accessed.

Both Tutbury CC and Trentside CC have third Saturday teams currently exported from East Staffordshire to The Polo Field (Derbyshire Dales) and Lullington Park Cricket Club (South Derbyshire) respectively. Tutbury CC and Trentside CC are played to capacity on a Saturday as both sites host just one grass cricket square which are each accessed by the clubs first and secondary Saturday teams. Therefore, Tutbury CC third team travels approximately 14 miles to access suitable provision outside the East Staffordshire whereas Trentside CC third team travels a shorter distance, approximately nine miles. Trentside CC reports its exported demand not to be an issue.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Tutbury CC states it has aspirations to return its exported demand to East Staffordshire but is unable to due to the lack of available cricket provision.

Future demand

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

Team generation rates are used as the basis for calculating the number of teams likely to be generated in the future (2031) based on population growth. Using this, an increase of three junior boys' teams is expected.

Table 4.8: Team generation rates based on population growth (Borough wide)

Age group	Current population within age group	Current no. of teams	Team Generation Rate ¹⁹	Future population within age group	Predicted future number of teams (2031) ²⁰	Additional teams that may be generated from the increased population
Senior Mens (18-55)	28,830	35 ²¹	1:824	28,731	34	0
Senior Womens (18-55)	27,641	1	1:27,641	26,359	1	0
Junior Boys (7-18)	8,108	38	1:213	8,841	41	3
Junior Girls (7-18)	7,902	0	0	8,475	0	0

Once TGRs are applied to individual analysis areas a more detailed representation of where exactly the predicated growth will occur emerges. It indicates that Rural 1 Analysis Area will have the only predicted growth in East Staffordshire with two junior boys' teams. The third predicted junior boys team indicated by Borough wide TGRs is dissipated between the remaining analysis areas. Therefore, it doesn't equate to a full team in any area and is not shown in the table below.

Table 4.9: Team generation rates (by analysis area)

Age group	Additional teams that may be generated from the increased population (by analysis area)					
	Burton East	Burton West	Rural 1	Rural 2	Uttoxeter	Total ²²
Senior Mens (18-55)	-	-	-	-	-	-
Senior Womens (18-55)	-	-	-	-	-	-
Junior Boys (7-17)	-	-	2	-	-	2
Junior Girls (7-17)	-	-	-	-	-	-
Total	-	-	2	-	-	2

¹⁹ Please note TGR figures are rounded down to the nearest whole number.

²⁰ TGRs are based on population forecasts to 2031 which is in line with East Staffordshire's Local Plan timeframe.

²¹ Current total of senior men's (18-55) teams does not include the imported demand of Checkley CC and Alrewas CC or the unaffiliated demand of Meynell CC.

²² Team generation rates figures have been rounded down.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Senior men's teams in East Staffordshire competing at peak time (Saturday) currently play an average of 12 home matches each season, so on the basis that new teams will participate at peak time this increase equates to a requirement for approximately ten additional adult match sessions per season (0.5 additional match sessions per week at peak time) to accommodate a new team.

Senior women's teams in East Staffordshire compete on Sundays and play an average of eight home matches each season, however, Sundays represent non-peak time. TGR's do not forecast the creation of any senior men or senior women teams.

Junior boys' teams play an average of six home matches per season representing a further requirement for approximately 12 junior boys' match sessions per season to accommodate proposed new teams junior cricket takes place midweek and can therefore take place over a number of evenings.

The table below shows a summary of quantified club aspirations for future demand. Of all East Staffordshire based clubs (64%) have future aspirations to increase participation levels. Draycott & Hanbury CC is the only club to state ambitions to increase its senior men teams by one with remaining clubs all report wanting to increase junior participation by one or two teams.

Table 4.10: Summary of future club aspirational demand

Club	Analysis area	Future demand			Total
		Senior men	Senior women	Junior	
Barton under Needwood CC	Rural 1	-	-	2	2
Burton CC	Burton West	-	-	1	1
Draycott & Hanbury CC	Rural 1	1	-	-	1
Dunstall CC	Rural 1	-	-	2	2
Trentside CC	Burton West	-	-	1	1
Uttoxeter CC	Uttoxeter	-	-	2	2
Winshill CC	Burton East	-	-	2	2
Wootton CC	Rural 2	-	-	2	2
Yoxall CC	Rural 1	-	-	1	1

It is important to note that future demand whether TGRs or a club's aspirational demand cannot account for specific targeted development work within certain areas or focused towards certain groups, such as NGB initiatives or coaching within schools.

East Staffordshire Cricket Development Group

The East Staffordshire Cricket Development Group (ESCDG) works proactively with cricket clubs to ensure young people are given the best opportunity to progress from playing the sport at school to club level. The ESCDG in partnership with SCB is delivering summer cricket camps throughout 2017 at Barton under Needwood, Yoxall, Abbotts Bromley, Trentside, Tutbury, Uttoxeter, Wootton, Dunstall and Draycott & Hanbury cricket clubs for junior age groups in an effort to increase participation levels.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

All Stars Cricket

In partnership with the ECB and Chance to Shine, seven cricket clubs in East Staffordshire have registered to become an ECB All Stars Cricket Centre in 2017. 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

As mentioned East Staffordshire has seven clubs which operate as All Star Centres; they are Barton under Needwood CC, Draycott and Hanbury CC, Dunstall CC, Tutbury CC, Uttoxeter CC, Winhill CC and Yoxall CC.

Chance to Shine Schools Programme

Chance to Shine is a national charity which aims to educate young people and teach them vital life skills through cricket. Since 2005 the Charity's school programme has helped combat the decline of participation in cricket, especially in state schools. In East Staffordshire it works in partnership with the SCB and local clubs to engage both girls and boys to play and learn through engagement. This is achieved through but not limited by teacher training, club/school partnership and curricular/extracurricular coaching. Table 3.8 shows the schools in East Staffordshire which are involved in the Chance to Shine Schools Programme.

Table 4.11: Chance to Shine School Engagement

Name of school	Analysis area	Type of school
John Taylor High School	Rural 1	Secondary
The De Ferrers Academy	Burton West	Secondary
Tynsel Parkes C of E Primary Academy	Uttoxeter	Primary
Thomas Russell Junior School	Rural 1	Primary

Last Man Stands

Last Man Stands (LMS) was founded in 2005, in London. The social outdoor eight-a-side T20 cricket game is played midweek, lasts approximately two hours and is generally played on NTPs. All eight wickets are required to bowl a team out so when the seventh wicket falls, the 'Last Man Stands' on his own. This shorter format of the game has encouraged more people to participate in the sport and is increasing in popularity. There is no specific LMS franchise operating within East Staffordshire.

Peak time demand

An analysis of match play identifies peak time demand for senior cricket as Saturdays, with 26 teams playing on this day. There is a small level of demand for Sunday cricket, with six teams playing on this day. This means that only Saturday should to be taken into consideration when determining actual spare capacity.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

For junior cricket, peak time demand is considered to be mid-week, although some teams do play on a Sunday. It should therefore be noted that mid-week cricket has the potential to be spread across numerous days (Monday-Friday) and as a result squares have greater capacity to carry junior demand (providing the pitches are not overplayed).

4.4: Capacity analysis

Capacity analysis for cricket is measured on a seasonal rather than weekly basis. This is due to playability (i.e. only one match is generally played per square per day at weekends or weekday evening). Wickets are rotated throughout the season to reduce wear and allow repair. Therefore, it is more accurate to assess capacity seasonally rather than weekly. This section presents the current square stock available for cricket and illustrates the number of competitive matches per season per square.

To help calculate square capacity, the ECB suggests that a good quality natural turf wicket should be able to take five matches per season per grass wicket (adults). This information 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

It should be noted that capacity of five matches per wicket is only a guide. This does not take into consideration pitch quality or maintenance levels. As such, recognition needs to be made for the need for pitch preparation which is particularly relevant when a Club has a volunteer grounds man who may only be able to work evenings which will often clash with evening cricket.

The ECB also suggests that a non-turf pitch can accommodate 60 matches per season. As no non-turf pitches are recorded as accommodating more than this in East Staffordshire, they are all considered to have spare capacity. This translates to actual spare capacity as they are generally accessed during mid-week by junior teams. For this reason, non-turf wicket capacity has been discounted from the table overleaf.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 4.12: Community available grass cricket square capacity

Site ID	Site name	Analysis area	No. of squares	Community use?	Quality rating	No. of grass wickets	Capacity (sessions per season)	Actual play (sessions per season)	Capacity rating (sessions per season)
3	Abbots Bromley School	Rural 2	1	Yes	Standard	7	35	38	-3
12	Draycott & Hanbury Cricket Club	Rural 1	1	Yes	Good	6	30	38	-8
13	Deer Park	Rural 1	1	Yes	Standard	12	60	55	5
19	Holland Sports Club	Rural 1	1	Yes	Standard	12	60	30	30
25	Leigh Recreation Ground	Rural 2	1	Yes	Poor	5	25	14	11
27	Marchington Cricket Club	Rural 1	1	Yes - Unused	Poor	8	40	-	40
31	Meynell Cricket Club	Rural 1	1	Yes	Standard	4	20	14	6
41	Rangemore Playing Fields	Rural 1	1	Yes	Standard	10	50	36	14
44	Rolleston Cricket Club	Rural 1	2	Yes	Good	14	70	50	20
						6	30	25	5
55	Trentside Cricket Club	Burton West	1	Yes	Good	13	65	40	25
56	Tutbury Cricket Club	Rural 1	1	Yes	Standard	14	70	44	26
57	Washlands Sports and Social Club	Burton West	1	Yes	Standard	13	65	12	53
58	Weaverslake Sports Club	Rural1	1	Yes	Standard	9	45	35	10
60	Winhill Cricket Club	Burton East	1	Yes	Good	7	35	34	1
66	Uttoxeter Racecourse	Uttoxeter	1	Yes	Standard	12	60	24	36
84	Burton Cricket Club	Burton West	1	Yes	Standard	7	35	24	11
89	Wootton Cricket Club	Rural 2	1	Yes	Standard	8	40	63	-23

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

4.5: Supply and demand analysis

Spare capacity

The next step is to ascertain whether or not any identified 'potential capacity' can be deemed 'spare 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 training sessions, or to protect the quality of the site.

In order to fully establish actual spare capacity, the peak period needs to be established. An analysis of match play identifies that peak time demand for grass cricket squares for senior cricket is Saturday (27 teams).

Those sites which display potential capacity of less than 10 matches per season have been excluded from the capacity analysis on the basis that they do not exhibit enough spare capacity to accommodate another senior club team, based on an average of 10 home matches per team each season.

Of those sites with existing community use, there are 11 sites which show potential spare capacity on senior grass cricket squares in East Staffordshire, totalling 276 match sessions per season.

Table 4.13: Summary of actual spare capacity

Site ID	Site name	Analysis area	No. of pitches	Amount of spare capacity (match sessions)	Squares available on a Saturday	Comments
19	Holland Sports Club	Rural 1	1	30	-	No actual spare capacity at peak time.
25	Leigh Recreation Ground	Rural 2	1	11	0.5	Spare capacity retained due to poor quality.
27	Marchington Cricket Club	Rural 1	1	40	1	Spare capacity retained due to poor quality.
41	Rangemore Playing Fields	Rural 1	1	14	0.5	Actual spare capacity at peak time.
44	Rolleston Cricket Club	Rural 1	1	20	0.5	Actual spare capacity at peak time.
55	Trentside Cricket Club	Burton West	1	25	-	No actual spare capacity at peak time.
56	Tutbury Cricket Club	Rural 1	1	26	-	No actual spare capacity at peak time.
57	Washlands Sports and Social Club	Burton West	1	53	0.5	Actual spare capacity at peak time.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Analysis area	No. of pitches	Amount of spare capacity (match sessions)	Squares available on a Saturday	Comments
58	Weaverslake Sports Club	Rural 1	1	10	0.5	Actual spare capacity at peak time.
66	Uttoxeter Racecourse	Uttoxeter	1	36	-	No actual spare capacity at peak time.
84	Burton Cricket Club	Burton West	1	11	-	No actual spare capacity at peak time.

Despite 11 squares showing spare capacity, only four (Rangemore Playing Fields, Rolleston Cricket Club, Washlands Sports Club and Weaverslake Sports Club) are available for further use on a Saturday. This equates to 97 match equivalent sessions on Saturday of spare capacity.

If Dunstall CC was to relocate its current use of Rangemore Playing Fields (third Saturday team as well as two U13s and two U11s teams) to Tatenhill Sports Hub this would create further spare capacity at the site, indeed it would become unused. The intention of the Hub is to provide additional capacity for accommodating housing growth around the area (Lawns Farm) and therefore there would be a need to ensure the cricket pitch could still meet new demand as well as Dunstall CC.

Overplay

There are three sites in East Staffordshire considered to be overplayed by a total of 34 match equivalent sessions per season.

Table 4.14: Summary of overplay

Site ID	Site name	Analysis area	No. of squares	Overplay (matches per season)
3	Abbots Bromley School	Rural 2	1	-3
12	Draycott & Hanbury Cricket Club	Rural 1	1	-8
89	Wootton Cricket Club	Rural 2	1	-23
Total			3	-34

Most overplay is recorded within Rural 2 Analysis Area and as a result of overplay at Wootton CC due to significant junior use.

As a guide, those sites which display overplay of less than 10 matches per season are likely to be able to be sustainable. For example, the amount of overplay at Draycott & Hanbury CC is considered sustainable as the square is of good quality. Although the square at Abbots Bromley School is only overplayed by three match sessions per season, the pitch is assessed as standard quality and therefore should be improved in order to accommodate overplay in the longer term.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

As a large percentage of usage from clubs comes from junior cricket, installation of an NTP in situ on overplayed sites would allow junior matches to be transferred from the grass cricket squares, thus alleviating overplay. Alternatively, NTPs could be installed at other sites to accommodate junior cricket, for example between other sports pitches at multi-sport sites. This is an option for consideration for overplayed Wootton CC and Abbots Bromley CC which do not have an NTP accompanying their grass cricket squares. However, with Abbots Bromley CC in the process of developing new cricket provision at ABSA installation of a NTP at Abbots Bromley School is not required.

It should be noted that the grass wicket cricket square at Draycott & Hanbury CC is already accompanied by a NTP and given the pitch is assessed as good quality current levels of overplay are likely to be sustainable.

Given the preference for use of grass cricket squares provision as opposed to NTPs, alternative solutions to alleviate overplay include use of secondary sites with spare capacity to alleviate overplay at the main home site, or increasing natural turf capacity at the main home site through creation of additional grass wickets if the site is feasibly able to accommodate expansion.

4.6 Supply and demand analysis

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

Match equivalent sessions per season for future demand has been calculated using the average number of matches played per season by the respective team type (12 matches for senior men and eight matches for senior women). As previously mentioned, junior teams generally play midweek across a variety of days; consequently, spare capacity is considered to exist for junior matches both now and in the future and should be judged on a site by site basis where clubs have particular aspirations to increase the number of junior teams.

Each grass wicket square that is not overplayed is thought to have spare capacity for an increase in mid-week demand and no NTPs are at capacity or overplayed. That said, there is evidence to suggest that an increase in provision of NTPs would further help satisfy junior demand, as well as providing an increase in capacity for senior matches on grass wickets.

The table below looks at available spare capacity on a Saturday for senior cricket considered against overplay and future demand highlighted during consultation. This has been converted into match equivalent sessions based on the average number of home matches senior teams play per season (12 matches for senior men and eight matches for senior women).

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 4.15: Capacity of grass wicket squares

Analysis area	Actual spare capacity (match sessions)	Demand (match sessions)			
		Overplay	Current total	Future / exported demand	Total
Burton East	-	-	-	-	-
Burton West	53	-	53	-	53
Rural 1	44	-8	36	24	12
Rural 2	-	-26	-26	-	-26
Uttoxeter	-	-	-	-	-
East Staffordshire	97	-34	63	24	39

Analysis suggests there is sufficient capacity at present to cater for current demand in all analysis areas except Rural 2 which evidences a significant shortfall derived from the high level of overplay at Wootton CC.

When accounting for future senior demand from club aspirations and the return of exported demand into Rural 1 Analysis Area, spare capacity for other growth such as junior cricket is reduced to 12 match sessions. Overall, this leads to a total future Borough wide capacity of 39 match sessions.

Current midweek demand can be sufficiently accommodated though there is a need to address overplay at specific sites which may be best achieved through a transfer of some junior play to capacity elsewhere. This could include NTPs on or offsite, or midweek capacity available at other club grounds which have no or less junior teams. However, if club aspirations for increased junior demand are realised, overplay at Draycott & Hanbury and Wootton cricket clubs would worsen and there would be insufficient capacity at the following sites based on the current nature of club use:

- ◀ Deer Park
- ◀ Winshill Cricket Club

The new cricket pitch in Abbots Bromley (12 grass wicket cricket square) will be available for the start of the 2019 season, this will not only address the small amount of overplay on the existing pitch but also provide further spare capacity of around 20 match sessions per season in Rural 2 Analysis Area. Based on the current site at Abbots Bromley School having eight grass wickets and therefore a capacity of 40 match sessions per season, the new pitch will provide 60 match sessions per season.

The initial inclusion of a new cricket pitch at Tatenhill Sports Hub (Rural 1 Analysis Area) is driven by housing growth in the area. However, it's likely that this alone will not establish demand for a new club. Although it would be beneficial to have a club structure already established at the Hub site, Dunstall CC (which has expressed interest in using the site) does not express future demand aspirations and therefore this would need to be an area for development. However, the Club does not have secured use of Rangemore Playing Fields as its second venue, so this would provide an opportunity to secure use of a site for the Club albeit it would result in Rangemore Playing Fields becoming unused.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

Cricket summary

- ◀ **In summary, there is sufficient supply of cricket provision to cater for current and future demand. Though demand can presently be accommodated within four of the five analysis areas, there is a shortfall within the Rural 2 Analysis Area at Wootton CC.**
- ◀ **Key issues for cricket in East Staffordshire extend beyond capacity, with several clubs subject to issues regarding security of tenure. The most urgent of these are Uttoxeter CC and Abbots Bromley CC.**
- ◀ In total, there are 24 natural turf cricket squares across 20 sites, 18 of which are available for community use.
- ◀ The squares that are available for community use are primarily located in the Rural 1 Analysis Area which accommodates just over half of provision (ten community available grass cricket squares). Comparatively both the Burton East and Uttoxeter analysis areas have the joint least amount of provision with each accommodating one community available grass square (5%).
- ◀ ABSA has recently completed phase one of a three phased approach which is the creation of a 12 grass wicket cricket square and outfield estimated to be used by Abbots Bromley CC for the start of the 2019 season.
- ◀ The non-technical assessments carried out on community available grass cricket squares in East Staffordshire found ten squares to be standard quality, six to be good quality and two to be poor quality
- ◀ There is a need to secure long-term tenure for Barton Under Needwood CC, Abbots Bromley CC, Uttoxeter CC and Leigh CC.
- ◀ Four clubs report that their ancillary facilities are poor quality (Abbots Bromley School, Burton Cricket Club, Holland Sports Club and Uttoxeter Racecourse). Further to this, Tutbury CC reports it is in the process of submitting planning application to replace existing ancillary facilities at its home ground with a single new clubhouse building.
- ◀ All East Staffordshire based clubs (64%) have future aspirations to increase participation levels. Draycott & Hanbury CC is the only Club to state ambitions to increase its senior men teams by one with remaining clubs all report wanting to increase junior participation by one or two teams.
- ◀ In total, there are 14 affiliated clubs based in East Staffordshire generating 72 teams, which equates to 35 senior men's, one senior women's, 36 junior boys' and no junior girls' team.
- ◀ Tutbury CC and Trentside CC both presently export demand of one senior team to access provision in Derby due to Derbyshire Dales and South Derbyshire, respectively, due to the lack of capacity in the locality. Tutbury CC states aspirations to return this demand into East Staffordshire whereas Trentside reports no issues with its current arrangement.
- ◀ Checkley CC and Alrewas CC currently import one team each into East Staffordshire. For both clubs it is their third Saturday XI which has to find alternative provision as each respective home venue is played to capacity at this time. Checkley CC is based in Staffordshire Moorlands with its third Saturday XI importing demand to Denstone College, whereas, Alrewas CC is based in Lichfield and imports its demand to Hollands Sports Club.
- ◀ There are four sites which have available capacity at senior peak time (Saturday) equating to two match equivalent sessions.
- ◀ There are three sites considered to be overplayed by a total of 34 match equivalent sessions per season, most significantly Wootton CC which accounts for 23 of these match sessions per season due to significant junior use.
- ◀ New provision in Abbots Bromley will address its current overplay and create spare capacity in Rural 2 Analysis Area.
- ◀ Proposals for a cricket pitch at Tatenhill Sports Hub is driven by local housing growth, however, this alone is unlikely to generate full usage. Dunstall CC has expressed interest in moving to the site, however, this will result in Rangemore Playing Fields becoming unused and there is no other local demand for its use.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

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. East Staffordshire falls within Area Five, with a Rugby Development Officer (RDO) 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.

