KNIGHT, KAVANAGH & PAGE

STAFFORD BOROUGH COUNCIL PLAYING PITCH STRATEGY

ASSESSMENT REPORT
JULY 2019

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@kkp.co.uk www.kkp.co.uk

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GLOSSARY

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

PART 1: INTRODUCTION AND METHODOLOGY

1.1: Introduction

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

This report presents a supply and demand assessment of playing pitch and other outdoor sports facilities in accordance with Sport England's Playing Pitch Strategy Guidance: An approach to developing and delivering a playing pitch strategy. It has been followed to develop a clear picture of the balance between the local supply of, and demand for, playing pitches and other outdoor sports facilities.

The 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.

1.2: Why the strategy is being developed

The PPS has been commissioned in response to the anticipated growth in population across Stafford and a desire to plan effective provision that will aid community cohesion as well as improving health outcomes. It is needed to ensure that the current and future demand for sports and recreation facilities are planned for holistically and that the needs of the current and future residents of the Borough can be fully met.

The study will also provide evidence to support funding bids from National Governing Bodies of Sport (NGBs) and Sport England, plus regional funders such as WREN[1]. Furthermore, it will also support requests for developer contributions through new developments and will help focus internal revenue and capital spending in the medium term.

The PPS will ensure that a planned approach to sport and physical activity facilities takes place in Stafford, ensuring that the community has access to high quality facilities as well as helping communities improve health and remain cohesive. It is considered to be imperative that where the Council provides facilities, they are as efficient and effective as possible due to continuing financial pressures.

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

- Protect playing pitches against development pressures on land in, and around, urban areas.

[1] WREN is a not for profit business that awards grants for community projects from funds donated by FCC Environment through the Landfill Community Fund and Scottish Landfill Communities Fund.

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

The PPS will provide an evidence base for planning decisions and funding bids along with background evidence to support Local Plan policies in relation to open space. It will ensure that this evidence is sound, robust and capable of being scrutinised through examination and meets the requirements of the National Planning Policy Framework (NPPF)[2].

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. Paragraph 96 discusses the importance of access to high quality open spaces and opportunities for sport and recreation that can make an important contribution to the health and well-being of communities. Paragraphs 96 and 97 of the NPPF discuss assessments and the protection of "existing open space, sports and recreational buildings and land, including playing fields". The Playing Pitch Strategy will provide the evidence required to help protect playing fields to ensure sufficient land is available to meet existing and projected future pitch requirements.

1.3: Stage A: Prepare and tailor the approach

Management arrangements

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

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

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

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

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

[2] http://www.sportengland.org/facilities-planning/planning-for-sport/forward-planning/

Agreed scope

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

The following types of outdoor sports facilities were agreed by the steering group for inclusion in the PPS:

- Football pitches (including 3G pitches)
- Cricket pitches
- Rugby union pitches (including 3G pitches)
- Hockey artificial grass pitches (AGPs)
- Tennis courts
- Bowling greens
- Athletics tracks
- Golf courses

Pitch sports (e.g. football, rugby union, hockey and cricket) 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. In addition, any other grass sport pitches identified during the project will also be included. If applicable, this accounts for sports such as rugby league, American football, Gaelic football and lacrosse.

Non-pitch sports (e.g. bowls and tennis) will be assessed using Sport England's Assessing Needs and Opportunities Guidance (2014). This requires a different methodology to assess supply and demand to that used for pitch sports.