Playing Pitch Strategy 2009

The 2009 East Staffordshire Playing Pitch Strategy found that:

- ◀ There were 11 rugby pitches available for community use, accommodating 30 teams (including senior, junior and mini).
- ◀ One club expressed latent demand, which equated to an additional requirement of one junior pitch.
- ◀ Pitches at Oxhay were played over capacity due to issues relating to poor pitch quality and lack of access to changing accommodation. This is particularly affecting Burton RFC as matches are frequently cancelled.
- ◀ In order to accommodate more matches, the quality of pitches at Oldfields Sports Club needs to be increased.
- ◀ Burton RFC had purchased land on the outskirts of Branston (Tatenhill), with the aspiration to develop the site over time. However, this is reliant on the sale of its home ground in Burton town centre.
- ◀ Barton under Needwood RFC was seeking to extend its changing rooms in order to fully cater for juniors and girls/women's teams.

Although there has been an increase in the number of rugby pitches provided for community use, poor quality remains a significant issue across all sites. However, there are now plans in place for creation of new pitches/sites as detailed throughout this section.

Club consultation

There are three rugby union clubs across East Staffordshire; Burton RFC, Barton under Needwood RFC and Uttoxeter RFC, all of which, were met with face to face with initial contact details provided by the RFU. The results are used to inform key issues within this section of the report together with additional information provided by the RFU's Development Officer for the area.

5.2: Supply

In total, there are 35 rugby union pitches in East Staffordshire across 15 sites, of which, 21 are senior sized. There are three junior pitches, one each at Holland Sports Club, Windsor Park C of E School and Ox Hay Playing Fields and 11 mini sized pitches.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Provision at Denstone College and Thomas Alleyne's High School is classified as unavailable for community use for differing reasons. Denstone College has five senior and three mini pitches which, as a priority, service its educational demand, therefore wider availability for community use is limited. The pitch at Thomas Alleyne's High School is deemed to be unavailable for community use due to its poor quality but if improved, the School would be keen to explore external lettings.

The audit only identifies dedicated, line marked pitches. For rugby union pitch dimension sizes please refer to Table 5.1 below.

Table 5.1: Summary of RFU recommended pitch sizes by age group

Age	Pitch type	Maximum Pitch Dimensions (Metres)
U7	Mini	20x12
U8	Mini	45x22
U9	Mini	60x30
U10	Mini	60x35
U11	Mini	60x43
U12	Mini	60x43
U13	Junior	90x60 (Girls 60x43)
U14-U18	Senior	100x70
Senior	Senior	Recommended run off area 5m. Minimum in-goal length 6m.

Table 5.2: Supply of rugby union pitches in East Staffordshire

Analysis area	Availability			Total
	Yes	Yes - unused	No	
Burton East	-	2	-	2
Burton West	12	-	-	12
Rural 1	3	4	-	7
Rural 2	-	-	8	8
Uttoxeter	2	3	1	6
Total	17	9	9	35

The Burton West Analysis Area has 34% of all rugby union provision across East Staffordshire with a total of 12 pitches whereas the Burton East Analysis Area has the least amount of provision with just two pitches (6%). At present, there are no World Rugby (WR) compliant 3G pitches in East Staffordshire.

Role of hub sites for rugby

Rugby plays a significant role in the development of hub sites across East Staffordshire as further explored throughout this section of the report. In addition to rugby being the key sport at the new Tatenhill Sports Hub (being driven by Burton RFC), all three existing sports hubs provide rugby pitches; Shobnall, Holland Sports Ground and Oldfields Sports Club. However, it should be noted that poor quality pitches at all three existing hubs is a significant issue and should be a key priority to address.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 5.1: Location of senior rugby union pitches in East Staffordshire

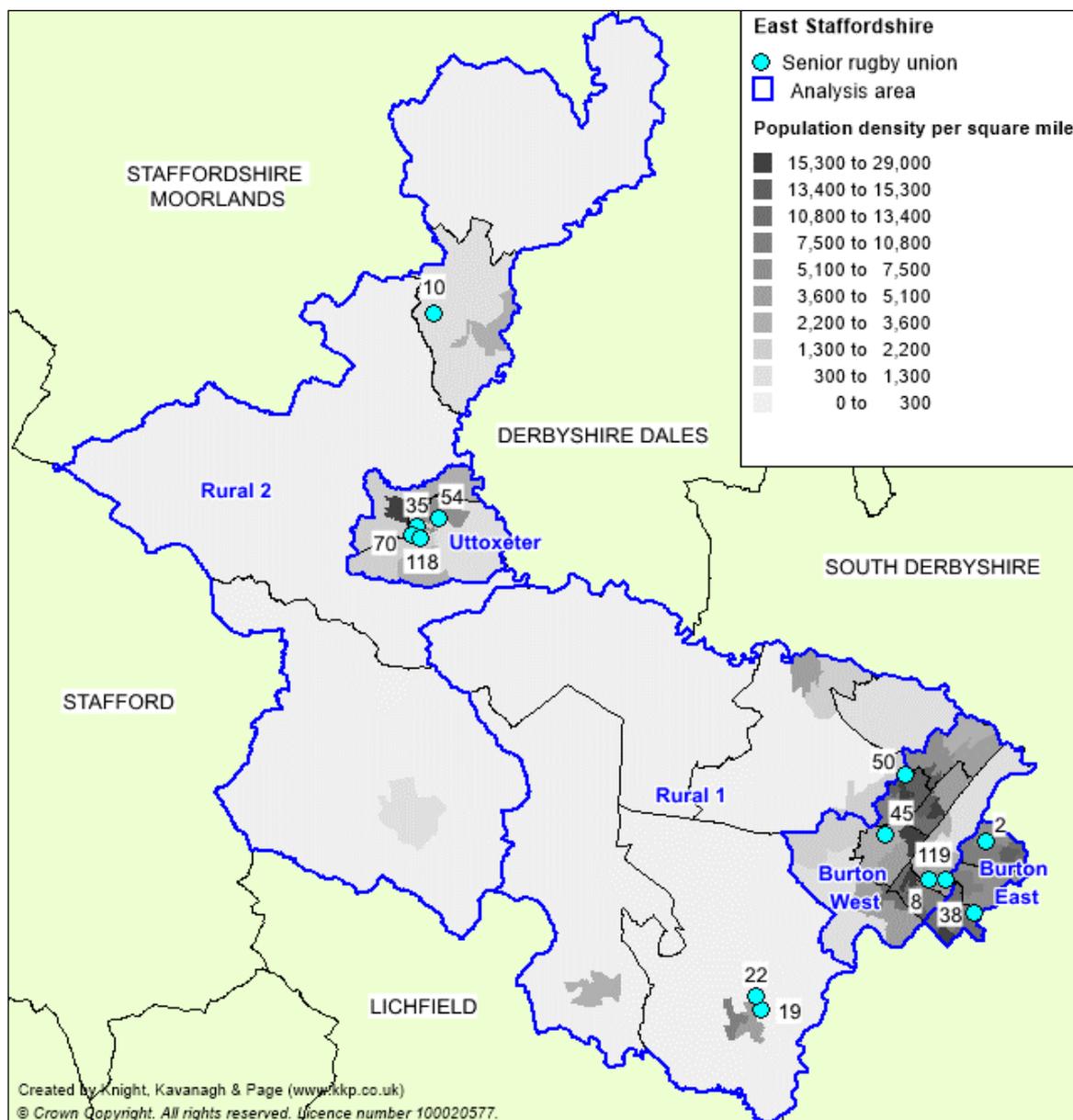


Figure 5.1 highlights senior rugby union pitches within East Staffordshire, regardless of community use. For a key to the map, see table 5.8.

Future supply

Burton RFC is in the process of developing a new home venue as part of the Tatenhill Sports Hub at Branston Road. The Club secured the freehold of the site in 2008 and is currently in the process of establishing (drainage being installed) five senior and seven mini pitches with the following dimensions:

- ◀ U15 – U18s Girls Pitch (100m x 70m)
- ◀ U8s Pitch (55m x 22m)
- ◀ U7s Pitch (22m x 20m)
- ◀ Senior Pitch (112m x 70m)
- ◀ Two U9s Boys Pitches (70m x 30m)

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

- ◀ Two U12s Boys Pitches (70m x 43m)
- ◀ U14s Girls Pitch (100m x 70m)
- ◀ U14 Boys / Senior Pitch (100m x 70m)
- ◀ U14s Girls (100m x 70m) over marked by U10s (70m x 35m)

To further assist the development of the site, it is in the latter stages of selling its current home (Burton Rugby Football Club). It reports once the site has sold it can continue to progress Branston Road including the development of clubhouse facilities. Additionally, there may be opportunities to provide other sports facilities once demand has been fully established. For example, the initial masterplan also includes a cricket pitch (if demand can be established).

The Club has aspirations to generate a sporting relationship with the new school to be located on the adjacent site. The School (John Taylor Free School) is set to open in September 2018 and Staffordshire County Council is currently constructing a new access and car park to be shared with the Sports Hub.

Holland Sports Club report it is in the process of negotiating with ESBC and Barton under Needwood Parish Council for a piece of land located off Mill Lane (secured through Section 106 contribution). The Sports Club, if successful, has aspirations to develop this area of land into additional rugby union and football pitches for Barton under Needwood RFC junior teams and Barton Rovers FC.

In 2016, Uttoxeter RFC and Uttoxeter Junior FC were consulted with in regards to the creation of a hub site located at Uttoxeter Quarry. Creation of a new hub was seen as a potential solution to overplay at Oldfields Sports Club (Uttoxeter RFC) and securing a home venue for Uttoxeter Junior FC which was considered a nomadic club. Recent consultation with both clubs for 2017 Playing Pitch Assessment confirms these issues to still be relevant.

Developments at the Uttoxeter Quarry include a full Agronomy Report, detailing the requirements to reinstate the land to a playable condition. Conversations between Aggregate Industries and local sports clubs are continuing; however, development is currently at a standstill until clubs are able to confirm their future involvement and further works are completed to fully determine how the pitches will be constructed.

Ownership/management

Burton RFC has a freehold of Burton RFC and is therefore considered secure; however, the secondary venue it accesses for the majority of its junior and mini demand, Ox Hay Playing Fields, is rented on a seasonal basis from ESBC and is classified as unsecure.

Correspondingly Uttoxeter RFC has secured use of Oldfield's Sports and Social Club where the Sports & Social Club committee (the Trustees) has a lease agreement with the Council for a period of 25 years-signed originally in 2006. It does not have security of tenure at either Uttoxeter Leisure Centre or Windsor Park C of E Middle School as it rents the use of provision.

Barton under Needwood RFC has unsecure tenure at Holland Sports Club as it rents the use of the pitches from the sports club of the same name which owns the site. The Club reports it does not have issue with this arrangement and considers itself to be secure.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 5.3: Summary of security of tenure

Club name	Site ID	Site name	Nature of tenure	Type of Security
Burton RFC	8	Burton Rugby Football Club	Freehold.	Secure
	119	Ox Hay Playing Fields	Rental from ESBC.	Unsecure
Barton under Needwood RFC	19	Holland Sports Club	Rugby club pays rent to sports club which owns the site.	Unsecure
	81	Thomas Russell Junior School	Informal arrangement.	Unsecure
Uttoxeter RFC	35	Oldfields Sports Ground	100 year lease from ESBC.	Secure
	118	Uttoxeter Leisure Centre	Rental on seasonal basis.	Unsecure
	59	Windsor Park C of E Middle School	Rental on seasonal basis.	Unsecure

Barton under Needwood RFC has recently signed a community use agreement with John Talyor High School for the use of its three senior pitches to meet its junior demand. The Club can access the pitches on Saturday 12:00 until 17:00 and Sunday 9:30 until 13:00, however, this is weather dependant as the pitches suffer from poor drainage and quality needs to be protected for educational demand. This is adding to their current supply of pitches at Holland Sports Club and Thomas Russell Junior School.

Pitch quality

The criteria 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 5.4: 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

Table 5.5: 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

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 5.6: 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 majority of pitches available are rated as poor quality (26 pitches or 67%). All remaining pitches are standard quality; however, eight of these pitches are located at Denstone College which is unavailable for community use. Therefore the only standard quality community available pitch is located at Burton RFC.

Table 5.7: Summary of all rugby union pitch quality in East Staffordshire

Analysis area	Pitch quality		
	Good	Standard	Poor
Burton East	-	-	2
Burton West	-	1	11
Rural 1	-	-	7
Rural 2	-	8	-
Uttoxeter	-	-	6
Total	0	9	26

The table overleaf shows quality ratings for each of the sites in the Borough based on non-technical site assessment scores and club feedback.

**EAST STAFFORDSHIRE BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

Table 5.8: Rugby union pitch quality ratings

Site ID	Site name	Analysis area	Ownership/management	Community use?	Pitch type	Non-technical assessment rating	Quality rating	Number of pitches	Comments
2	Abbots Beyne – Evershed Building	Burton East	School	No	Senior	M0 / D1	Poor	1	School senior rugby union pitch which receives basic levels of maintenance and drains adequately.
38	Paulet High School	Burton East	School	No	Senior	M0 / D1	Poor	1	School senior rugby union pitch which receives basic levels of maintenance and drains adequately.
8	Burton Rugby Football Club	Burton West	Sports Club	Yes	Senior	M1 / D1	Standard	1	One senior pitch of standard quality which is fully floodlit and used for training. Pitch receives dedicated maintenance from Burton RFC.
45	Shobnall Leisure Complex	Burton West	Council	Yes	Senior	M0 / D1	Poor	2	Two senior rugby union pitches, one of which is floodlit. Pitches receive maintenance from the Council and drain adequately.
119	Ox Hay Playing Fields	Burton West	Council	Yes	Senior	M1 / D0	Poor	2	Two council senior rugby union pitches which receive dedicated maintenance, however, drain poorly due to the soil having high clay content.
					Junior	M1 / D0	Poor	1	One council junior rugby union pitch which receives dedicated maintenance however drains poorly due to the soil having high clay content.
					Mini	M1 / D0	Poor	6	Six council mini rugby union pitches which receive dedicated maintenance, however, drain poorly due to the soil having high clay content.
19	Holland Sports Club	Rural 1	Sports Club	Yes	Senior	M0 / D0	Poor	1	One senior and one junior rugby union pitch both of which drain poorly. Pitches receive basic levels maintenance from Barton under Needwood RFC.
					Junior	M0 / D0	Poor	1	
22	John Taylor High School	Rural 1	School	No	Senior	M0 / D1	Poor	3	School senior rugby union pitches which receive basic levels of maintenance and drain adequately.
50	The De Ferrers Academy – Dove Campus	Rural 1	School	No	Senior	M0 / D0	Poor	1	School senior rugby union pitch which receives basic levels of maintenance and drains poorly.
81	Thomas Russell Junior School	Rural 1	School	Yes	Mini	M0 / D0	Poor	1	School mini rugby union pitch which receives basic levels of maintenance and drains poorly.
10	Denstone College	Rural 2	College	No	Senior	M1 / D1	Standard	5	Five private school senior rugby union pitches which receives dedicated maintenance and drain adequately.
					Mini	M1 / D1	Standard	3	Three private school mini rugby union pitches which receive dedicated maintenance and drain adequately.
35	Oldfields Sports Ground	Uttoxeter	Sports Club	Yes	Senior	M0 / D1	Poor	1	One senior pitch which drains adequately. Pitch receives adequate levels of maintenance from Uttoxeter RFC, however, the club reports having unsuitable / inadequate maintenance equipment. Club also report the pitch does not meet recommend dimensions and is too small.
54	Thomas Alleyne's High School	Uttoxeter	School	No	Senior	M0 / D0	Poor	1	School senior rugby union pitch which receives basic levels of maintenance and drains poorly. School reports if the pitch improves in quality in will examine potential community use,
59	Windsor Park C of E Middle School	Uttoxeter	School	Yes	Junior	M0 / D0	Poor	1	School junior rugby union pitch which receives basic levels of maintenance and drains poorly.
70	Oldfields Hall Middle School	Uttoxeter	School	No	Senior	M0 / D1	Poor	1	School senior rugby union pitch which receives basic levels of maintenance and drains adequately.
					Mini	M0 / D1	Poor	1	School mini rugby union pitch which receives basic levels of maintenance and drains adequately.
118	Uttoxeter Leisure Centre	Uttoxeter	Council	Yes	Senior	M0 / D0	Poor	1	Poor quality senior rugby union pitch which receives basic levels of maintenance and drains poorly.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Ancillary facilities

Rugby union in East Staffordshire is largely club driven at club owned or managed sites, all of which have access to changing facilities.

Although all clubs have access to ancillary facilities, quality varies on a club by club basis. Changing facilities at Holland Sports Club are basic and are of poor quality with Barton under Needwood RFC reporting it is in the process of obtaining the relevant funding to improve them. The sports club has been allocated Section 106 money from a local housing development and wants to use this to obtain match funding in order to accrue a substantial amount of finance to make the relevant enhancements.

Uttoxeter RFC reports changing facilities at Oldfields Sports Club are of differing quality. Two out of four changing rooms are of good quality as they have had recent investment from the FA in order for them to meet step football requirements for Uttoxeter FC. The remaining two, which are primarily used by Uttoxeter RFC, are of poor quality, do not meet RFU specifications and have insufficient showers and limited heating. The Club also reports that the current number of changing rooms is not adequate for the amount teams accessing them on the weekends.

Burton RFC reports onsite ancillary facilities to be of adequate quality, however, states the changing rooms are too small and are unsuitable for the number of teams accessing them. However, due to the relocation plans to the new site will not be investing in improvements.

5.3: Demand

Competitive play

There are three community rugby union clubs based in East Staffordshire, providing a total of 40 teams. Burton RFC is the largest club with 19 teams, followed by Uttoxeter RFC and Barton under Needwood RFC with 11 and 10 teams respectively. Each club has a full complement of mini teams.

Table 5.9: Summary of club demand

Club	Analysis area	No. of rugby union teams			
		Senior (19+)	Colts (18-19)	Junior (13-17)	Mini (6-12)
Burton RFC	Burton West	4	1	8	6
Barton under Needwood RFC	Rural 1	2	-	2	6
Uttoxeter RFC	Uttoxeter	2	-	3	6
Total		8	1	13	18

There are three dedicated girls' teams in East Staffordshire, all of which, are fielded by Burton RFC. The Club hosts an U13s, U15s and U18s girls' team. Remaining female participation is generally playing within mixed teams at mini age groups.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Training

In East Staffordshire, only Burton RFC trains on its match pitch. The remaining training takes place on either 3G pitches or onsite independent floodlit training areas as seen in the table below.

Table 5.10: Summary of club training provision (floodlit)²³

Club	Site ID	Site name	Training provision	Hours (MES)
Burton RFC	8	Burton Rugby Football Club	Floodlit pitch	2 (1.5)
	45	Shobnall Leisure Centre	Floodlit pitch	2 (1.5)
	49	St George's Park National Football Centre	Indoor 3G pitch	2 (1.5)
Barton under Needwood RFC	19	Holland Sports Club	Floodlit training area.	5 (3)
Uttoxeter RFC	35	Oldfields Sports Ground	Floodlit training area.	3 (2)

Uttoxeter RFC accesses a small floodlit training area next to the first team pitch. This area is also shared for by Uttoxeter FC for training demand and can become unusable in the winter months due to the substantial amounts of usage.

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: Artificial Grass Pitches (AGPs).

In December 2015, the RFU announced plans to increase the supply of available World Rugby (WR) 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 are currently no WR compliant 3G pitches located East Staffordshire, however, Burton RFC access 3G provision for basic training at St George's Park National Football Centre. This pitch is not World Rugby compliant and therefore is not suitable for any form of contact rugby union activity (matches or training).

²³ Shows only midweek demand for floodlit training provision. Some mini and junior training takes place on Sunday mornings when there is no fixture and there isn't a requirement for floodlighting.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Future demand

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 up to 2031.

Table 5.11: Team generation rates (Borough wide)

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group (2031)	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Men's (19-45)	19,637	8	1:245	19,727	8	0
Senior Women's (19-45)	18,450	0	0	18,062	0	0
Junior Boys' (13-18)	4,063	11	1:369	4,452	12	1
Junior Girls' (13-18)	3,924	3	1:1308	4,246	3	0
Mini rugby mixed (7-12)	8,023	18	1:446	8,673	19	1

Future demand from population growth suggests that there could be an additional one junior boys and one mini team created.

It is important to note that TGRs are based exclusively on population figures and do not account for specific targeted development work within certain areas or focused towards certain groups, such as coaching activity within schools linking to local clubs or NGB aims as part of the Whole Sport Plan.

The RFU is focused on developing junior participation within East Staffordshire, based on a model of coaching sessions delivered in schools and local communities. Intentions are to form junior teams from these training groups which are linked to local schools and will use pitches at school sites, in some cases also linking to existing clubs to provide a performance pathway.

This is not the sole focus of the RFU, which is actively exploring opportunities to assist with the transition between late junior years and senior rugby. The RFU recognises the traditional reduction in participation numbers at this time and it is hoped that by addressing the decrease and offering alternative match times then clubs may be able to retain a larger number of players.

Participation increases

Future demand reported by clubs shows aspirations for the creation of two senior teams and three junior teams, equating to a requirement for an additional two match equivalent sessions per week on senior rugby union pitches.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 5.12: Summary of future demand reported by clubs (based on senior pitches)

Club	Future demand	Analysis area	Match equivalent sessions per week
Burton RFC	Senior Women's team	Burton West	0.5
Barton under Needwood RFC	U16s and U15s	Rural 1	1
Uttoxeter RFC	Colts	Uttoxeter	0.5

It should be noted that future aspirations of Burton RFC are modest with the Club focusing on its current relocation. The Club states that the potential move to a dedicated home venue should assist in developing participation.

Unmet, latent and displaced demand

Unmet demand is existing demand at clubs which is not able to access sufficient supply of pitches for match play or training. It is usually expressed, for example, where a team is already training but is unable to access a match pitch or where a league or club operates a waiting list.

Latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision. All three clubs report that if they had access to better quality training facilities and grass pitches for competitive play they would be able to field additional teams, however, none of the clubs quantify an exact number of teams.

Displaced demand refers to existing demand which is exported outside of the study area and also refers to any imported demand from neighbouring districts that accesses facilities within the East Staffordshire study area due to a lack of available facilities in other local authorities where such team or club is based. There is no identified displaced demand for use of rugby union provision in East Staffordshire.

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 which aims to increase the number of secondary state schools playing rugby union. These schools link to a local team of RFU rugby development officers (RDOs) which deliver coaching sessions and support schools to establish rugby union as part of the curricular and extracurricular programme.

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 affect the playing experience and people's enjoyment of playing rugby. In extreme circumstances, it can result in the inability of the 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.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

All competitive play is on senior sized pitches (except for where mini pitches are provided).

From U13 upwards, teams play 15v15 and use a full pitch. Where mini pitches are not provided, mini (U7-12) teams play on half of a senior pitch i.e. two teams per senior 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, play per week is set at 0.25 for each match played across half of one senior pitch, based on all teams operating on a traditional home and away basis.

All male adult club league rugby takes place on a Saturday afternoon. U13-18 rugby generally takes place on a Sunday morning. Training that takes place on club pitches is reflected by the addition of team equivalents. Team equivalents have been calculated on the basis that 30 players (two teams) train on the pitch for 90 minutes (team equivalent of one) per night.

As a guide, the RFU has set a standard number of matches that each pitch should be able to accommodate. Capacity is based upon a basic assessment of the drainage system and maintenance programme ascertained through a combination of the quality assessment and the club survey as follows:

Table 5.13: 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

This guide should only be used as a very general measure of potential pitch capacity and does not account for specific circumstances at time of use and assumes average rainfall and an appropriate end of season rest and renovation programme.

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 completed in the last five years.

The peak period

In order to fully establish actual spare capacity, the peak period needs to be established. Peak time for senior rugby union matches is Saturday afternoons and is considered such within the subsequent analysis, although junior and mini teams play on senior pitches on Sunday mornings.

**EAST STAFFORDSHIRE BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

Table 5.14: Rugby union provision and level of current use within East Staffordshire

Site ID	Site name	Analysis area	Available for community use?	Security of tenure	Pitch type	Quality rating	No. of pitches	Floodlit?	Match equivalent sessions (per week)	Site capacity (sessions per week)	Capacity rating	Comments
2	Abbots Beyne – Evershed Building	Burton East	Yes- unused	Unsecure	Senior	M0 / D1 (Poor)	1	No	0.5	1.5	1	Poor quality senior pitch which is currently unused by community clubs. Used for curriculum and extra curriculum activities. Potential spare capacity of one match equivalent sessions per week.
38	Paulet High School	Burton East	Yes- unused	Unsecure	Senior	M0 / D1 (Poor)	1	No	0.5	1.5	1	Poor quality senior pitch which is currently unused by community clubs. Used for curriculum and extra curriculum activities. Potential spare capacity of one match equivalent sessions per week.
8	Burton Rugby Football Club	Burton West	Yes	Secure	Senior	M1 / D1 (Standard)	1	Yes	4.5	2	2.5	Floodlit standard quality senior pitch overplayed by two match equivalent sessions per week. Used by Burton RFC for competitive and training demand.
45	Shobnall Leisure Complex	Burton West	Yes	Secure	Senior	M0 / D1 (Poor)	2	Yes	1.5	1.5	-	Floodlit poor quality senior pitch played to capacity. Used by Burton RFC for training and 3/4 matches per season depending on condition of Ox Hay pitches.
								No	1.5	1.5	-	Poor quality senior pitch played to capacity. Used by Burton RFC for training and 3/4 matches per season depending on condition of Ox Hay pitches.
119	Ox Hay Playing Fields	Burton West	Yes	Secure	Senior	M1 / D0 (Poor)	2	No	2.5	3	0.5	Two poor quality senior pitches with potential spare capacity of 0.5 match equivalent sessions per week. Used by Burton RFC.
					Junior	M1 / D0 (Poor)	1	No	1	1.5	0.5	Poor quality junior pitch with potential spare capacity of 0.5 match equivalent sessions per week. Used by Burton RFC.
					Mini	M1 / D0 (Poor)	6	No	3.5	9	5.5	Six poor quality mini pitches with potential spare capacity of 5.5 match equivalent sessions per week. Used by Burton RFC.
19	Holland Sports Club	Rural 1	Yes	Secure	Senior	M0 / D0 (Poor)	1	No	1.5	0.5	1	Poor quality senior pitch overplayed by one match equivalent sessions per week. Used by Barton under Needwood RFC.
					Junior	M0 / D0 (Poor)	1	Yes - partial	1	0.5	0.5	Partially floodlit poor quality junior pitch overplayed by 0.5 match equivalent sessions per week. Used by Barton under Needwood RFC.
22	John Taylor High School	Rural 1	Yes - unused	Secure	Senior	M0 / D1 (Poor)	3	No	1.5	4.5	3	Three poor quality senior pitches with potential spare capacity of three match equivalent sessions per week.
50	The De Ferrers Academy – Dove Campus	Rural 1	Yes - unused	Unsecure	Senior	M0 / D0 (Poor)	1	No	0.5	0.5	-	Poor quality senior pitch which is currently unused by community clubs. Used for curriculum and extra curriculum activities and is considered to be played to capacity.
81	Thomas Russell Junior School	Rural 1	Yes	Unsecure	Mini	M0 / D0 (Poor)	1	No	2.5	0.5	2	Poor quality mini pitch which is overplayed by two match equivalent sessions per week. Used by Barton under Needwood RFC.

**EAST STAFFORDSHIRE BOROUGH COUNCIL
PLAYING PITCH ASSESSMENT**

Site ID	Site name	Analysis area	Available for community use?	Security of tenure	Pitch type	Quality rating	No. of pitches	Floodlit?	Match equivalent sessions (per week)	Site capacity (sessions per week)	Capacity rating	Comments
10	Denstone College	Rural 2	No	Secure	Senior	M1 / D1 (Standard)	5	No	10	10	-	Five standard quality senior pitches which are heavily used for curriculum and extra curriculum activities and are considered to be played to capacity.
					Mini	M1 / D1 (Standard)	3	No	6	6	-	Three standard quality mini pitches which are heavily used for curriculum and extra curriculum activities and are considered to be played to capacity.
35	Oldfields Sports Ground	Uttoxeter	Yes	Secure	Senior	M0 / D1 (Poor)	1	No	2	1.5	0.5	Poor quality senior pitch which is overplayed by 0.5 match equivalent sessions per week. Used by Uttoxeter RFC.
54	Thomas Alleyne's High School	Uttoxeter	No	Unsecure	Senior	M0 / D0 (Poor)	1	No	0.5	0.5	-	Poor quality senior pitch which is currently unused by community clubs. Used for curriculum and extra curriculum activities and is considered to be played to capacity.
59	Windsor Park C of E Middle School	Uttoxeter	Yes	Unsecure	Junior	M0 / D0 (Poor)	1	No	3	0.5	2.5	Poor quality junior pitch which is overplayed by 2.5 match equivalent sessions per week. Used to accommodate Uttoxeter RFC.
70	Oldfields Hall Middle School	Uttoxeter	Yes - unused	Unsecure	Senior	M0 / D1 (Poor)	1	No	0.5	1.5	1	Poor quality senior pitch which is currently unused by community clubs. Used for curriculum and extra curriculum activities. Potential spare capacity of one match equivalent sessions per week.
					Mini	M0 / D1 (Poor)	1	No	0.5	1.5	1	Poor quality mini pitch which is currently unused by community clubs. Used for curriculum and extra curriculum activities. Potential spare capacity of one match equivalent sessions per week.
118	Uttoxeter Leisure Centre	Uttoxeter	Yes	Secure	Senior	M0 / D0 (Poor)	1	No	0.5	0.5	-	Poor quality senior pitch played to capacity. Used by Uttoxeter RFC.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Actual 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.

There are five sites which display potential spare capacity to accommodate additional play, however, in practice there is no spare capacity at peak time on any pitch type in East Staffordshire.

Table 5.15: Summary of actual spare capacity

Site ID	Site name	Analysis area	Pitch type	Potential capacity	Actual spare capacity	Comments
2	Abbots Beyne – Evershed Building	Burton East	Senior	1	1	Actual spare capacity discounted due to poor quality and unsecure tenure.
38	Paulet High School	Burton East	Senior	1	1	Actual spare capacity discounted due to poor quality and unsecure tenure.
119	Ox Hay Playing Fields	Burton West	Senior	0.5	2	Actual spare capacity discounted due to poor quality and unsecure tenure.
			Junior	0.5	0.5	
			Mini	5.5	4	
22	John Taylor High School	Rural 1	Senior	3	3	Actual spare capacity discounted due to poor quality.
70	Oldfields Hall Middle School	Uttoxeter	Senior	1	1	Actual spare capacity discounted due to poor quality and unsecure tenure.
			Mini	1	1	Actual spare capacity discounted due to poor quality and unsecure tenure.
Totals				13.5	13.5	

The programming of mini/junior rugby matches can be unclear with regards to ascertaining spare capacity, especially at peak time as it varies from week to week. Mini/junior rugby sections do not play regular matches as part of a league format, rather clubs organise for 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.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Overplay

There are six pitches across five sites which are overplayed totalling nine match equivalent sessions per week.

Table 5.16: Overplay summary (pitches used by community teams)

Site ID	Site name	Analysis Area	Number of pitches	Pitch size	Overplay (match equivalent sessions per week)
8	Burton Rugby Football Club	Burton West	1	Senior	2.5
19	Holland Sports Club	Rural 1	1	Senior	1
			1	Junior	0.5
81	Thomas Russell Junior School	Rural 1	1	Mini	2
35	Oldfields Sports Ground	Uttoxeter	1	Senior	0.5
59	Windsor Park C of E Middle School	Uttoxeter	1	Junior	2.5
Total					9

Overplay is located in all three analysis areas with the largest amount recorded in Uttoxeter Analysis Area (three match equivalent sessions per week).

5.5: Supply and demand analysis

Having considered supply and demand, the below tables identify the overall spare capacity in each of the analysis areas for the different pitch types, based on match equivalent sessions per week. Future demand is based on both team generation rates (TGRs) which are driven by population increases, as well as reported club development plans.

Table 5.17: Summary of supply and demand balance on senior rugby union pitches

Analysis area	Actual spare capacity ²⁴	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Future total
Burton East	-	-	-	-	-
Burton West	-	2.5	2.5	1	3.5
Rural 1	-	1	1	1	2
Rural 2	-	-	-	-	-
Uttoxeter	-	0.5	0.5	1	1.5
Total	-	4	4	3	7

Overall in East Staffordshire there is a shortfall of four match equivalent sessions per week on senior rugby union pitches to meet current demand. This is further exacerbated when considering future demand from existing clubs, as well as from TGRs, creating a shortfall of seven match equivalent sessions per week.

²⁴ In match equivalent sessions per week

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 5.18: Summary of supply and demand balance on junior rugby union pitches

Analysis area	Actual spare capacity ²⁵	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Future total
Burton East	-	-	-	-	-
Burton West	-	-	-	-	-
Rural 1	-	0.5	0.5	-	0.5
Rural 2	-	-	-	-	-
Uttoxeter	-	2.5	2.5	-	2.5
Total	-	3	3	-	3

There is current and future overplay of three match equivalent sessions per week on junior pitches in East Staffordshire. This is based in the Rural 1 and Uttoxeter analysis areas.

Table 5.19: Summary of supply and demand balance on mini rugby union pitches

Analysis area	Actual spare capacity ²⁶	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Future total
Burton East	-	-	-	-	-
Burton West	-	-	-	-	-
Rural 1	-	2	2	-	2
Rural 2	-	-	-	-	-
Uttoxeter	-	-	-	-	-
Total	-	2	2	-	2

In regards to mini pitches, only the Rural 1 Analysis Area is overplayed by two match equivalent sessions per week with all remaining areas balanced. When considering future demand, the situation remains the same.

Having considered supply and demand on individual pitch types the table overleaf identifies the overall supply and demand in each of the analysis areas based on match equivalent sessions per week on senior pitches. It should be stated, that junior and mini actual spare capacity, overplay and future demand equates to 0.25 per match equivalent sessions on a senior pitch.

Conclusions

In summary, current supply is not sufficient to cater for the level of demand expressed in East Staffordshire at present, across all pitch types (senior, junior and mini). This is further exacerbated to create a future requirement for 12 match equivalent sessions in total across all pitch types.

Most pitches used by clubs are rated as poor quality (Holland Sports Club, Oldfields Sports Ground, Ox Hay Playing Fields, Shobnall Leisure Complex, Windsor Park C of E Middle School, Thomas Russell Junior School and Uttoxeter Leisure Centre) with either limited maintenance regimes or pitches draining poorly, subsequently limiting capacity available.

²⁵ In match equivalent sessions per week

²⁶ In match equivalent sessions per week

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Limited capacity at several sites combined with high levels of demand, particularly from junior and mini teams, is causing pitches to be overplayed. Therefore, there is a need for maintenance and drainage improvements to increase capacity at these sites to sustain current use. This being said, improving poor quality pitches at Ox Hay Playing Fields may be not be required depending on when Burton RFC move to Branston Road (Tatenhill Sports Hub).

The impact of Burton RFC moving to the new site will address overplay in Burton West and will eventually (depending on phasing) mean that Ox Hay Playing Fields becomes unused for rugby. This will be fully modelled as a scenario within the Strategy.

There are also plans/aspirations for both the other clubs to develop new facilities in the future but the timescales for these are still to be fully determined and are reliant on a number of factors which still need to be agreed/set out. Therefore, there is still a short term priority to ensure poor quality is addressed and overplay minimised.

Rugby union summary

- ▶ **Current supply is not sufficient to cater for the level of demand expressed in East Staffordshire at present, across all pitch types (senior, junior and mini). This is further exacerbated to create a future requirement for 12 match equivalent sessions in total across all pitch types.**
- ▶ In total, there are 35 rugby union pitches in East Staffordshire across 15 sites, of which, 21 are senior sized. Of these, 17 pitches are available for community use and used by community clubs.
- ▶ The majority of pitches available for community use (including those unused) are rated as poor quality (26 pitches or 67%).
- ▶ At present, there are no World Rugby (WR) compliant 3G pitches in East Staffordshire.
- ▶ In terms of training, only Burton RFC trains on its match pitch. The remaining training takes place on either 3G pitches or onsite independent floodlit training areas.
- ▶ Rugby plays a significant role in the development of hub sites across East Staffordshire. In addition to rugby being the key sport at the new Tatenhill Sports Hub (being driven by Burton RFC), all three existing sports hubs provide rugby provision; Shobnall, Holland Sports Ground and Oldfields Sports Club. However, it should be noted that poor quality pitches at all three existing hubs is a significant issue and should be a key priority to address.
- ▶ Future demand from population growth suggests that there could be an additional one junior boys and one mini team created. Further to this, future demand reported by clubs shows aspirations for the creation of two senior and three junior teams.
- ▶ There are five sites which display potential spare capacity to accommodate additional play, however, in practice there is no spare capacity at peak time on any pitch type in East Staffordshire.
- ▶ All three clubs report that if they had access to better quality training facilities and grass pitches for competitive play they would be able to field additional teams, however, none of the clubs quantify an exact number of teams.
- ▶ There are six pitches across five sites which are overplayed totalling nine match equivalent sessions per week, all as a result of poor quality pitches.
- ▶ The impact of Burton RFC moving to the new site will address overplay in Burton West and will eventually (depending on phasing) mean that Ox Hay Playing Fields becomes unused for rugby.
- ▶ There are plans/aspirations for both Barton under Needwood RFC and Uttoxeter RFC to develop new facilities in the future but the timescales for these are still to be fully determined and are reliant on a number of factors which still need to be agreed/set out. Therefore, there is still a short-term priority to ensure poor quality is addressed and overplay minimised. However, the need for new pitches also needs to be addressed as a priority for the short, medium and long-term sustainability of the clubs.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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 for introductory level hockey, 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.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

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.

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.

Playing Pitch Strategy 2009

The 2009 East Staffordshire Playing Pitch Strategy found that:

- ◀ There were four, sand based hockey suitable AGPs located in East Staffordshire located at a variety of locations, including sports centres and schools.
- ◀ Participation in women's hockey was generally declining in East Staffordshire. However, junior hockey appeared to be increasing and larger clubs believe membership levels could increase if there were additional facilities.
- ◀ AGPs at Shobnall Leisure Complex and Thomas Alleyne's High School were both operating to capacity. Although both are deemed to be good quality, it is likely that Shobnall AGP will deteriorate in quality over the next five years due to being played to capacity for hockey and football.
- ◀ Access to provision at Abbotts Bromley School and Denstone College is restricted and is therefore underutilised for community use. The associated cost of hiring these facilities is thought to be the biggest issue.

Since the previous PPS there has been creation of two full size hockey suitable AGPs; one at Shobnall Leisure Complex (Peter Ellis Astro) and the other at Denstone College.

In the 2009 study it was reported that the pitch located at Shobnall Leisure Complex, although good quality, was likely to deteriorate due to being used for hockey and football. As evidence, this surface is now standard quality.

In terms of demand for hockey, it has generally remained static with some areas of growth which are detailed later in this section. Since the 2009, demand from Burton HC and Barton HC has become centralised at Shobnall Leisure Complex due to the creation of the second full size floodlit AGP in 2015. Clubs were previously accessing Mackworth College and Moorways Sports Centre in Derby, respectively, for competitive fixtures, however, the creation of the second pitch has allowed both teams to return all demand to East Staffordshire.

Club consultation

There are four hockey clubs based or playing within East Staffordshire. Face to face consultation was carried out with Burton Hockey Club with online surveys sent to the remaining three clubs resulting in a 100% response rate.

6.2: Supply

There are currently six full sized hockey suitable AGPs in East Staffordshire located across four sites with both Denstone College and Shobnall Leisure Complex hosting two pitches each. For the purposes of this report the AGPs at Shobnall will be separated to Shobnall Leisure Complex (Peter Ellis Astro) and Shobnall Leisure Complex.