Study area

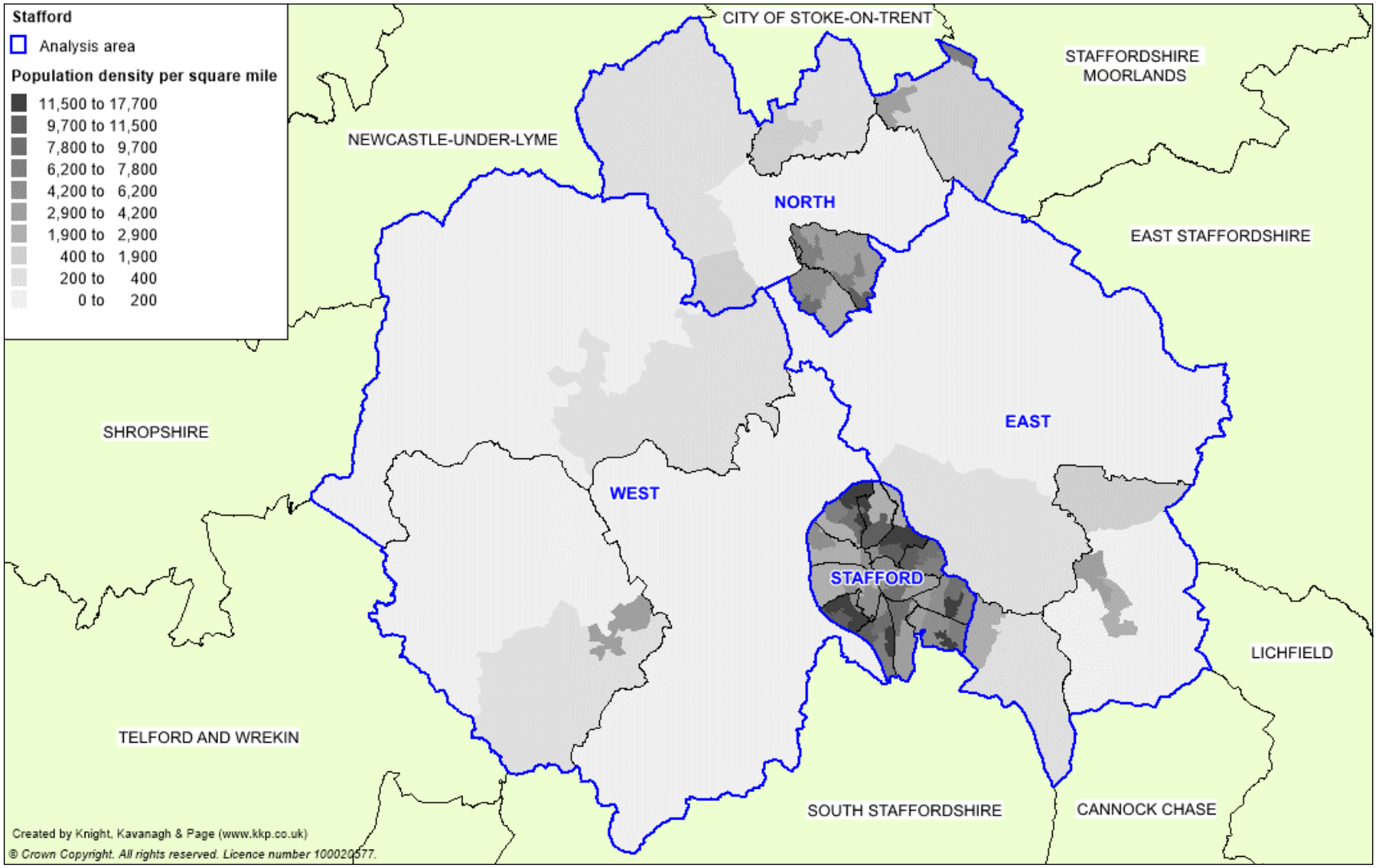
Stafford Borough covers 230 square miles and is centrally placed in the North Staffordshire area of the West Midlands. It is predominantly rural; Stafford and Stone are its key urban centres. It lies between Stoke-on-Trent and Newcastle under Lyme, to the north and the Birmingham city region to the south. To the west it adjoins the Borough of Telford & Wrekin plus rural areas of Shropshire. It also adjoins the Staffordshire districts of Staffordshire Moorlands, East Staffordshire, Lichfield, Cannock Chase and South Staffordshire.

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

- North
- East
- West
- Stafford

A map of the analysis areas can be seen overleaf in Figure 1.1.

Figure 1.1: Analysis area map



Local context

The Local Plan

The purpose of the Local Plan is to set Borough objectives to guide growth, and policies to make sure that new development meets local needs in line with national policy. The Plan for Stafford Borough 2011-2031 (adopted; June 2014) and Part 2 of the Plan (adopted; January 2017) are supported by a range of other planning documents, such as supplementary planning documents, the Statement of Community Involvement and Authority monitoring reports.

However, the current plan is being superseded by the emerging Local Plan 2020-2040. This is set to be adopted by Autumn 2021 with a Scoping the Issues report presented in Summer 2018. The purpose of the new Local Plan is to set out a new vision for the development of the Borough, highlight key issues to be addressed, objectives to guide new growth and policies to make sure that new development meets local needs in line with national policy set out through the National Planning Policy Framework (NPPF).