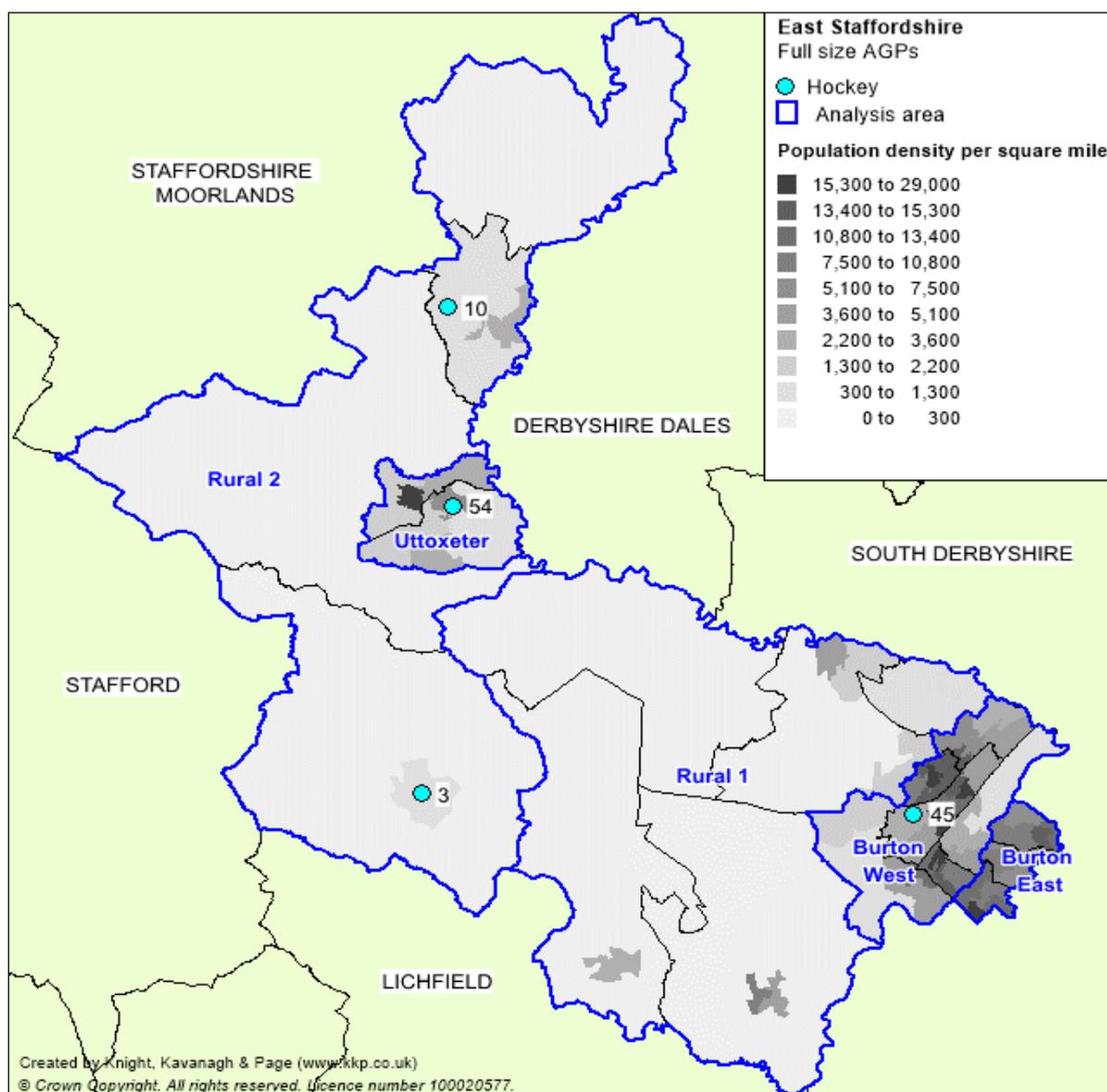
EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Of the six pitches four are available for community use. The only pitches not available for community are at Denstone College, however, the College reports it has hosted ad-hoc fixtures within the previous five years but for the purpose of this report this is not considered available for wider community use.

Additionally, there are six smaller sized hockey suitable AGPs. Of which, three are available for community use. Though too small to host competitive matches and senior training, smaller sized AGPs may be able to accommodate some junior or school training or curriculum use. Alternatively, at some sites it may be feasible to extend the size of AGPs to meet minimum dimensions for match play, thus increasing capacity.

In addition, Abbotsholme School is located just outside of the Study Area in Derbyshire Dales and has a full sand dressed AGP. It was built in 2015 and is rated as good quality. According to the Derbyshire Dales PPS (July 2017) there is no known community use on site and therefore only used for curricular and extracurricular sport. It is located approximately 5.6 miles from Thomas Alleyne’s High School.

Figure 6.1: Location of full size hockey suitable AGPs in East Staffordshire



EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 6.2: Hockey suitable full size AGPs by location (including club users)

Site ID	Site	Analysis area	Number of AGPs	Floodlit	Surface	Dimensions (metres)	Home site for
3	Abbots Bromley School	Rural 2	1	No	Sand dressed	100 x 60	-
10	Denstone College	Rural 2	2	Yes	Sand dressed	100 x 60	-
				No	Sand filled	98 x 62	-
45	Shobnall Leisure Complex (Peter Ellis Astro)	Burton West	2	Yes	Sand filled	100 x 68	Burton HC
45	Shobnall Leisure Complex	Burton West		Yes	Sand filled	100 x 62	Barton HC Wulfric Ladies HC Burton HC
54	Thomas Alleyne's High School	Uttoxeter	1	Yes	Sand dressed	100 x 62	Uttoxeter Ladies HC

Table 6.3: Hockey suitable smaller sized AGPs by location

Site ID	Site	Analysis area	Number of AGPs	Available for community use?	Floodlit	Surface	Dimensions (metres)
18	HM Prison (Dovegate)	Rural 1	1	No	No	Sand filled	30 x 20
18	HM Prison (Dovegate)	Rural 1	1	No	No	Sand filled	30 x 20
18	HM Prison (Dovegate)	Rural 1	1	No	No	Sand filled	30 x 18
21	JCB Lakeside Sports and Social Club	Uttoxeter	1	Yes	Yes	Sand filled	38 x 20
21	JCB Lakeside Sports and Social Club	Uttoxeter	1	Yes	Yes	Sand filled	38 x 20
70	Oldfields Hall Middle School	Uttoxeter	1	Yes	No	Sand filled	38 x 18

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Role of hub sites for hockey

Shobnall Leisure Complex is the key sports hub for hockey in East Staffordshire. Successful investment was secured from external partners (SE and EH) to provide the second sand based AGP.

Quality

There is one full sized hockey suitable AGP rated as poor quality at Abbots Bromley School. Of the remaining pitches three are standard and two are good quality.

Table 6.4: Summary of all full size hockey AGP quality in East Staffordshire

Site ID	Site	Number of AGPs	Surface	Quality	Year built (refurbished)
3	Abbots Bromley School	1	Sand Dressed	Poor	1997
10	Denstone College	2	Sand Dressed	Good	2011
			Sand Filled	Standard	2007
45	Shobnall Leisure Complex (Peter Ellis Astro)	1	Sand Filled	Good	2015
45	Shobnall Leisure Complex	1	Sand Filled	Standard	2004
54	Thomas Alleyne's High School	1	Sand Dressed	Standard	2006

It is considered that the carpet of an AGP usually lasts for approximately 10 years (depending on levels of use and maintenance regime), though its lifespan can be prolonged in some cases where maintenance is of particularly high quality and rigor.

As shown in table above, the AGPs at Abbots Bromley School, Denstone College, Thomas Alleyne's High School and one pitch at Shobnall Leisure Complex exceed their recommended surface lifespan.

Burton HC states the quality of the playing surface at Shobnall Leisure Complex has decreased with the last three years. It mentions there is little grip on the surface and it is often dirty.

The pitch at Abbots Bromley School is rated poor quality due to its age, accompanied with heavy usage and limited maintenance. The remaining pitches, which surpass the recommended lifespan, are all standard quality. This is due to the regular amounts of maintenance they have received since their installations; however, it is likely these surfaces will deteriorate within the next two years and need refurbishment.

Conversely, two full sized AGPs; one each at Denstone College and Shobnall Leisure Complex (Peter Ellis Astro) are rated as good quality as they have been installed within the last six years and are well maintained.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

Conversion to 3G surfaces

Since the introduction of 3G pitches and given their popularity for football, providers have seen this as a way to replace a worn sand or water based carpet and generate increased revenue from hiring out a 3G pitch to football and rugby clubs and commercial football providers. This has often come at the expense of hockey, with players now travelling further distances to gain access to a suitable pitch and many teams consequently displaced from their preferred local authority. Although this has not necessarily been the case in East Staffordshire, there may be existing sites where this will be considered by the provider in the future, for example, at Thomas Alleyne's High School which currently accommodates a small amount of hockey use.

Due to its impact on hockey, it is appropriate to ensure that sufficient sand based AGPs are retained for the playing development of hockey. To that end, a change of surface will require a planning application and the applicants will need to show that there is sufficient provision available for hockey in the locality. Advice from Sport England and EH should also be sought prior to any planning application being submitted.

It should also be noted that, if a surface is changed, it could require the existing floodlighting to be changed and in some instances noise attenuation measures may need to be put in place.

A 3G surface is limited in the range of sport that can be played or taught on it. Providers proposing a conversion should take advice from the appropriate sports' governing bodies or refer to Sport England guidance: <https://www.sportengland.org/facilities-planning/tools-guidance/design-and-cost-guidance/artificial-sports-surfaces/>

Ownership/management

ESBC own both pitches located at Shobnall Leisure Complex, however, one is managed in house by the Council with the other, Peter Ellis Astro, managed on a 25 year lease to Burton HC.

The pitch located at Thomas Alleyne's High School is used by the School on weekdays until 6pm and also on Saturday mornings. It is then available for community through hire by the Council. Similarly, Abbots Bromley School's pitch is used internally until 17:15 and then available for lettings through School Lettings Solutions (SLS) in the evenings and weekends.

Ancillary provision

Access to ancillary facilities at school sites can often be restricted for security reasons where changing rooms are located in the main school building or where there is a lack of staffing to open and manage access. Schools also often have limited funds to make any qualitative improvements to changing provision consequently meaning they are often tired, dated and in need of modernisation.

Thomas Alleyne High School's changing facilities are of such poor quality it does not allow them to be used externally. It is actively seeking funding options to improve these facilities and has aspirations to create independent changing provision closer to the hockey suitable AGP specifically for community use.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Conversely, changing rooms servicing both pitches at Shobnall Leisure Complex are good quality after investment from Sport England and ESBC in 2015. The facilities cater for the entire site and meet all specifications required from EH and the FA.

6.3: Demand

There are 30 hockey teams (provided across four community clubs) using three AGPs in East Staffordshire.

Table 6.5: Summary of teams playing in East Staffordshire

Name of club	Men's	Women's	Mixed	Juniors	Members
Barton HC	4	2	-	1	176
Burton HC	7	5	1	7	266
Wulfric Ladies HC	-	1			15
Uttoxeter Ladies HC	-	2			45
Totals	11	10	1	8	502

Of the four clubs in East Staffordshire two are relatively small with Uttoxeter Ladies HC fielding two women's teams and Wulfric Ladies HC fielding one women's team. This is followed by Barton HC with four men's, two women's and a junior team.

Burton HC is the largest club in East Staffordshire with a total of 20 teams. It hosts dedicated male and female junior teams at an U10s, U12s and U14s level. The Club reports it has seen an increase in members over the previous three years and credits this due to the creation of its home pitch (Shobnall Leisure Complex - Peter Ellis Astro) and running Back to Hockey sessions on an annual basis.

Demand for hockey in East Staffordshire has generally remained stable with some areas of growth since the previous PPS. Wulfric Ladies and Uttoxeter Ladies hockey clubs both field the same amount of teams as previously. Barton HC senior teams has remained the same with a decrease of three dedicated junior teams whereas Burton HC has increased by one men's, two women's, four juniors and a dedicated mixed team. This growth by Burton HC coincides with the Club moving to its own self-managed pitch at Shobnall Leisure Complex (Peter Ellis Astro).

Back to Hockey

Back to Hockey is an EH initiative aimed at people who either have not played for a number of years or are looking to play for the first time. The sessions are run by coaches at community clubs and are aimed to be fun, social and informal to encourage increasing participation.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

EH Player Pathway

The Player Pathway (PP) is the junior talent development pathway. It encompasses the whole of the hockey landscape which includes club and school activity as well as the PP Development Centres (DCs). The purpose of the PP is to provide development opportunities for young people, which is fair, equitable and consistent. It is to ensure that a suitable level of coaching and competition is offered for people at the appropriate stage of their development and to maximise the chance they have of fulfilling their potential whether that potential is as a club or International player, coach or official. The PP can be accessed by playing at school, a local club or attending one of the local centres. There is one entry point into the PP centres which is at DC level. The first time a player accesses the player pathway they must enter at DC level.

Displaced demand

Displaced or exported demand refers to East Staffordshire registered teams that are currently accessing pitches outside of the local authority for home fixtures, normally because their pitch requirements cannot be met. This is usually because of pitch supply, in some cases quality issues or stipulated league requirements for access to certain facilities. In the same manner, imported demand refers to that displaced from other local authorities into East Staffordshire based on the same reasoning.

Latent demand

Latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision. No clubs explicitly identified any latent demand in the East Staffordshire.

Future demand

Growing participation is the number one aim within EH's strategic plan and key drivers include working with clubs, universities and schools, regional and local leagues, developing opportunities for over 40s and delivering a quality programme of competition. Growth in participation will not only come from the traditional 11 aside game but from the informal, recreational ways to play hockey such as small sided hockey, which can be played at any time during the week or at weekends.

EH applies a growth rate to current affiliated membership numbers to determine anticipated increases in future demand. The predicted growth rate for East Staffordshire is 6%. The predicted growth for amounts to a total 30 new members Borough wide. EH's aim over the next ten years is to double participation nationally.

Further to the above, Burton HC is the only club in East Staffordshire to indicate growth plans. The Club did not report any specific targets but states plans to increase participation through continuing EH initiatives such as Back to Hockey.

Though there remains a desire from EH to increase participation within the club/league based game, not all future demand may be realised entirely as new formalised teams playing at peak time. Some clubs may decide to offer pay and play opportunities to participants or offer small sided formats such in a bid to increase participation and club memberships by providing a different hockey offer.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Increased demand from new participants will lead to a requirement for increased capacity on available AGPs at peak time, but also midweek and on Sundays to deliver other formats of hockey activity. At present, it is not necessarily clear as to what format this may take or when it is likely to take place, however, it is clear that there will be a requirement for access to increased capacity on AGPs across the Borough. This should be considered when assessing demand for AGPs in the future, as not only will they be needed for peak match play times and midweek training to accommodate increased participation within the formalised hockey environment, but also throughout the week and at non-peak times to offer wider opportunities for play.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Availability and usage

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). Using this calculation, of the full sized AGPs across East Staffordshire two have full availability within the peak period, (Shobnall Leisure Complex) with Abbots Bromley School and Thomas Alleyne's High School not available for the full number of hours within the peak period being accessible 31 hours and 26 hours, respectively.

Table 6.6: Usage of hockey suitable AGPs (available for community use)

Site ID	Site	Number of AGPs	Floodlit?	Analysis area	Community use hours in the peak period (per AGP)	Clubs/groups using the pitch (teams)	Midweek/training capacity	Match capacity	Comments
3	Abbots Bromley School	1	No	Rural 2	Weekdays: 17 hours Weekends: 16 hours Total: 33 hours	-	No recorded midweek use for community hockey or football.	No recorded midweek use for community hockey or football.	Pitch is available for community use, however, predominately unused. There is some use by a fitness class. Quality of the pitch is poor and in need of refurbishment. Hockey playing school.
45	Shobnall Leisure Complex (Peter Ellis Astro)	1	Yes	Burton West	Weekdays: 18 hours Weekends: 16 hours Total: 34 hours (2015)	Burton HC (20)	Used for training by Burton HC various teams Monday through till Thursday 18:00 till 22:00.	On Saturday used by Burton HC from 10:00 – 18:00 amounting to five match equivalent sessions per week (10 teams). Pitch is used on a Sunday to accommodate the remaining club demand, including ad hoc fixtures for vets and all its junior teams.	The home venue for Burton HC, who are the sole hockey users of the site. Pitch is available to hire throughout the week by ESBC.
45	Shobnall Leisure Complex	1			Weekdays: 18 hours Weekends: 16 hours Total: 34 hours (2004)	Barton HC (7) Wulric Ladies HC (1)	Used for training by Barton HC Tuesday 19:00 - 21:30 and Thursday 19:00 - 20:30. Also used for football training throughout the week.	On Saturday used by Barton HC amounting to three match equivalent sessions per week. Used by Wulric Ladies HC amounting to one match equivalent session per week. Pitch is played to capacity.	Standard quality pitch which is regularly maintained. Pitch is beyond its recommended lifespan and will need refurbishment in the near future.
54	Thomas Alleyne's High School	1	Yes	Uttoxeter	Weekdays: 13 hours Weekends: 13 hours Total: 26 hours	Uttoxeter Ladies HC (2)	No recorded midweek use for community hockey. Pitch is used for football club training and football leisure leagues.	On Saturdays used by Uttoxeter Ladies HC totalling one match equivalent session per week. Available for one match equivalent session per week due to limited hours of use.	Standard quality pitch which is regularly maintained. Pitch is beyond its recommended lifespan and will need refurbishment in the near future. Limited community availability on a Saturday.

There is significant use of hockey suitable AGPs in East Staffordshire for football training. This is most noteworthy at Shobnall Leisure Complex and Thomas Alleyne's High School which currently has six hours and 10.5 hours of football usage a week at peak period respectively. There is also a further 10 hours of private hire use on the pitch at Shobnall Leisure Complex which anecdotally also believed to be football.

Shobnall Leisure Complex (Peter Ellis Astro) is the only pitch in East Staffordshire which is solely used for hockey. Burton HC reports it does not allow the pitch to be accessed for football in order to protect its quality. There is no reported hockey or football use of any of the community available smaller sized hockey suitable AGPs. Uttoxeter Juniors FC reports it has recently stopped using the pitch at Oldfields Hall Middle School for its training demand due to health and safety concerns.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

Peak time demand

Most men's and women's hockey teams currently play matches on a Saturday therefore this is considered to be the peak time for use of AGPs for competitive play. The only teams that do not play at peak time are from Burton HC which has junior, mixed and vets teams playing regular friendly matches and ad-hoc competitive matches on Sundays.

6.4: Supply and demand analysis

Of the four full size AGPs suitable for hockey in East Staffordshire only one is considered to have spare capacity for additional use at the weekends; Thomas Alleyne's High School. Further to this, there is no current demand for use of Abbots Bromley School due to a lack of floodlighting and poor quality, therefore this is not considered to be spare capacity.

The pitch at Thomas Alleyne's High School is only used by Uttoxeter Ladies HC by its two ladies teams in terms of weekend use and does therefore have spare capacity to accommodate more play (between 13:00 and 18:00 at peak time Saturday).

The two pitches at Shobnall Leisure Complex are both used to capacity at peak time by Burton, Barton and Wulfirc Ladies hockey clubs. Burton HC accesses Shobnall Leisure Complex (Peter Ellis Astro) to accommodate its 20 teams. Of these, seven teams play fixtures on a Sunday with the remaining playing at peak time on Saturdays. Most of the Club's competitive fixtures are accommodated hosted on the Peter Ellis Astro with occasional use of the other Shobnall AGP (estimated to be three to four times a season when fixtures are congested).

Shobnall Leisure Complex AGP is played to capacity by Barton HC and Wulfric Ladies HC.

Current training demand for hockey can be accommodated for in East Staffordshire. Wulfric Ladies and Uttoxeter Ladies hockey clubs do not train during midweek, whereas, Barton HC and Burton HC training demand are met throughout the week on the pitch at Shobnall Leisure Complex and Shobnall Leisure Complex (Peter Ellis Astro).

To that end, there will be a future need to resurface Shobnall Leisure Complex (particularly as this in a Hub site) and Thomas Alleyne's High School as both have reached or are nearing the end of their lifespans albeit both are currently assessed as standard.

The remaining pitch, Abbots Bromley School, is currently unused for either hockey or football. It has no floodlighting and is poor quality, however, even if the pitch had floodlighting and was good quality there is no reported hockey demand to use the provision.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Hockey summary

- ◀ **The current supply of community available, hockey suitable AGPs is considered sufficient to accommodate the current level of hockey demand both at peak time (including for training) and anticipated future growth in participation.**
- ◀ There are currently six full sized hockey suitable AGPs in East Staffordshire located across four sites with both Denstone College and Shobnall Leisure Complex hosting two pitches each.
- ◀ Four full sized AGPs are available for community use. However, Abbots Bromley School is not floodlit. The only pitches not available for community are at Denstone College (and only one is floodlit).
- ◀ Since the previous PPS there has been creation of two full size hockey suitable AGPs; one at Shobnall Leisure Complex (Peter Ellis Astro) and the other at Denstone College.
- ◀ There are also six smaller sized hockey suitable AGPs. Of which, three are available for community use and are predominately used for football, there is no hockey use of these pitches.
- ◀ Of community available full size AGPs, only Abbots Bromley School is unused by hockey clubs (it also doesn't have any football use) due to a lack of floodlighting and its poor quality.
- ◀ AGPs at Abbots Bromley School, Denstone College, Thomas Alleyne's High School and one pitch at Shobnall Leisure Complex exceed their recommended surface lifespan.
- ◀ Thomas Alleyne High School's changing facilities are of such poor quality it does not allow them to be used externally. It is exploring funding opportunities for improvements.
- ◀ There are 30 hockey teams (provided across four community clubs) using three AGPs in East Staffordshire.
- ◀ Demand for hockey in East Staffordshire has generally remained stable with some areas of growth since the previous PPS. Burton HC in particular has grown as part of the development of its new pitch albeit other clubs have seen a decrease in teams.
- ◀ There is no clear growth expressed for future teams by clubs. However, England Hockey growth rates anticipate a 10% growth in participation across the Borough.
- ◀ There is significant use of hockey suitable AGPs in East Staffordshire for football training. This is most noteworthy at Shobnall Leisure Complex and Thomas Alleyne's High School. However, all hockey training demand is also being accommodated and there are no reported issues.
- ◀ Only one full size AGP is considered to have spare capacity for additional use at the weekends; Thomas Alleyne's High School. With spare capacity to accommodate more play between 13:00 and 18:00 on Saturday.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

PART 7: BOWLS

7.1: Introduction

Outdoor bowls in East 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.

Playing Pitch Strategy 2009

The 2009 East Staffordshire Playing Pitch Strategy found that:

- ◀ There were 34 greens in East Staffordshire which was a reduction of nine greens since 2002. However, participation had generally remained static.
- ◀ There was good junior participation but this needed to be developed further to have junior teams competing.
- ◀ Shobnall Leisure Complex bowling green was rated as poor quality and as such underused.
- ◀ Current demand was being accommodated on current provision and there was no future demand for new facilities identified.
- ◀ Clubs consider the general quality of greens in the area to have remained consistent.
- ◀ A continuing issue raised during consultation was the need to upgrade ancillary facilities.

Although loss of bowling greens has slowed down compared to the previous PPS in 2009, there has been a further reduction of two greens in community use. Quality of provision has reduced slightly and Shobnall Leisure Complex remains poor quality. There continues to be a consistent level of participation and reported future demand for an increase in junior participation. Due to further loss of greens, five sites are now considered to be played beyond their capacity.

Since the previous PPS, St Pauls Bowling Green (Grange Street) has now been lost to housing development. Mitigation through the S106 agreement of £7,500 was paid with the majority of this being spent on improving the bowling green at Shobnall Sports Hub. Additionally, the third bowling green at Belvedere Park Bowls Club has been lost to a Primary School development with mitigation spent on improving ancillary facilities and the quality of the remaining two greens.

Consultation

There are 26 clubs identified as using bowling greens in East Staffordshire. Of these, 19 replied to an online survey resulting in a response rate of 73%. The table below highlights clubs responsiveness.

Table 7.1: Summary of consultation

Name of club	Responded?
Abbots Bromley BC	Yes
Barton BC	Yes
Belvedere BC	No
Bradley House BC	No
Burton Constitutional BC	No

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Name of club	Responded?
Denstone BC	Yes
Ellastone BC	Yes
Eton Park BC	No
Fox's BC	Yes
Hanbury and Draycott BC	No
Henhurst BC	No
JCB BC	Yes
Jubilee BC	Yes
Mayfield BC	Yes
Marchington Tennis and Bowls Club	Yes
Marstons BC	Yes
Rangemore BC	Yes
Rolleston BC	Yes
Stapenhill BC	Yes
Stretton BC	Yes
Stretton Anglesey BC	Yes
Tatenhill BC	Yes
Tutbury BC	Yes
Washlands BC	Yes
Winshill BC	No
Yoxall BC	Yes

7.2: Supply

There are 32 crown green bowling greens in East Staffordshire provided across 26 sites, of which, four sites (Belvedere Park Bowls Club, Stretton Bowls Club Ltd, Barton Bowls and Social Club and Henhurst and District Bowls Club) provide two bowling greens each and Washlands Sports and Social Club provide three.

Table 7.2: Summary of the number of greens by analysis area

Analysis area	Number of greens
Burton East	2
Burton West	13
Rural 1	9
Rural 2	5
Uttoxeter	3
East Staffordshire	32

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 7.1: Location of bowling greens in East Staffordshire

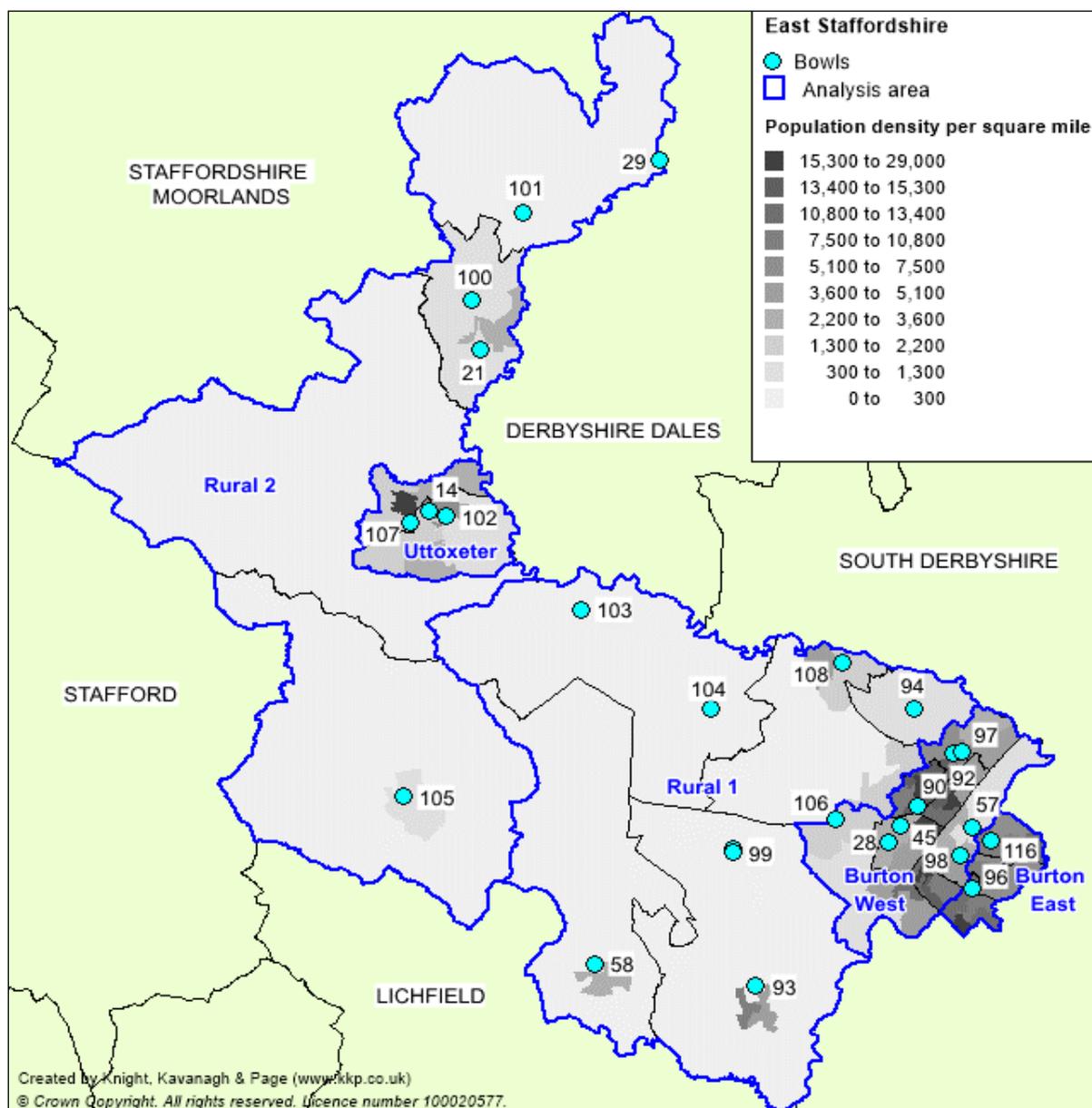


Table 7.3: Key to map

Site ID	Site	Analysis area	No. of greens
14	Elkes Social Club	Uttoxeter	1
21	JCB Lakeside Sports and Social Club	Rural 2	1
28	Marstons Sports and Social Club	Burton West	1
29	Mayfield Playing Field	Rural 2	1
41	Rangemore Playing Fields	Rural 1	1
45	Shobnall Leisure Complex	Burton West	1
57	Washlands Sports and Social Club	Burton West	3
58	Weaverslake Sports Club	Rural 1	1
90	Belvedere Park Bowls Club	Burton West	2

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site	Analysis area	No. of greens
92	Stretton Bowls Club Ltd	Burton West	2
93	Barton Bowls and Social Club	Rural 1	2
94	Rolleston Bowling Club	Rural 1	1
96	Stapenhill Bowls Club	Burton East	1
97	Stretton Anglesey Bowls Club	Burton West	1
98	Burton Constitutional Club	Burton West	1
99	Tatenhill Bowls Club	Rural 1	1
100	Tom Boden Memorial Sports Trust	Rural 2	1
101	Ellastone Bowling Club	Rural 2	1
102	Bradley House Club	Uttoxeter	1
103	Marchington Bowls and Tennis Club	Rural 1	1
104	Hanbury and Draycott Village Hall	Rural 1	1
105	Abbots Bromley Bowls Club	Rural 2	1
106	Henhurst and District Bowls Club	Burton West	2
107	Bramshall Road Park	Uttoxeter	1
108	Tutbury Bowls Club	Rural 1	1
116	Winshill Bowling Club	Burton East	1

Role of hub sites for bowls

The only existing hub site to contain bowling green provision is Shobnall Leisure Complex where the green remains poor quality and as a result is now unused by clubs (although there is some pay and play) and has spare capacity. Potential loss of disused bowling greens in the area was previously identified (within the OSDIP) as requiring mitigation in the form of improvements to improve the quality at Shobnall Leisure Complex. Although this hasn't yet been achieved it remains a priority particularly as Shobnall is a hub site.

Ownership/management

Of the clubs that responded to consultation, five have freeholds on their greens, six rent their provision and the remaining seven lease their greens. The clubs that own their greens are Barton BC, JCB BC, Ellastone BC, Rolleston BC and Foxs BC.

Quality

As seen in the table below, of the 32 bowling greens within East Staffordshire, 16 are assessed as good quality, ten are assessed as standard quality and six assessed as poor quality.

Table 7.4: Quality of bowling greens in East Staffordshire

Site ID	Site name	Good quality	Standard quality	Poor quality	Total number
14	Elkes Social Club	1			1
21	JCB Lakeside Sports and Social Club	1			1
28	Marstons Sports and Social Club		1		1
29	Mayfield Playing Field	1			1
41	Rangemore Playing Fields		1		1

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Good quality	Standard quality	Poor quality	Total number
45	Shobnall Leisure Complex			1	1
57	Washlands Sports and Social Club			3	3
58	Weaverslake Sports Club	1			1
90	Belvedere Park Bowls Club	2			2
92	Stretton Bowls Club Ltd.		2		2
93	Barton Bowls and Social Club	2			2
94	Rolleston Bowling Club	1			1
96	Stapenhill Bowls Club	1			1
97	Stretton Anglesey Bowls Club		1		1
98	Burton Constitutional Club		1		1
99	Tatenhill Bowls Club	1			1
100	Tom Boden Memorial Sports Trust	1			1
101	Ellastone Bowling Club			1	1
102	Bradley House Club		1		1
103	Marchington Bowls and Tennis Club	1			1
104	Hanbury and Draycott Village Hall	1			1
105	Abbots Bromley Bowls Club	1			1
106	Henhurst and District Recreation Club		2		2
107	Bramshall Road Park			1	1
108	Tutbury Bowls Club	1			1
116	Winshill Bowling Club		1		1
Total		16	10	6	32

The three bowling greens located at Washlands Sports and Social Club receive a non-technical quality assessment of poor. Washlands BC agrees with this rating, stating the greens have worsened in quality since last season due to a lack of good quality maintenance equipment and the spread of disease on the playing surfaces. Given that this club also has one of the highest levels of membership in the Borough, this should be a focus for improvement. The site as a whole was not identified as a hub site due to flooding risk, however, this does not affect the bowling greens.

Bowling greens located at Bramshall Road Park, Ellastone Bowling Club and Shobnall Leisure Complex are also assessed as poor quality, with damage identified on the playing surfaces and surrounding areas. Due to the poor quality at Shobnall, the green is now unused by clubs and only accommodates pay and play.

No issues were discovered in regards to the good quality greens and no clubs report any problems relating to them during consultation. Mayfield, Stapenhill, Denstone, Barton, Tutbury and Yoxall bowling clubs all report that their greens are good quality due to increased levels of dedicated maintenance by club volunteers.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Ancillary provision

All clubs that responded to consultation access ancillary provision at their home green with Denstone BC the only club to state it accesses poor quality ancillary facilities at Tom Boden Memorial Sports Trust. The facilities on site are reportedly basic, tired, dated and require modernising.

On the contrary, the remaining clubs report ancillary provision they use to be either good or standard quality. The table overleaf highlights all aspirational ancillary improvements reported by clubs.

Table 7.5: Summary of East Staffordshire bowling clubs aspirational ancillary improvements

Site ID	Site name	Club name	Plans
93	Barton Bowls & Social Club	Barton BC	Obtain a water system.
41	Rangemore Playing Fields	Rangemore BC	Obtain funding to upgrade toilets and pavilion roof.
57	Washlands Sports and Social Club	Washlands BC	Upgrading current maintenance equipment.
58	Weaverslake Sports Club	Yoxall BC	Obtain funding to improve clubhouse quality.
92	Stretton Bowls Club Ltd	Stretton BC	Replacement of old equipment sheds.
96	Stapenhill Bowls Club	Stapenhill BC	Increase seating area.
99	Tatenhill Bowls Club	Tatenhill BC	Upgrading current maintenance equipment.
108	Tutbury Bowls Club	Tutbury BC	Acquiring suitable land to enable further development and better access to the club

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

Lapsed sites

The disused bowling green at the former Pirelli Sports & Social Club Pirelli (Albion Gateway site) is now being developed.

Two greens at Shobnall Sports & Social Club (formally Robirch) have now been unused for 10-12 years and as such the landowner is using the area for camping and motorbike rally's. There is a high risk of these coming forward for future development.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

7.3: Demand

Current demand

There are 26 clubs using bowling greens in East Staffordshire. Where known, membership at the clubs has been noted in the table below.

Table 7.6: Summary of club membership

Club name	Members			Total members
	Men	Women	Juniors	
Abbots Bromley BC	38	9	-	47
Barton BC	62	16	12	90
Belvedere BC ²⁷	63	35	-	98
Bradley House BC ²⁷	28	1	-	29
Burton Constitutional BC ²⁷	20	11	-	31
Denstone BC	12	4	-	16
Ellastone BC	6	12	1	19
Eton Park BC ²⁷	23	-	-	23
Fox's BC	30	10	-	40
Hanbury and Draycott BC ²⁷	6	12	-	18
Henhurst BC ²⁷	38	30	4	72
JCB BC	16	4	-	20
Jubilee BC	20	20	-	40
Mayfield BC	16	10	1	27
Marchington Tennis and Bowls Club	-	-	-	20
Marstons BC	34	20	2	56
Rangemore BC	18	19	-	37
Rolleston BC	48	25	3	76
Stapenhill BC	43	12	6	61
Stretton BC	82	57	9	148
Stretton Anglesey BC	40	18	7	65
Tatenhill BC	21	22	-	43
Tutbury BC	45	7	2	54
Washlands BC	60	45	12	117
Winshill BC ²⁷	40	2	1	43
Yoxall BC	29	16	-	45
East Staffordshire				1, 335

Participation across East Staffordshire is strong with the two largest clubs Stretton BC and Washlands BC having over 100 members each or 148 and 117 members, respectively.

In comparison consideration should also be given to the sustainability of greens which operate with a playing membership of less than 20, consequently consideration must be given to three greens in East Staffordshire; Tom Boden Memorial Sports Trust, Ellastone Bowling Club and Hanbury and Draycott Village Hall.

²⁷Membership information for these clubs has been gathered from online research.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Participation trends

Since the previous PPS in 2009, there has been an increase in the average playing senior members per club. This has increased from 45 to 50; however, in the same period junior participation has slightly decreased from a total of 73 to 60 members.

This being said, it should be noted that the number of junior teams has remained the same over the previous three years. In total, 12 or 46% of all clubs have at least one junior member which indicates strong participation across East Staffordshire at this level. Anecdotal evidence suggests in comparison nationally many teams struggle for junior involvement.

East Staffordshire Bowls Development Group

The East Staffordshire Bowls Development Group (ESBDG) is looking to develop bowls across East Staffordshire. It plans to obtain this through open days and coaching at local clubs. There has been a growth in U18s participating in bowls due to work the ESBDG does with local school with it has recently hosted a school competition. The ESBDG has aspirations to develop a school bowls league to further increase junior participation throughout the Borough.

Usage

All greens apart from Shobnall Leisure Complex have recorded club use on them, presumed due to its poor quality, with each club being assigned to its own site, meaning no greens are accessed by more than one club.

Table 7.7: Usage of bowling greens in East Staffordshire

Site ID	Site	Club users
14	Elkes Social Club	Fox's BC
21	JCB Lakeside Sports and Social Club	JCB BC
28	Marstons Sports and Social Club	Marston BC
29	Mayfield Playing Field	Mayfield BC
41	Rangemore Playing Fields	Rangemore BC
45	Shobnall Leisure Complex	-
57	Washlands Sports and Social Club	Washlands BC
58	Weaverslake Sports Club	Yoxall BC
90	Belvedere Park Bowls Club	Belvedere BC
92	Stretton Bowls Club Ltd.	Stretton BC
93	Barton Bowls and Social Club	Barton BC
94	Rolleston Bowling Club	Rolleston BC
96	Stapenhill Bowls Club	Stapenhill BC
97	Stretton Anglesey Bowls Club	Stretton Anglesey BC
98	Burton Constitutional Club	Burton Constitutional BC
99	Tatenhill Bowls Club	Tatenhill BC
100	Tom Boden Memorial Sports Trust	Denstone BC
101	Ellastone Bowling Club	Ellastone BC
102	Bradley House Club	Bradley House BC
103	Marchington Bowls and Tennis Club	Marchington BC

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site	Club users
104	Hanbury and Draycott Village Hall	Hanbury and Draycott BC
105	Abbots Bromley Bowls Club	Abbots Bromley BC
106	Henhurst and District Recreation Club	Henhurst BC
107	Bramshall Road Park	Jubilee BC
108	Tutbury Bowls Club	Tutbury BC
116	Winshill Bowling Club	Winshill BC

Future demand

Across East Staffordshire eight clubs report aspirations to grow membership. Please refer to the table below for a breakdown of future demand aspirations from clubs.

Table 7.8: Future demand expressed by clubs

Club name	Future demand (members)	
	Seniors	Juniors
Denstone BC	6	-
Ellastone BC	10	5
Fox's BC	20	10
Marston's BC	10	4
Rangemore BC	10	6
Stretton BC	6	-
Tatenhill BC	8	6
Tutbury BC	10	5
Yoxall BC	10	10
East Staffordshire	90	46

Furthermore, Stapenhill BC, Jubilee BC and Marchington Bowls and Tennis Club all state they want to increase membership but do not mention a specific amount.

Fox's BC is the most ambitious of the clubs, stating that it aims to increase its senior membership by 20 and junior membership by 10. In comparison, Denstone BC and Stretton BC have the smallest growth plans, each reporting future growth aspirations of six senior members.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Latent demand

Three clubs suggest that an additional bowling green at their home ground or in the area would lead to an increase in club membership. Stapenhill, Marstons and Rolleston bowling clubs, all report that they would be able to field at least one additional team if they had access to more provision. This being said no clubs in East Staffordshire currently have a waiting list and the majority would be able to accommodate new members.

Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in bowls but are not currently doing so'. The tool identifies latent demand of 202 people who would like to participate in the sport within East Staffordshire. The most dominant segment is 'Frank' – Twilight Year Gents' (21.3%). As seen in the table below, this is the third highest amount of latent demand for the sport when compared to East Staffordshire's neighbouring local authorities.

Table 7.9: Comparison of neighbouring Local Authorities latent demand

Neighbouring local authorities	Latent demand of adults like to participate in bowls but are not currently doing so
Stafford	250
Staffordshire Moorlands	203
East Staffordshire	202
Lichfield	189
South Derbyshire	163
Derbyshire Dales	146

7.4: Capacity analysis

Capacity is very much dependent on the leagues and the day that they operate. A green may have no spare capacity on an afternoon/evening when a popular league is operating but may be empty for the rest of the week.

Bowls England indicates that approximately 60 members are needed to sustain one green. Using this as a guide the table overleaf looks at the capacity of bowling greens in East Staffordshire based upon club membership. A green with 60 members is considered to be at capacity.²⁸ Consideration should also be given to the sustainability of greens which operate with a playing membership of less than 20.

Under capacity	Membership is below the level the site could sustain
At capacity	Membership matches the level the site can sustain
Over capacity	Membership exceeds the level the site can sustain

²⁸ It should be noted that some greens may be at capacity with fewer than 60 members but also that some greens will be able to sustain more than 60 members.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 7.10: Bowling green capacity

Site ID	Site	Analysis area	Quality	Total members	Number of greens	Recommended site capacity (60 members)	Overused, at capacity or potential to accommodate additional members
14	Elkes Social Club	Uttoxeter	Good	26	1	60	34
21	JCB Lakeside Sports and Social Club	Rural 2	Good	20	1	60	40
28	Marstons Sports and Social Club	Burton West	Standard	56	1	60	4
29	Mayfield Playing Field	Rural 2	Good	27	1	60	33
41	Rangemore Playing Field	Rural 1	Standard	37	1	60	23
45	Shobnall Leisure Complex	Burton West	Poor	-	1	60	-
57	Washlands Sports and Social Club	Burton West	Poor	130	3	180	50
58	Weaverslake Sports Club	Rural 1	Good	45	1	60	15
90	Belvedere Park Bowls Club	Burton West	Good	98	2	120	22
92	Stretton Bowls Club Ltd.	Burton West	Standard	148	2	120	-28
93	Barton Bowls and Social Club	Rural 1	Good	90	2	120	30
94	Rolleston Bowling Club	Rural 1	Good	76	1	60	-16
96	Stapenhill Bowls Club	Burton East	Good	61	1	60	-1
97	Stretton Anglesey Bowls Club	Burton West	Standard	65	1	60	-5
98	Burton Constitutional Club	Burton West	Standard	31	1	60	29
99	Tatenhill Bowls Club	Rural 1	Good	43	1	60	17
100	Tom Boden Memorial Sports Trust	Rural 2	Good	16	1	60	44
101	Ellastone Bowling Club	Rural 2	Poor	19	1	60	41
102	Bradley House Club	Uttoxeter	Standard	29	1	60	31
103	Marchington Bowls and Tennis Club	Rural 1	Good	20	1	60	40

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site	Analysis area	Quality	Total members	Number of greens	Recommended site capacity (60 members)	Overused, at capacity or potential to accommodate additional members
104	Hanbury and Draycott Village Hall	Rural 1	Good	18	1	60	42
105	Abbots Bromley Bowls Club	Rural 2	Good	40	1	60	20
106	Henhurst and District Recreation Club	Burton West	Standard	72	2	120	48
107	Bramshall Road Park	Uttoxeter	Poor	40	1	60	20
108	Tutbury Bowls Club	Rural 1	Good	54	1	60	6
116	Winshill Bowling Club	Burton East	Standard	43	1	60	17

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Overplay

In total there are four sites which are overplayed across East Staffordshire these are:

- ◀ Stretton Bowls Club Ltd
- ◀ Rolleston Bowling Club
- ◀ Stapenhill Bowls Club
- ◀ Stretton Anglesey Bowls Club

The Burton West Analysis Area is most overplayed with a total of 33 additional members accessing greens beyond their recommended capacity. This is followed by the Rural 1 Analysis Area with 16 and one in the Burton East Analysis Area.

A standard quality green which is minimally over played such as Stretton Anglesey Bowls Club should be continually assessed as it is likely that quality will decline in the future through continued overuse. It is recommended that improvements to quality of all standard quality sites are sought to mitigate overplay identified at least in the short-term.

Similarly, Rolleston Bowling Club and Stapenhill Bowls Club are minimally over played; however, both have good quality greens. These greens should be able withstand this amount of over play considering they maintain their quality.

Sites with more substantial overplay such as Stretton Bowls Club Ltd would benefit from an additional onsite green or the potential transferal of demand to a green with additional capacity to accommodate more users. This being said, neither club indicated aspirations to develop further on site provision and therefore overplay at these sites should also be monitored and green quality sustain and improved where needed.

Additional capacity

Apart from abovementioned four overplayed sites, all remaining bowling greens in East Staffordshire are considered to have capacity to accommodate additional members, however, if expressed club aspirational future demand is realised, three sites (Tutbury Bowls Club, Weaverslake Sports Club and Marstons Sports and Social Club) would become marginally overplayed.

7.5: Supply and demand analysis

As seen in the table below analysis suggests that there is enough capacity at present to cater for current and future demand in East Staffordshire.

Table 7.11: Capacity of bowling greens

Analysis area	Total additional capacity	Overplay	Current total	Future demand	Total
Burton East	17	-1	16	-	16
Burton West	153	-33	120	20	100
Rural 1	173	-16	157	65	92
Rural 2	178	-	178	21	157
Uttoxeter	85	-	85	30	55
East Staffordshire	606	-50	556	136	420

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

7.6: Conclusions

In summary the overall picture in East Staffordshire is that there is sufficient supply of bowling greens to cater for current and future demand.

Based on the aforementioned guidance and known membership figures from club feedback, four sites are considered to be overplayed. Of these two are assessed as standard quality and two as good quality. All overplayed sites should be improved to good quality (if not already) i.e. Stretton Anglesey Bowls Club and Stretton Bowls Club Ltd.

In particular greens at Rolleston Bowling Club and Stapenhill Bowls Club, which are substantially over played should be supported to ensure green quality can be sustained and improved.

Finally, when considering future demand three greens, Tutbury Bowls Club (good quality), Weaverslake Sports Club (good quality) and Marstons Sports and Social Club (standard quality) become overplayed and therefore similarly needs to be monitoring to ensure good quality greens do not worsen and standard quality greens are improved to good quality.

Bowls summary

- ◀ **In summary the overall picture in East Staffordshire is that there is sufficient supply of bowling greens to cater for current and future demand.**
- ◀ There are 32 crown bowling greens in East Staffordshire provided across 26 sites.
- ◀ Of the clubs that responded to consultation, five have freeholds on their greens, six rent their provision and the remaining seven lease their greens with the remaining.
- ◀ Across East Staffordshire 16 greens are assessed as good quality, ten as standard quality and six as poor quality.
- ◀ As the largest site (accommodating three greens) and one of the largest clubs, Washlands Sports and Social Club should be a focus for improvement given its poor quality rating.
- ◀ Shobnall Leisure Complex remains poor quality and as a result is underused and has spare capacity. As a Hub site, this should be a priority for investment.
- ◀ Denstone BC the only club to state it accesses poor quality ancillary facilities at Tom Boden Memorial Sports Trust. The facilities on site are reportedly basic, tired, dated and require modernising.
- ◀ There are 26 clubs using bowling greens in East Staffordshire, with each club being assigned to its own site. Total membership across these clubs is 1,335.
- ◀ Since the previous PPS in 2009, there has been an increase in the average playing senior members per club. This has increased from 45 to 50; however, in the same period junior participation has slightly decreased from a total of 73 to 60 members.
- ◀ East Staffordshire hosts a Bowls Development Group which aims to develop bowls across the authority. It plans to obtain this through open days and coaching at local clubs.
- ◀ Future club aspirational demand amounts to 90 senior and 46 junior members.
- ◀ In total there are four sites which are overplayed across East Staffordshire which are Stretton Bowls Club Ltd (standard quality), Rolleston Bowling Club (good quality), Stapenhill Bowls Club (good quality) and Stretton Anglesey Bowls Club (standard quality).
- ◀ In addition to key sites Washlands Sports and Social Club and Shobnall Leisure Complex, all overplayed greens should be improved as a priority.
- ◀ The Burton West Analysis Area receives the most amount of overplay with a total of 33 additional members accessing greens beyond their recommended capacity. This is followed by the Rural 1 Analysis Area with 16 and one in the Burton East Analysis Area.
- ◀ All remaining sites which are not overplayed are deemed to have additional capacity to accommodate more members.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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 in East Staffordshire.

Playing Pitch Strategy 2009

The 2009 East Staffordshire Playing Pitch Strategy found that:

- ◀ There were 41 tennis courts available for community use in East Staffordshire and six formal tennis clubs. 15 tennis courts were publicly available on either a pay and play or free casual use basis.
- ◀ According to LTA guidelines, there was spare capacity at Grange, Barton and Abbots Bromley clubs to accommodate more teams if required without the need for more courts.
- ◀ The quality of courts in the Burton area was considered to be poor, with three at Shobnall being poor quality. The grass courts at Grange Tennis Club were also deemed to be of poor quality.
- ◀ There was little demand for additional provision and there was spare capacity at publicly available courts at Shobnall and Bramshall Park. However, there was reported demand for provision of public courts in Rolleston.

There generally appears to have been an increase in participation and an increase in tennis court availability since the previous PPS in East Staffordshire. Additional focus is now identified to assist clubs in their development in particularly Abbots Bromley TC and Grange Lawn TC movement of home venue and the securing of relevant funding.

Consultation

There are nine tennis clubs based in East Staffordshire, of which, eight completed an online survey resulting in an 89% response rate.

Table 8.1: Summary of consultation

Name of club	Responded?
Abbots Bromley TC	Yes
Barton Lawn TC	Yes
Burton Tennis and Squash Club	Yes
Denstone TC	Yes
Ellastone TC	Yes
Grange Lawn TC	Yes
Marchington Tennis and Bowls Club	Yes
Uttoxeter and District Lawn TC	No
Washlands Sports and Social Club	Yes

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

8.2: Supply

Quantity

There is a total of 99 tennis courts identified in East Staffordshire located across 28 sites including sports clubs, parks and schools. Of the courts, 76 (76%) are categorised as being available for community use across 21 sites.

Table 8.2: Summary of the number of courts by analysis area

Analysis area	Courts (sites) available for community use
Burton East	21 (4)
Burton West	21 (4)
Rural 1	15 (5)
Rural 2	15 (6)
Uttoxeter	4 (2)
East Staffordshire	76 (21)

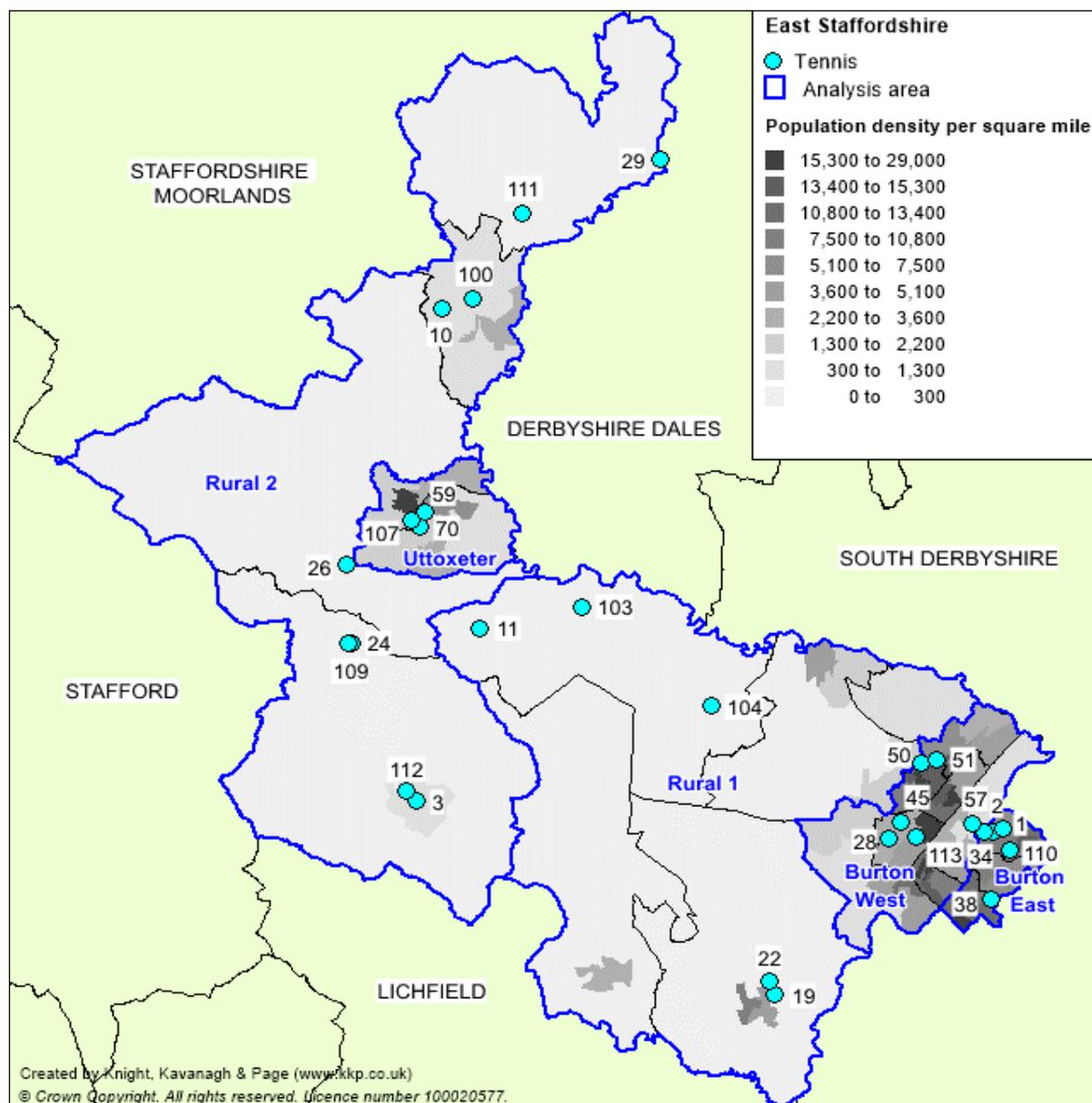
Role of hub sites for tennis

There are two existing hub sites which contain tennis courts; Shobnall Leisure Complex with six good quality courts and Holland Sports Ground with five good quality courts. The key priority remains to sustain courts quality, however, there may be opportunities to consider to increase/expand current provision at both sites (if demand exists).

Changing facilities at Holland Sports Club are basic and are of poor quality with sports club reporting it is in the process of obtaining the relevant funding to improve them. The sports club has been allocated Section 106 money from a local housing development and wants to use this to obtain match funding in order to accrue a substantial amount of finance to make the relevant enhancements.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Figure 7.1: Location of tennis courts in East Staffordshire



For a key to the map, see Table 8.3.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 8.3: Tennis courts in East Staffordshire

Site ID	Site name	Analysis area	Management	Community use?	No. of courts	Floodlit?	Court type	Court quality ²⁹
1	Abbot Beyne School	Burton East	Education	Yes - Unused	10	No	Macadam	Standard
2	Abbot Beyne-Evershed Building	Burton East	Education	Yes - Unused	5	No	Macadam	Standard
3	Abbots Bromley School	Rural 2	Education	No	6	No	Macadam	Standard
10	Denstone College	Rural 2	Education	Yes - Unused	8	No	Macadam	Good
11	Denstone College Prep School	Rural 1	Education	Yes - Unused	2	No	Macadam	Standard
19	Holland Sports Club	Rural 1	Sports Club	Yes	5	Yes	Macadam	Good
22	John Taylor High School	Rural 1	Education	No	4	No	Macadam	Standard
24	Kingstone Recreation Ground	Rural 2	Parish Council	Yes	1	No	Macadam	Poor
26	Loxley Hall School	Rural 2	Education	No	2	No	Macadam	Standard
28	Marstons Sports and Social Club	Burton West	Sports Club	No	2	No	Grass	Poor
29	Mayfield Playing Field	Rural 2	Parish Council	Yes	1	No	Macadam	Poor
34	Newton Road Recreation Ground	Burton East	Parish Council	Yes	2	No	Macadam	Poor
38	Paulet High School	Burton East	Education	No	5	No	Macadam	Standard
45	Shobnall Leisure Complex	Burton West	Council	Yes	6	No	Macadam	Good
50	The De Ferrers Academy – Dove Campus	Rural 1	Education	Yes - Unused	6	No	Macadam	Poor
51	The De Ferrers Academy – Trent Campus	Burton West	Education	Yes - Unused	6	No	Macadam	Poor
57	Washlands Sports and Social Club	Burton West	Sports Club	Yes	3	No	Macadam	Poor
59	Windsor Park C of E Middle School	Uttoxeter	Education	No	2	No	Macadam	Standard
70	Oldfields Hall Middle School	Uttoxeter	Education	No	2	No	Macadam	Standard
100	Tom Boden Memorial Sports Trust	Uttoxeter	Trust	Yes	2	Yes	Macadam	Good

²⁹ Assessed using a non-technical site assessment pro-forma and also takes account of user comments.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Analysis area	Management	Community use?	No. of courts	Floodlit?	Court type	Court quality ²⁹
103	Marchington Bowls and Tennis Club	Rural 1	Sports Club	Yes	1	No	Macadam	Poor
104	Hanbury and Draycott Village Hall	Rural 1	Parish Council	Yes - Unused	1	No	Macadam	Poor
107	Bramshall Road Park	Uttoxeter	Council	Yes	2	No	Macadam	Standard
109	Kingstone Play Area	Rural 2	Parish Council	Yes	2	No	Macadam	Poor
110	Burton Tennis and Squash Club	Burton East	Sports Club	Yes	4	Yes	Macadam	Good
111	Ellastone Tennis Club	Rural 2	Sports Club	Yes	1	No	Macadam	Standard
112	Abbots Bromley Tennis Club	Rural 2	Sports Club	Yes	2	Yes	Macadam	Good
113	Grange Lawn Tennis Club	Burton West	Sports Club	Yes	2	Yes	Macadam	Standard
					4		Grass	Standard

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Education sites

Upon consultation, the following schools report their facilities are available for community, however, are not currently used due to limited demand or perceived poor quality of provision:

- ◀ Denstone College
- ◀ Denstone College Prep School
- ◀ Abbots Beyne School
- ◀ Abbots Beyne-Evershed Building
- ◀ The De Ferrers Academy – Dove Campus
- ◀ The De Ferrers Academy – Trent Campus

The above schools all indicated they are open to discuss with clubs to increase the usage of their facilities.

Future developments

Abbots Bromley TC is in discussion with Abbots Bromley Sports Association (ABSA) regarding its movement from Abbots Bromley TC to the new development/site at Lichfield Road. Phase one and two of development at Lichfield Road is seeing the creation of cricket and football provision which is estimated to be completed for the start of 2019 season. The following phase three will see the creation of ancillary facilities and potential tennis courts to enable the Abbots Bromley TC to move the site, however, this dependant on securing relevant funding.

Grange Lawn TC has expressed an interest in moving to the new Tatenhill Sports Hub (led by Burton RFC) with the intention of selling its current home ground to help fund this. However, the masterplan for Tatenhill Sports Hub does not currently include tennis as this was not considered a priority sport for needing to address growth/deficiencies at the time. Further to this, the new school (John Taylor Free School) will have a MUGA which may also present an opportunity for use for tennis if required and floodlighting could be secured. Further feasibility work is therefore required to determine if the site could accommodate separate tennis courts and contribute to improving its viability/sustainability.

Ownership/management

The table below highlights the management of community available courts. The majority of courts are operated within education sites (47%) or club sites (26%).

Table 8.4: Courts available for community use by ownership

Club courts	Parish Council / Trust courts	Council courts	Education courts
20	13	8	37

Security of tenure

No clubs that responded to consultation express concerns in regards to security of tenure. In principle, all clubs are happy with the agreements currently in place, whether that be through ownership, an annual rental agreement or a long term lease arrangement.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Barton Lawn TC, Grange Lawn TC and Burton Tennis and Squash Club all own their facilities whereas Denstone TC, Washlands Sports and Social Club and Abbots Bromley TC lease their sites but do not indicate any specific information regarding the length of the agreements. The remaining clubs Ellastone TC and Marchington Tennis and Bowls Club rent their sites from Ellastone Parish Council and a local village Trust, respectively.