As mentioned, the new Local Plan 2020-2040 is now being progressed by Stafford Borough. The minimum housing provision to be provided on an annual basis for the new plan is based on the Governments Standard Methodology for Local Housing Need. As of the end of March 2019 the Local Housing Need figure for Stafford Borough is 408 per annum. Therefore, the minimum delivery over the twenty year period is 8,160 dwellings.

It should be noted that the data used for the abovementioned figures is based upon 2014 household projections with an affordability ratio[3].

Stafford Borough Council Corporate Business Plan

Stafford Borough Council's Corporate Business Plan 2018 – 2021 vision is to create; *'A prosperous and attractive Borough with strong communities.'* Over the next three years the Council will focus on the following corporate business objectives – to:

- Deliver sustainable economic and housing growth to provide income and jobs.
- Improve the quality of life of local people by providing a safe, clean, attractive place to live and work and encouraging people to be engaged in developing strong communities that promote health and well-being.
- Be a well-run, financially sustainable and ambitious organisation, responsive to the needs of our customers and communities and focused on delivering our objectives'.

Strategic plan

Stafford Borough Strategic Partnership came into being in April 2011 and was refreshed during 2018. The purpose of the partnership is to facilitate and enable more effective joint working and the bringing together of resources within the Borough to deliver better outcomes for growth, infrastructure, regeneration, community engagement and wellbeing. The approach of the partnership contributes towards the wider health and wellbeing of all residents of Stafford including:

[3] https://www.gov.uk/guidance/housing-and-economic-development-needs-assessments

- Supporting a joined-up approach to health, wellbeing and community safety by incorporating 'health in all' in everything we do.
- Supporting the independence of older people, children and families.
- Education and skills and the creation of new jobs and training opportunities

The key developments that the partnership is focusing on are:

- HS2 led developments (Stafford Station Gateway, Garden Settlement)
- OPE and town centre regeneration
- Skills and education
- Supply of quality housing
- Sustainable rural economic growth
- Community wellbeing
- Health in all

These areas of focus support the wider priorities of the Health and Wellbeing Board and also the Staffordshire Family Strategic Partnership.

This plan directly supports wider partnership priorities; namely housing, employment, environmental and leisure. Partnership activity will also support the work of the Stoke-on-Trent Staffordshire Local Enterprise Partnership.

Housing Strategy 2015-2019

The Council has an adopted Plan for Stafford Borough, setting out how market, affordable and specialist housing will be delivered over the next 15 years. This provides an essential tool to inform successful delivery of the Housing Strategy Vision.

Since adoption of the Local Plan for Stafford, many sites have been built out or have gained planning permission and are now considered to be "commitments". Since the start of the Plan period, at least 10,800 houses are either completed, committed through planning permissions or have been allocated via Strategic Development Locations.

The proportional split of these commitments was as follows:

Table 1.1: Commitments as of 31 March 2018[4]

Area	Housing requirement	Current position	% over requirement
Stafford	7,000	8,222	+17.50%
Stone	1,000	1,164	+16.40%
Key service villages	1,200	1,401	+16.80%
Rest of the Borough area	800	854	+6.80%
Total	**10,000**	**11,641**	**+16.40%**

As Table 1.1 shows, more houses are likely to be delivered than the target figure of 10,000 over the Plan period. Since such a substantial proportion of the housing requirement is already determined in this way, it is not necessary Part 2 of the Development Plan to make specific allocations for additional housing sites. The figure of 10,000 does not represent a ceiling or a maximum but establishes a context against which necessary supporting infrastructure can be planned.

[4]Figures include completion 2011-18 plus commitments with planning permission and Strategic Development Location plan allocations.

In addition, and more importantly for the work of Part 2, the Plan for Stafford Borough also establishes a clear intent to promote patterns of development so that sustainable growth should be distributed to reflect the percentage split established in Spatial Principle 4 (SP4). One of the ways that the Plan can control the direction of change is by establishing settlement boundaries for each settlement through the Sustainable Settlement Hierarchy.

The following key issues have been identified from the evidence base, responses to previous consultation, community views and the Borough's characteristics plus the social, economic and environmental challenges facing the area over the Plan period:

- Delivering and managing the Borough's growth
- Providing affordable homes
- Adapting to local demographic change
- Sustaining the attractive and distinctive quality of the natural and built environment:
- Ensuring that the Borough can prepare for and respond to climate change
- Maximising access to services and reducing the need to travel
- Providing additional employment opportunities that meet local needs, concerns and aspirations for a diverse local economy
- Bringing necessary regeneration benefits to the Borough, including those that will contribute to the success of its town and other settlements

Stafford Borough Council – Statement of Five Year Housing Land Supply

The Council has recently released (July 2019) a new housing land supply statement which sets out its residential land supply position as of 31st March 2019 over a five year period (to 2024).