Floodlighting

Floodlit courts enable use throughout the year and is identified by the LTA as being particularly key for club development. There are 19 floodlit courts in East Staffordshire, as found at the following sites:

- ◀ Holland Sports Club
- ◀ Tom Boden Memorial Sports Trust
- ◀ Burton Tennis and Squash Club
- ◀ Abbots Bromley Tennis Club
- ◀ Grange Lawn Tennis Club

Ellastone TC, Washland Sports and Social Club and Marchington Tennis and Bowls Club are not serviced by floodlighting at the sites they use. This may impact on these clubs in terms of their ability to cater for demand as floodlit courts have greater capacity for use than non-floodlit courts.

Court type

The majority of community available courts in East Staffordshire have a macadam surface (92%). 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). The remaining community available courts, 8% or six courts are a grass surface. These are located at Marstons Sports and Social Club and Grange Lawn TC with two courts and four courts, respectively.

Quality

Of provision that is available for community use, 27 (35%) are assessed as good quality, 26 (33%) are assessed as standard quality and 25 courts (32%) are assessed as poor quality.

Table 8.5: Quality of community available courts by analysis area

Analysis area	Good	Standard	Poor
Burton East	4	15	2
Burton West	6	6	11
Rural 1	5	2	8
Rural 2	10	1	4
Uttoxeter	2	2	-
East Staffordshire	27	26	25

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

The courts assessed as good quality are located at the following sites:

- ◀ Denstone College
- ◀ Holland Sports Club
- ◀ Shobnall Leisure Complex
- ◀ Tom Boden Memorial Sports Trust
- ◀ Burton Tennis and Squash Club
- ◀ Abbots Bromley Tennis Club

Barton TC reports it is currently seeking funding to refurbish three of its two macadam courts with an artificial 'carpet' based surface to improve their longevity and overall quality.

Burton Tennis and Squash Club report seeking funding streams in order to construct a permanent air dome over two of its courts. The Club has already had preliminary talks with the LTA and expressed interest for ESBC funding. It is looking to increase capacity of its courts after seeing a rise in junior participation since last season after a successful recruitment drive.

The majority of education courts in East Staffordshire are also assessed as poor quality for similar reasons. Other issues surrounding these courts include poor grip underfoot, loose gravel and evidence of litter, glass and moss. The maintenance of such courts is also considered to be basic and infrequent, as opposed to club maintained courts which tend to receive more specialised and dedicated work.

Improving park courts is a national priority for the LTA; however, it reports that unless tennis courts are supported by changing facilities, a café and floodlighting, it becomes more difficult to operate a sustainable tennis programme, which therefore makes it more difficult to generate external investment. The LTA also advocates that sites with a minimum of four courts are likely to be more sustainable.

Ancillary provision

Denstone TC, Grange Lawn TC and Abbots Bromley TC all rate the quality of changing provision servicing their sites as poor quality as they are tired and dated and in need of modernisation.

Marchington Tennis and Bowls Club and Ellastone TC do not have access to onsite changing facilities. The former club states this is not currently an issue, however, it may become problematic if it wants to enter leagues in the future, whereas, Ellastone TC reports its lack of facilities not to be an issue. All remaining clubs report their changing room provision to be either standard or good quality.

As mentioned above Holland Sports Club is in the process of obtaining the relevant funding to improve changing facilities which service multiple clubs, including Barton TC. The sports club has been allocated Section 106 money from a local housing development and wants to use this to obtain match funding in order to accrue a substantial amount of finance to make the relevant enhancements.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

8.3: Demand

Competitive tennis

There are nine tennis clubs in East Staffordshire which collectively consist of 448 senior members and 182 junior members, as seen in the table below.

Table 8.6: Summary of club membership

Name of club	Number of members	
	Seniors	Juniors
Abbots Bromley Lawn TC	35	10
Barton Lawn TC	50	20
Burton Tennis and Squash Club	200	65
Denstone TC	45	45
Ellastone TC	45	15
Grange Lawn TC	33	25
Marchington Tennis and Bowls Club	30	-
Uttoxeter & District Lawn TC	-	-
Washlands Sports and Social Club	10	2
East Staffordshire	448	182

Burton Tennis and Squash Club is by far the largest club as it services 265 members, however, it should be stated this figure encompasses both squash and tennis participation.

Washland Sports and Social Club reports that it currently has just 12 members due to the poor quality of its courts, it additionally states as the courts are not floodlit access to them limited especially in the winter months.

Informal tennis

It is considered that all courts in East 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 due to the open access nature of some sites. The majority of current use is assumed to take place throughout the summer months following events such as Wimbledon.

The LTA has recently set up an initiative to change the way in which people access council courts. Instead of providing free access, some local authorities are now securing their courts as per a membership scheme that allows members access through the use of a fob system following payment of a small yearly fee. Not only does this deter unofficial use of courts but it also allows official use to be tracked, thus providing data on how well and how often courts are being accessed. Nevertheless, some investment may be required to bring courts up to standard before the initiative can be rolled out.

In 2009 PPS consultation with Rolleston Parish Council reported wanting to increase the amount of courts in the Parish due to an increase in demand. Recent consultation with the Parish Council (2017) indicates no provision has been developed due to an overall decrease in demand.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

No clubs readily allow for casual use of their courts by the community as they either do not have the spare capacity to do so, or because pay and play is difficult to manage. That being said, it is important to utilise sites such as Shobnall Leisure Complex, which are available for pay and play, to encourage and develop informal tennis within East Staffordshire.

Shobnall Leisure Complex – Local Tennis

Shobnall Leisure Complex is the home of the Burton Tennis Parks League. 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 admin 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 park court is agreed. The flexibility of play is conducive to use of park sites which are typically more easily available.

Future demand

Of the clubs that responded to consultation, four express future demand to increase their membership. Barton TC states that it wants to increase senior membership by five and junior membership by 10 members, whereas Abbots Bromley TC reports that it wants to increase both senior and junior membership by 10 members. The most ambitious of the four clubs, Grange Lawn Tennis Club reports wanting to increase by 30 senior and 30 junior members. Combined future demand across East Staffordshire amounts to 45 senior members and 50 junior members.

Burton Tennis and Squash Club also reports future demand to increase participation but does not quantify potential growth.

Latent demand

No clubs suggest that additional tennis courts would lead to an increase in club membership. In effect, the perception is that any planned increases can be accommodated on existing courts, dependent on quality. No clubs currently have a waiting list and the majority would welcome new members.

Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in bowls but are not currently doing so'. The tool identifies latent demand of 2,037 people who would like to participate in the sport within East Staffordshire. The most dominant segment is 'Tim – Settling down males' (11.6%). As seen in the table below, this is the second highest amount of latent demand for the sport when compared to East Staffordshire's neighbouring local authorities.

Table 8.7: Comparison of neighbouring local authorities latent demand

Neighbouring local authorities	Latent demand of adults like to participate in bowls but are not currently doing so
Stafford	2,426
East Staffordshire	2,037
Lichfield	1,933
Staffordshire Moorlands	1,793
South Derbyshire	1,752

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Neighbouring local authorities	Latent demand of adults like to participate in bowls but are not currently doing so
Derbyshire Dales	1,380

Trends in East Staffordshire

Since the previous PPS in 2009, there has been an overall decrease in total club participation from a total of 875 to 630 in 2017.

Recent figures for tennis nationally have shown a recent upturn in regular players, however, the long term trend has shown a decrease. As seen, participation in East Staffordshire generally agrees with this long term trend as 43% of clubs which responded to consultation report that the number of teams fielded has remained static or decreased over the previous five years.

Ellastone TC and Barton TC are the only two clubs which have seen growth in membership in East Staffordshire within the last five years with each stating a different reason for their upturn. An improvement in court quality has led to the increase in both junior and senior participation for Ellastone TC, whereas, more available coaches and coaching programmes has led to Barton TC reporting an increase in its junior membership.

8.4: Supply and demand analysis

The LTA suggests that a non-floodlit hard court can accommodate a maximum of 40 members, whereas a floodlit hard court can accommodate 60 members. Indoor courts can accommodate 200 members with air domed courts being able to host 100. As grass courts are only available for 12 weeks of the year they are not included in membership numbers.

Table 8.8: Summary of supply and demand

Name of club	Total members	Recommended site capacity
Abbots Bromley Lawn TC	45	60
Barton Lawn TC	70	300
Burton Tennis and Squash Club	265	240
Denstone TC	90	120
Ellastone TC	60	40
Grange Lawn TC	58	120
Marchington Tennis and Bowls Club	30	40
Washlands Sports and Social Club	12	120

Using these figures, Burton Tennis and Squash Club and Ellastone TC are considered to be overplayed with all remaining club sites considered to have spare capacity to accommodate further usage.

8.5: Conclusions

In summary there are sufficient club courts in East Staffordshire to accommodate current and future levels of demand. This being said some clubs do still express aspirations for new provision/or relocation and therefore further feasibility work is required to fully establish demand. Further to this, two clubs are operating over the recommended LTA capacity.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Ellastone TC is operating over the recommended LTA capacity (by 20 members); however, it is deemed sustainable if court quality is improved (currently standard quality) and then sustained. If its future demand is realised, floodlighting of the courts may be option in order to increase their capacity.

Burton Tennis and Squash Club is also overplayed (by 25 members). The Club is seeking to address this and future demand through constructing a permanent air dome over two of its courts.

The main site for informal tennis demand in East Staffordshire is Shobnall Leisure Complex which is deemed to have spare capacity. Therefore, there should be a focus to increase informal demand to site through the development LTA affiliated initiatives such as Local Tennis Leagues.

Tennis summary

- ◀ **In summary there are sufficient club courts in East Staffordshire to accommodate current and future levels of demand. This being said some clubs do still express aspirations for new provision/or relocation and therefore further feasibility work is required to fully establish demand. Further to this, two clubs are operating over the recommended LTA capacity.**
- ◀ There is a total of 99 tennis courts identified in East Staffordshire located across 28 sites including sports clubs, parks and schools. Of the courts, 76 (76%) are categorised as being available for community use across 21 sites.
- ◀ There are two existing hub sites which contain tennis courts; Shobnall Leisure Complex with six good quality courts and Holland Sports Ground with five good quality courts. The key priority remains to sustain courts quality, however, there may be opportunities to consider to increase/expand current provision at both sites (if demand exists).
- ◀ Most tennis courts are provided on education sites (47%). Several schools report their facilities are available for community, however, are not currently used due to limited demand or perceived poor quality.
- ◀ Of provision that is available for community use, 27 (35%) are assessed as good quality, 26 (33%) are assessed as standard quality and 25 courts (32%) are assessed as poor quality.
- ◀ Barton TC reports it is currently seeking funding to refurbish three of its two macadam courts with an artificial 'carpet' based surface to improve their longevity and overall quality.
- ◀ Denstone TC, Grange Lawn TC and Abbots Bromley TC all rate the quality of changing provision servicing their sites as poor quality as they are tired and dated and in need modernisation.
- ◀ There are nine tennis clubs in East Staffordshire which collectively consist of 448 senior members and 182 junior members
- ◀ Combined future demand across East Staffordshire amounts to 45 senior members and 50 junior members.
- ◀ Ellastone TC is operating over the recommended LTA capacity (by 20 members); however, it is deemed sustainable if court quality is improved (currently standard quality) and then sustained. If its future demand is realised, floodlighting of the courts may be option in order to increase their capacity.
- ◀ Burton Tennis and Squash Club is overplayed (by 25 members). The Club is seeking to address this and build future capacity through constructing a permanent air dome over two of its courts.
- ◀ Further feasibility work is required to determine if Tatenhill Sports Hub could accommodate separate tennis courts (for Grange Lawn TC) and contribute to improving its viability/sustainability.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

PART 9: ATHLETICS

9.1: Introduction

As a Governing Body, UK Athletics is responsible for developing and implementing the rules and regulations of the sport, including everything from anti-doping, health and safety, facilities and welfare, to training and education for coaches and officials and permitting and licensing. Locally it is governed through England Athletics via a team consisting of an area manager and coach/club support officers.

Playing Pitch Strategy 2009

The 2009 East Staffordshire Playing Pitch Strategy found that:

- ◀ Burton Athletics Club was based at Shobnall LC and was the main provider of track and field athletics in the area.
- ◀ Potential to extend the current level of junior provision was identified.
- ◀ Shobnall LC track was due to be resurfaced in 2009. The infield was considered to be of adequate quality. However, the quality of the changing accommodation was deemed to be poor and inadequate to meet the needs of a growing athletics clubs.

The quality at Shobnall LC is now considered to be good and although there continues to be areas for improvement (such as the throwing cages) the focus is on ensuring current and future demand from Burton Athletics Club is accommodated.

Consultation

Burton Athletics Club responded to consultation requests via an online survey.

9.2: Supply

There is a 400-metre floodlit eight lane synthetic track located at Shobnall Leisure Complex. The facility also provides a grass area for field events (including a throwing cage) and two sand pits for long jump and triple jump. It is managed by East Staffordshire Council and is accessed by Burton Athletics Club via a rental agreement. In addition, there is a six lane 400 metre cinder track at Denstone College's athletic track which is unavailable for community use.

Quality

East Staffordshire Borough Council maintains the athletics provision at Shobnall Leisure Complex and reports that all equipment meets England Athletics requirements and is regularly replaced and repaired when appropriate. Burton Athletics Club reports the track at Shobnall Leisure Complex to be good quality; however, it mentions the quality of the throwing cages has decreased within the last three years (albeit the Council does not agree with this). Generally, the condition of equipment and the venue as a whole is clean and well maintained.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

Ancillary provision

Ancillary facilities including changing rooms, toilet and showers are available at Shobnall Leisure Complex and the quality of these facilities is considered to be good. Burton Athletics Club reports aspirations to develop a clubhouse and a weight and fitness training facility but has not formally applied for any funding.

9.3: Demand

There is one athletics club in East Staffordshire; Burton Athletics Club. In addition, there are running clubs as detailed in the sub-sections below.

Burton Athletics Club

The Club accesses Shobnall Leisure Complex every Monday and Thursday evening as well as hosting regular events and competitions at the site. It reports the main issue which is problematic for its growth is a lack of access to internal and external funding opportunities.

There are currently 140 members attached to Burton Athletics Club, the majority (71%) of which are juniors. Senior participation has increased in the previous three years whereas junior membership has remained static. As part of its Club Development Plan it has aspirations to increase by 40 members (ten male, ten female and 20 juniors). It plans to achieve this by putting a higher emphasis on masters' athletes and hosting free open sessions to local schools. It has a waiting list of 15 people as it is currently operating at capacity.

Running clubs

There are four running clubs which access Shobnall Leisure Complex for training and competitive demand, these are:

- ◀ Hatton Darts Running Club
- ◀ Meynall Valley Hunters Triathlon Club
- ◀ Uttoxeter Road Runners
- ◀ Washlands Women Runners

Meyball Valley Hunters Triathlon Club accesses the athletics track for training sessions on Monday and Wednesday evenings whereas Hatton Darts Running Club accesses it on Tuesday evenings for the same purpose. All clubs listed above, apart from Meyball Valley Hunters Triathlon Club, additionally use Shobnall Leisure Complex to partake in events in the Burton and District Summer League.

Burton and District Summer League

The Burton and District Summer League consists of six clubs partaking in eight events, some of which are located within the East Staffordshire. Below is a list of clubs in East Staffordshire which are actively involved and their corresponding events:

- ◀ Hatton Darts Running Club – Burton 10K
- ◀ Uttoxeter Road Runners – Uttoxeter Half Marathon
- ◀ Burton Athletics Club – Burton Ten Miles
- ◀ Washlands Women Runners – Washlands Relays

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

Staffordshire Athletics Network

A group of local athletics and running clubs work together to deliver the widest possible support and training for coaches and athletes in the East Staffordshire area, known as the Staffordshire Athletics Network. The network focuses on club development and the attraction and retention of officials, coaches and volunteers.

The following clubs form the network:

- ◀ Tamworth Athletics Club
- ◀ Cannock & Stafford Athletics Club
- ◀ Burton Athletics Club
- ◀ Staffordshire Harriers
- ◀ Washlands Women Road Racing Club
- ◀ Newcastle Athletics Club
- ◀ Lichfield Running Club
- ◀ Trentham Running Club
- ◀ City of Stoke Athletics Club

Of these, Burton Athletics Club and Washlands Women Road Racing Club are based within East Staffordshire and as such Shobnall is key to sustaining/meeting the needs of these clubs. All remaining member clubs are based outside of the Borough in neighbouring local authorities.

Park Run

Park Run is a series of 5k runs held on Saturday mornings in areas of open space around the UK. They are open to all, free and are safe and easy to take part in. For those aged between 4 and 14, junior Park Run events are also available. In order to take part, runners must first register online in order to access a printed barcode that provides access to all Park Run events.

There are no Park Runs or Junior Park Runs identified in East Staffordshire although there is one located approximately 4.5 miles away in neighbouring authority South Derbyshire at Rosliston Forestry Centre. Burton Athletics Club has a number of its members participate in this event for training and social exercise.

Run Together

Run Together (previously known as Run England) is an official England Athletics recreational running project that aims to get the whole nation running. The role of Run Together includes:

- ◀ Enabling people to join registered running groups.
- ◀ Supporting affiliated clubs and other partners in the provision of running groups for an increasing range of people.
- ◀ Training more people to qualify as running group leaders through the Leadership in Running Fitness qualification.
- ◀ Signposting people to 3-2-1 routes that have been created by local providers.

ESBC Sports Development Team organise and promote Beginner Running sessions at Shobnall Leisure Complex, which then link to the Washlands Women Runners, an recognised and organised running group.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

3-2-1 routes

3-2-1 is a project that aims to provide a range of marked out running or jogging routes across the country that anyone can have a go at. It is considered a way of providing a meaningful challenge to help more people to get running when it best suits them. Local providers (working in partnership with athletics clubs and running groups) can mark out routes that are 3, 2 and 1 miles, kilometres or laps.

There are two 3-2-1 routes marked in the Borough; Washlands in Burton and Bramshall Park in Uttoxeter.

9.4: Supply and demand analysis

England Athletics guidance states that for a running track to be sustainable it should be accommodating at least 200 members. Shobnall Leisure Complex almost certainly accommodating this amount of demand including the current 140 members from Burton Athletics Club accompanied with demand from the four running clubs. Additionally, as the Club expresses aspirations to increase membership and already has 15 people on a waiting list the total amount of people accessing the site is expected to increase.

Therefore, the facility should be retained and protected, with priority focused on ensuring that quality is sustained to continue accommodating the demand received from Burton Athletics Club. Providing the Club with increased access should also be explored.

In addition, precedence should be placed on sustaining and increasing the popularity of the Burton and District Summer League event as well as supporting the various running clubs, which are providing for the population of East Staffordshire. Finally, future options should be explored in relation to Run Together groups, 3-2-1 Routes and especially Park Runs given members of Burton Athletics Club are travelling outside of the Analysis Area to partake in such events.

Athletics summary

- ◀ **Priority should be focused on protecting and ensuring the quality at Shobnall Leisure Centre is improved/sustained to accommodate current and future demand from Burton Athletics Club.**
- ◀ Future options should be explored in relation to Run Together groups and 3-2-1 routes given that none are currently in place.
- ◀ There is one synthetic track in East Staffordshire, which forms part of the Shobnall Sports Hub. The athletics track is considered key to sustaining/meeting the needs of clubs within Staffordshire Athletics Network.
- ◀ In addition, there is a six lane cinder track, located at Denstone College; however, this is unavailable for community use.
- ◀ The quality of the track at Shobnall Leisure Complex is considered to be good. The only area for improvement is the throwing cages which have decreased within the last three years.
- ◀ There is one athletics club in East Staffordshire; Burton Athletics Club which is based at Shobnall. Further to this there are also four running clubs which access Shobnall athletics track.
- ◀ There is no Park Run event in East Staffordshire; however, members from Burton Athletics Club do partake in Park Run events outside the Study Area.
- ◀ There are two 3-2-1 routes marked in the Borough; Washlands in Burton and Bramshall Park in Uttoxeter.
- ◀ ESBC Sports Development Team organise and promote Beginner Running sessions at Shobnall Leisure Complex, which then link to the Washlands Women Runners.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

PART 10: GOLF

10.1: Introduction

Golf is the fifth largest participation sport in England, with around 675,000 members belonging to one of 1900 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'.

Since 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.

Playing Pitch Strategy 2009

The 2009 East Staffordshire Playing Pitch Strategy found that:

- ◀ There were six golf courses in East Staffordshire. With the exception of Branston Golf Club all were privately owned.
- ◀ Clubs generally regarded the quality of their courses as good or excellent.
- ◀ There was an identified need to promote golf to young people in order to grow the game and attract junior members.
- ◀ Half of East Staffordshire clubs experienced an increase in senior membership levels. However, clubs in the Borough were deemed to be operating at under capacity.

Since the previous PPS, an application has been permitted by the planning authority to change the use of the land at Craythorne Golf Club from a golf course (18 holes) to agricultural use.

No other golf courses in East Staffordshire are considered to be at risk from development or change of use.

Consultation

Belmont Golf Club, Branston Golf and Country Club and Uttoxeter Golf Club and Denstone College Golf Club responded to consultation requests via face to face or an online survey, with information regarding the remaining club (and The Manor Golf Club) derived through online research and from information provided by England Golf.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

10.2: Supply

There are five golf courses situated within East Staffordshire. These are located at the following sites:

- ◀ Belmont Golf Club
- ◀ Brantson Golf and Country Club
- ◀ Denstone College Golf Course
- ◀ The Manor Golf Club
- ◀ Uttoxeter Golf Club

All courses are operated by the respective clubs except Denstone College Golf Course which is managed in house by the College. Belmont Golf Course is the only facility which is not affiliated to England Golf.

Further to this and whilst not technically located within East Staffordshire (just outside the boundary), Burton Golf Club provides an 18 hole course.

Accompanying the five golf courses in East Staffordshire is Hoar Cross Hall Spa Resort. Although not hosting an official course the site offers a Golf Academy, short game practice area and putting green.

Course facilities

The range of facilities on offer varies between courses in East Staffordshire. Belmont Golf Club is a nine-hole course which is accompanied by a 16-bay floodlit driving range. The Club also hosts a practice putting green next to the main complex. Uttoxeter Golf Club accommodates an 18-hole course accompanied by a small practice area and a putting green whereas Brantson Golf and Country Club offers an 18-hole course and an academy nine-hole course. It is also accompanied by a short game area, practice putting green and state of the art 20-bay floodlit driving range. The Manor Golf Club and Denstone College Golf Course offer an 18 hole and nine hole course, respectively.

Table 10.1: Summary of golf courses in East Staffordshire

Course name	Number of holes	Par	Yardage ³⁰
The Manor Golf Club	18	71	6215
			5886
			5309
Uttoxeter Golf Club	18	69	5801
			5445
			5137
Belmont Golf Course	9	34	2415
			2189
			2076
Denstone College Golf Course	9	32	4400
			-
			3866

³⁰ White denotes Championship tees; yellow denotes men's tees and red denotes ladies tees.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Course name	Number of holes	Par	Yardage ³⁰
Branston Golf and Country Club	27 (18 & 9)	72 & 31	6697
			6423
			6185

As mentioned above, Belmont Golf Course and Denstone College Golf Course are nine-hole courses. The remaining three courses consist of 18 holes each with Branston Golf and Country Club hosting an additional nine-hole academy course.

Quality

All five courses are considered to be good quality, with a dedicated maintenance regime carried out at each facility. All three clubs which responded to consultation report the quality of their course has improved since last season.

Uttoxeter Golf Club is considered to be good quality. The Club has an ongoing bunker improvement plan and routine maintenance of tees and greens. A change of board has recently contributed to its improvements from the previous season as more volunteers are available to undertake sundry maintenance jobs. Therefore, full time staff have more time to concentrate on the quality of tees, greens and fairways. Additionally, the Club has changed to an organic course maintenance program with considerably reduced reliance on chemicals/fertilisers.

Branston Golf and Country Club and Belmont Golf Course both state their courses have improved in quality due to on-going and sustained maintenance.

Ancillary facilities

The provision of a clubhouse can often be key for golf clubs nationally as it can provide an income stream, not only from members but also through hiring the venue out for occasions (e.g. wedding receptions).

Branston Golf and Country Club and Uttoxeter Golf Club both host clubhouse facilities including showers, toilets, kitchen and changing rooms, whereas Belmont Golf Course does not have a dedicated clubhouse for members but does have a coffee lounge with accompanying toilets.

Uttoxeter Golf Club reports vandalism within the last year which damaged changing facilities.

Membership and costs

Access to The Manor Golf Course, Uttoxeter Golf Club and Belmont Golf Course is available via both membership and pay and play. Branston Golf and Country Club is mainly available for membership but does offer restricted pay and play whereas Denstone College Golf Course is a member only facility.

Nationally, many clubs have begun to alter their pricing structure to allow for discounted rates following a decline in golf participation. For instance, some clubs now offer a six-day or five-day membership (whereby members can access the course on specific days but not on a Saturday and/or a Sunday), whilst others now provide discounts based on age that is no longer limited to junior players. Previously, many clubs throughout the country had a waiting list for membership but that is rarely the case in the present day.

Table 10.2: Summary of membership in East Staffordshire

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Course name	Membership summary
The Manor Golf Club	A full membership costs £550 per year whereas a five day membership costs £475. The Club offers a discounted price for local membership living within one mile of the club costing £350 and a social membership for £30. Pay and play costs £5 per person during the week and £30 at the weekends.
Uttoxeter Golf Club	Uttoxeter Golf Club is available for use by both members and non-members. A seven-day full membership is £599. It is then £485 for a five-day full membership. Corporate packages are available at £600. All junior sections (Junior Under 18's, Junior Under 15's, Junior Under 10's) are available for a rate of £16. For a student membership, it is £213. A pay as you go membership is available for £174. A CASC Concessionary membership is available at £485. Non-members can play on a Monday for £10. Other weekday prices vary for a round depending on peak periods (£12, £15, £22, £18). Golf Express (nine-hole) and twilight green fee (after 5pm) is available at £10 per round.
Belmont Golf Course	Belmont Golf Course is available for use by both members and non-members. A seven-day full membership is £370. It is then £350 for five-day full membership. Juniors participate on a pay as you play basis as there is currently no junior membership available. The pay as you play green fees are available between Monday and Friday. The price varies from £9.50 for nine holes and from £14 for 18 holes. The weekend rate is £11 for nine holes up to £16 for 18 holes.
Denstone College Golf Course	Denstone College Golf Club is an exclusive golf course which imposes strict rules to all members and is not available for pay and play. Membership costs are, however, unknown.
Branston Golf and Country Club	Full membership costs are unknown; however, members receive discount on green fees. Memberships include the use of onsite health and fitness club and leisure facilities. Pay and play is available but restricted to after 11am (Monday to Friday) and after 2pm (Saturday and Sunday). Pay and play costs £50 per person Monday to Thursday and £66 per person Friday to Sunday. These costs reduce if you are accompanied by a member.

10.3: Demand

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

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

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 10.3: Summary of England Golf demand segmentation

Segment	Facilities mix and experience
1: Relaxed members	Prefers an 18 hole / 9 hole course, covered driving range, social clubhouse, affordable, convenient location.
2: Older traditionalists	Prefers a first class 18 hole course, coaching and facilities to improve game, social clubhouse, off peak membership.
3: Younger traditionalists	Prefers an 18 hole / 9 hole / par 3 courses, driving range, practice area, social clubhouse, convenient location.
4: Younger fanatics	Prefers an 18 hole / 9 hole / par 3 courses, driving range, practice area, affordable and flexible payment, pay and play, convenient location.
5: Late enthusiasts	Prefers an 9 hole / par 3 courses, covered driving range, affordable flexible membership, pay and play, other facilities (gym, swimming pool), convenient location.
6: Occasionals/time-pressed	Prefers an 18 hole / access to shorter courses, covered driving range, affordable/ flexible membership, pay and play.
7: Social couples	Prefers a 9 hole / par 3 course, covered driving range, social clubhouse, affordable, affordable/ flexible membership, pay and play.
8: Casual fun	Prefers a social clubhouse, shorter courses, mini golf, pitch and putt, pay and play, convenient location, covered driving range.

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 East 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 averaged to ensure no double counting.

Table 10.4: Summary of demand in East Staffordshire by segment

Segment no.	Segment name	Average number of people per affiliated facility (20 minute drive time)
1	Relaxed members	2,136
2	Older traditionalists	1,878
3	Younger Traditionalists	2,084
4	Younger fanatics	2,000
5	Younger actives	2,051
6	Late enthusiasts	1,954
7	Occasional time pressed	2,070
8	Social couples	1,976
9	Casual fun	2,017

In total, an average of 18,166 people are identified as current or potential users of each golf course within East Staffordshire. The most dominant profile is relaxed members, followed by younger traditionalists, although each profile is well represented. These profiles are applied on a course-by-course basis in the following table.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Table 10.5: Summary of demand per course by profile type

Course name	Segment no.								
	1	2	3	4	5	6	7	8	9
Denstone College Golf Club	1,009	894	955	931	966	928	960	958	948
Uttoxeter Golf Club	657	594	617	629	632	619	626	626	651
The Manor Golf Club	1,440	1,284	1,370	1,366	1,383	1,340	1,380	1,354	1,403
Branston Golf & Country Club	4,897	4,316	4,804	4,609	4,710	4,488	4,764	4,519	4,641
Belmont Golf Club	2,677	2,300	2,673	2,466	2,564	2,393	2,619	2,423	2,441

The table summarises that demand is likely to be the highest for Branston Golf & Country Club, which has 41,748 potential users, although it must be noted that the facilities offered may not appeal to certain club-based segments that would generally prefer to access a standard 18-hole course. This number is significantly higher than at Uttoxeter Golf Club, which has 5,651 potential users.

Current membership

The table below summarises recent and current membership for each course located in East Staffordshire. Figures for Belmont Golf Club are not available as it is not affiliated; however, it states the number of senior members which accessed the course within the previous three years has decreased.

Table 10.6: Summary of membership in East Staffordshire

Course name	Affiliated membership numbers			Consultation (2017)
	2014	2015	2016	
Belmont Golf Club	Non-affiliated			
Branston Golf & Country Club	620	663	745	1,100
Denstone College Golf Club	212	166	173	-
The Manor Golf Club	348	309	320	-
Uttoxeter Golf Club	383	321	306	336

The Manor Golf Club, in 2017, employed a PGA professional who works closely with England Golf and the Club Support Officer to develop junior and ladies participation.

Uttoxeter Golf Club reports senior membership has increased in the previous three years. This may be due, in part, to its recent work with England Golf in pioneering the Golf Express initiative. The Club hosts regular Thursday night competitions where on average it sees over 70 people participating throughout the day.

Membership trends at the remaining clubs are unknown as they were unresponsive to consultation requests.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Golf Express

In partnership with England Golf, Golf Express promotes and creates availability for people to play nine-hole golf and other short formats of the sport. The nine-hole round is an offering to people who want to play the sport but do not have enough time to complete the traditional 18-hole round. A nine-hole round can be completed in half the time (estimated two hours) and is compatible with the rules of golf and the handicap system. It was introduced in 2015 as a way of increasing membership and participation in the sport. In East Staffordshire, Golf Express can be played at Uttoxeter Golf Club, The Manor Golf Club and Branston Golf and Country Club.

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. There are no traditional golf courses within East Staffordshire that accommodates Footgolf, although Shobnall Sports Hub accommodates a dedicated UK Footgolf affiliated 12-hole course. The course is well used and as a result has started to host regular weekend Footgolf competitions. This further reiterates the value of Shobnall Sports Hub in providing a range of multi sport opportunities.

Get into Golf

Get into Golf is a national campaign, delivered locally, to inspire people to take up golf. The campaign is run by England Golf and is provided by local golf facilities and PGA professionals. Its purpose is to create awareness for the sport and opportunities for beginners by providing support and low-cost activities including:

- ◀ Taster sessions
- ◀ Beginner courses
- ◀ Learn golf in a day
- ◀ Improvers courses

It should be noted Branston Golf and Country Club participates in the campaign delivering programmes for beginners, juniors and women. Furthermore, Burton-on-Trent Golf Club which is located approximately two miles from the East Staffordshire Analysis Area in South Derbyshire does host several Get into Golf activities.

Future demand

Branston Golf and Country Club is actively attempting to increase its membership and continue its recent gradual growth in both junior and senior participation. It reports aspirations to reach 1250 members and plans to reach this number through open days and continues promotion of the Get into Golf initiatives. Uttoxeter Golf Club does not state it is actively looking to increase participation, however, it reports it could accommodate an additional 100 members.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

Belmont Golf Club reports no future demand and is instead intent on sustaining current participation levels.

Supply and demand analysis

The overall picture suggests that there is substantial demand for golf within East Staffordshire, meaning each course should be protected together with accompanying facilities such as driving ranges. Further to this, clubs should be supported to maximise their usage especially Branston Golf and Country Club which has aspirational plans to increase participation.

East Staffordshire's supply of facilities, to some degree, meets all nine segments of demand, particularly with the introduction of Footgolf at Shobnall Leisure Complex. This being said options to further develop these sites should be explored. Clubs which provide more than a standard course and also offer different playing formats such as Golf Express and Get into Golf programmes can attract a wider range of demand; however, this is down to each club's prerogative regarding their chosen target market.

Golf summary

- ◀ **The overall picture suggests that there is significant demand for golf within East Staffordshire, meaning each course should be protected. Further to this, clubs should be supported to maximise their usage especially Branston Golf and Country Club which has aspirational plans to increase participation.**
- ◀ There are five courses within East Staffordshire. Further to this, whilst not in East Staffordshire, Burton Golf Club is just outside the boundary and as such services the area.
- ◀ All courses are operated by the respective clubs except Denstone College Golf Course which is managed in house by the College. Belmont Golf Course is the only facility which is not affiliated to England Golf.
- ◀ Belmont Golf Course and Denstone College Golf Course are nine holes courses, however, both courses can be played through twice to meet 18 holes. The remaining three courses consist of 18 holes each with Branston Golf and Country Club hosting an additional nine hole academy course.
- ◀ All five courses are considered to be good quality.
- ◀ Access to all five courses is available via both membership and pay and play.
- ◀ In total, an average of 18,166 people are identified as current or potential users of each golf course within East Staffordshire.
- ◀ Demand is likely to be highest for Branston Golf & Country Club, which has 41,748 potential users.
- ◀ Shobnall Sports Hub accommodates a dedicated UK Footgolf affiliated 12-hole course. The course is well used and as a result has started to host regular weekend Footgolf competitions.

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.
- ◀ 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

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH ASSESSMENT

National Planning Policy Framework

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 Game Strategy (2015 – 2019)

The Football Association's (FA) National Game Strategy provides a strategic framework that sets out key priorities, expenditure proposals and targets for the national game (i.e., football) over a four year period. The main issues facing grassroots football are identified as:

- ◀ Sustain and Increase Participation.
- ◀ Ensure access to education sites to accommodate the game.
- ◀ Help players to be the best that they can be and provide opportunities for them to progress from grassroots to elite.
- ◀ Recruit, retain and develop a network of qualified referees
- ◀ Support clubs, leagues and other competition providers to develop a safe, inclusive and positive football experience for everyone.
- ◀ Support Clubs and Leagues to become sustainable businesses, understanding and serving the needs of players and customers.
- ◀ Improve grass pitches through the pitch improvement programme to improve existing facilities and changing rooms.
- ◀ Deliver new and improved facilities including new Football Turf Pitches.
- ◀ Work with priority Local Authorities enabling 50% of mini-soccer and youth matched to be played on high quality artificial grass pitches.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

England and Wales Cricket Board (ECB) Cricket Unleashed 5 Year Plan

The England and Wales Cricket Board unveiled a new strategic five-year plan in 2016 (available at <http://www.cricketunleashed.com>). Its success will be measured by the number of people who play, follow or support the whole game.

The plan sets out five important headline elements and each of their key focuses, these are:

- ◀ **More Play** – make the game more accessible and inspire the next generation of players, coaches, officials and volunteers. Focus on:
 - *Clubs and leagues*
 - *Kids*
 - *Communities*
 - *Casual*
- ◀ **Great Teams** – deliver winning teams who inspire and excite through on-field performance and off-field behaviour. Focus on:
 - *Pathway*
 - *Support*
 - *Elite Teams*
 - *England Teams*
- ◀ **Inspired Fans** – put the fan at the heart of our game to improve and personalise the cricket experience for all. Focus on:
 - *Fan focus*
 - *New audiences*
 - *Global stage*
 - *Broadcast and digital*
- ◀ **Good Governance and Social Responsibility** – make decisions in the best interests of the game and use the power of cricket to make a positive difference. Focus on:
 - *Integrity*
 - *Community programmes*
 - *Our environments*
 - *One plan*
- ◀ **Strong Finance and Operations** – increase the game's revenues, invest our resources wisely and administer responsibly to secure the growth of the game. Focus on:
 - *People*
 - *Revenue and reach*
 - *Insight*
 - *Operations*

The Rugby Football Union National Facilities Strategy (2013-2017)

The RFU National Facility Strategy 2013-2017 provides a framework for development of high-quality, well-managed facilities that will help to strengthen member clubs and grow the game in communities around them. In conjunction with partners, this strategy will assist and support clubs and other organisations, so that they can continue to provide quality opportunities for all sections of the community to enjoy the game. It sets out the broad facility needs of the sport and identifies investment priorities to the game and its key partners. It identifies that with 1.5 million players there is a continuing need to invest in community club facilities in order to:

- ◀ Create a platform for growth in club rugby participation and membership, especially with a view to exploiting the opportunities afforded by RWC 2015.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

- ◀ Ensure the effectiveness and efficiency of rugby clubs, through supporting not only their playing activity but also their capacity to generate revenue through a diverse range of activities and partnerships.

In summary the priorities for investment which have met the needs of the game for the Previous period remain valid:

- ◀ Increase the provision of changing rooms and clubhouses that can sustain concurrent adult and junior male and female activity at clubs
- ◀ Improve the quality and quantity of natural turf pitches and floodlighting
- ◀ Increase the provision of artificial grass pitches that deliver wider game development

It is also a high priority for the RFU to target investment in the following:

- ◀ Upgrade and transform social, community and catering facilities, which can support the generation of additional revenues
- ◀ Facility upgrades, which result in an increase in energy-efficiency, in order to reduce the running costs of clubs
- ◀ Pitch furniture, including rugby posts and pads, pitch side spectator rails and grounds maintenance equipment

England Hockey Strategy

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.

Our club market is well structured and clubs are required to affiliate to England Hockey to play in community leagues. As a result, only relatively few occasional teams lie outside our affiliation structure. Schools and Universities are the other two areas where significant hockey is played.

The 3 main objectives of the facilities strategy are:

1. PROTECT: To conserve the existing hockey provision

We currently have over 800 pitches that are used by hockey clubs (club, school, universities.) We need 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. There needs to be 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.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

The research has identified key areas across the country where there is a lack of suitable Hockey provision and there is a need for additional pitches. 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.

2015-2018 British Tennis Strategy

The new 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

For further information and more detail on the framework please go to <http://www.lta.org.uk/about-the-lta/structure-vision>

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.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

- ◀ 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

UK Athletics Facilities Strategy (2014-2019)

Facilities are essential to attracting, retaining and developing athletes of the future. Having the right facilities in the right place will be crucial in meeting growing demand, increasing participation in physical activity and athletics, improving the health of the nation and supporting a new generation of athletes in clubs and schools through to national and world class level.

UKA and the Home Country Athletics Federations (HCAFs) recognise the challenges faced by facility owners and venue operators, and the 5 year Facility Strategy (2014-2019) uses a Track & Field facility model designed to support a sustainable UK network of development, training and competition venues that meet Home Country needs aligned to UKA's Athlete/Participant Development Model. In addition to Track and Field provision, UKA recognises the huge amount of club activity that takes place on roads, paths and trails and the strategy also maps out a plan for future “running” facilities.

The strategy does not seek to identify priority facilities, clubs or geographical areas. Instead, it provides the direction and guidance that will enable the four Home Country Athletics Federations (England Athletics, Athletics Northern Ireland, Scottish Athletics and Welsh Athletics) to establish their own priorities and deliver the principles of the UKA Facilities Strategy within their own national context.

UKA's 2014-19 Facilities Strategy key outcomes:

- ◀ Increased participation across all athletics disciplines
- ◀ Increased club membership by providing facilities that support a participation pathway from novice through to club member
- ◀ Increased talent pool
- ◀ Long term improvement in the development of athletes of all ages and abilities
- ◀ Securing the long term future of existing facilities
- ◀ More attractive and inspiring facilities for existing and potential athletes
- ◀ Improving the athletics experience for all participants
- ◀ Improved relationships and interactions between stakeholders, particularly clubs and facility operators

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH ASSESSMENT

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>