The Statement identifies a requirement for 433 dwellings a year to be provided, which equates to the total housing requirement plus a 5% buffer. Currently, 2,957 deliverable dwellings are identified, meaning the Council has a total supply of 6.83 years deliverable housing land available (2,957/433).

Table 1.2: Five year supply summary

Annualised housing requirement	Total annual housing requirement (2019 - 2024) including 5% buffer	433
Total five year supply breakdown	Small Sites with Planning Permission	229
	Large Sites with Planning Permission	621
	Sites with Planning Permission for C2 residential accommodation	216
	Strategic Development Locations	1,891
	Total Deliverable sites (2019 - 2024)	2,957
Total five year supply	**Supply / Requirement (2,957 / 433)**	**6.83**

Housing scenarios using the Sport England New Development Playing Pitch Calculator (NDC) based on the Statement of Five Year Housing Land Supply report will run in the proceeding Strategy & Action Plan document.

Community Wellbeing

This is focused upon adopting a comprehensive and integrated approach to the development and delivery of community and wellbeing priorities in Stafford Borough. This work is led by the Stafford Borough Community Wellbeing Partnership which reports directly to the Stafford Borough Strategic Partnership.
The approach of the partnership should contribute towards the wider health and wellbeing of all residents of Stafford including:

- Supporting a joined-up approach to health, wellbeing, and community safety, by incorporating 'health in all' in everything we do
- Supporting the independence of older people, children and families.
- Undertaking the statutory role of the community safety partnership that is required

The approach of the partnership recognises the wider contributions of the economic growth, infrastructure and inward investment opportunities in the Borough. The main aims are to:

- Improve the quality of life of local people by providing a safe place to live and work.
- Encourage people to be engaged in developing strong communities that promote health and wellbeing.
- Work with partners to maintain the borough as a safe place.
- Ensure that 'health in all' is fully integrated in the partnership approach and key development initiatives.

The key areas of focus are:

- Domestic and Sexual Abuse
- Substances and Mental Health
- Criminal Exploitation and Anti-social Behaviour
- Health in All
- Place Based Approach
- Rough Sleeping and Homelessness
- Safeguarding

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

SASSOT is the county sports partnership (CSP). Its team provides services to partners involved with the delivery of sport, physical education and active recreation. The following is a brief overview of its stated services and programmes:

- Engaging with and supporting partners to develop their sport, PE and active recreation plans and programmes.
- Supporting volunteers and coaches.
- Supporting club development.
- Providing local insight/evidence of need for development of programmes and facilities.
- Supporting the promotion of community sport and active recreation programmes.
- Advice on Safeguarding young people and vulnerable adults in sport.
- Equity and disability sport.
- Management of Satellite Clubs, Aiming High Inspire Multi Sport Club programmes.
- Supporting the development and delivery of Level 3 School Games Sports Festivals, Primary School PE and Sport premium.

Everyone More Active More Often (2018-2021)

SASSOT's current strategy, Everyone More Active More Often, is a network of local agencies committed to working together to increase the number of people taking part in physical activity and sport. It is part of an England wide network of 43 County Sports Partnerships (CSPs) and is funded by national and local partners including Sport England, our Local Authorities and Universities to promote physical activity and sport.

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

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

Gather supply information and views – an audit of playing pitches

PPS guidance uses the following definitions of a playing pitch and playing field. These definitions are set out by the Government in the 2015 'Town and Country Planning (Development Management Procedure) (England) Order'.[5]

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

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

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

Quantity

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

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

[5]. www.sportengland.org>Facilities and Planning> Planning Applications

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

Accessibility

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

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

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

Quality

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

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

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

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

Gather demand information and views

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

Demand for outdoor sports facilities in Stafford Borough tends to fall within the following categories:

- Organised competitive play
- Organised training
- Informal play

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

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

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

Local sports development officers, county associations and regional governing body officers advised which of the clubs to include in the face to face consultation and Sport England was also included within the consultation process prior to the project commencing. Issues identified by clubs returning questionnaires were followed up by telephone or face to face interviews.
As key providers and users of outdoor sports facilities, educational establishments were also consulted. This involved face to face meetings with secondary schools and colleges and an online survey being sent to primary schools, special schools and independent schools.

Future demand

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

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

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

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

Population growth

The current resident population in Stafford is 134,764[6]. By 2040 (the period to which this assessment projects population based future demand, in line with the new Local Plan period) the Borough's population is projected to increase to 140,595 representing an increase of 5,831 (or equivalent to a percentage increase of 4.3%) according to 2017 ONS data.

Staffordshire Observatory Stafford Health Profile

The Staffordshire Observatory Stafford Health Profile (2018) reflects the increasing health conditions across the Borough with key findings summarised below;

- Healthy life expectancy in Stafford is 66 years for men and 67 years for women which is longer than average.
- Women in Stafford spend more of their lives in poor health than men (17 years compared to 15).
- Around 22% of children aged four to five in Stafford have excess weight (overweight or obese) with rates being higher than average.
- Around 31% of children aged 10-11 have excess weight.
- Around six out of ten adults have excess weight (either obese or overweight) which is similar than the national average.
- The proportion of people who are obese in Stafford is also similar to the England average.
- Two out of ten Stafford adults are physically inactive, similar to the England average (equating to around 21,300 people).
- Around one in two Stafford adults aren't eating the recommended five portions of fruit and vegetables per day.
- There is a higher proportion of residents in Stafford with a limiting long term illness compared to the national average.

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

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

Understand the situation at individual sites

Qualitative pitch ratings are linked to a pitch capacity rating derived from NGB guidance and tailored to suit a local area. The quality and use of each pitch is assessed against the

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

recommended pitch capacity to indicate how many match equivalent sessions per week (per season for cricket) a pitch could accommodate.

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

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

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

Table 1.3: Capacity of playing pitches

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

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

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

For tennis, the capacity of courts is determined by membership levels rather than through matches. The Lawn Tennis Association (LTA) suggests that a non-floodlit hard court can accommodate 40 members whereas a floodlit hard court can accommodate 60 members. For air domed courts, membership of 100 is considered applicable and permanent indoor courts can accommodate 200 members.
It should be noted that the abovementioned figures relate to LTA viability guidelines for clubs and are not the maximum capacity. This varies for other court types (e.g. grass).

For athletics, there is no maximum capacity set out by UK Athletics. Instead a minimum membership of 200 is required to ensure that tracks remain sustainable.

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

Develop the current picture of provision

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

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

Identify the key findings and issues

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

Develop the future picture of provision (scenario testing)

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

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

PART 2: FOOTBALL

2.1: Introduction

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

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

Local Football Facility Plans (LFFPs)

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

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

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

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

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

The Stafford LFFP is being completed in conjunction with this PPS, with completion set for early 2019.

Consultation

In addition to face-to-face consultation with key football clubs, an electronic survey was sent to all clubs playing within Stafford. Contact details were provided by Staffordshire County FA and the invitation to complete the survey was distributed via email. Through both face to face meetings and survey responses, a total of 37 of 57 clubs responded, equating to a 65% club response rate and an 85% team response rate. Face to face consultation was carried out with the following six clubs:

- AFC Gnosall
- Berkswich FC
- Eccleshall FC
- Eccleshall Eagles Junior FC
- Stafford Falcons FC
- Stone Dominoes FC

In addition to face to face consultation above, the Mid Staff Junior Football League was also met with as a prominent source of mini and junior football across the Borough.

2.2: Supply

The audit identifies a total of 107 grass football pitches within Stafford across 57 sites. Of the these, 98 pitches are available, at some level, for community use across 51 sites. The only unavailable pitches are located at MOD Stafford or education sites.

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

Analysis area	Available for community use					
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Totals
North	11	4	2	2	2	**21**
East	3	4	3	3	1	**14**
West	5	6	3	3	3	**20**
Stafford	18	7	11	4	3	**43**
Total	**37**	**21**	**19**	**12**	**9**	**98**

As it stands, most of the community available pitches in the Borough are located in the Stafford Analysis Area (43 pitches), whereas comparatively few pitches are located in the remaining analysis areas, with the East Analysis Area containing the least (14 pitches).

Most available pitches across Stafford (37 pitches) are adult sized which is, in part, due to youth 11v11 teams playing on adult pitches. This is not ideal for youth players at U13-U16 level and is not in line with the recent FA Youth Review. Just 21 available pitches are youth 11v11 sized representing 22% of the available supply in Stafford which is comparable in relation to the proportion of youth teams (38 teams – 22% of all teams) which should be playing matches on this sized pitch.

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

Table 2.2: Recommended pitch sizes

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

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

Figure 2.1: Location of all football pitches in Stafford Borough

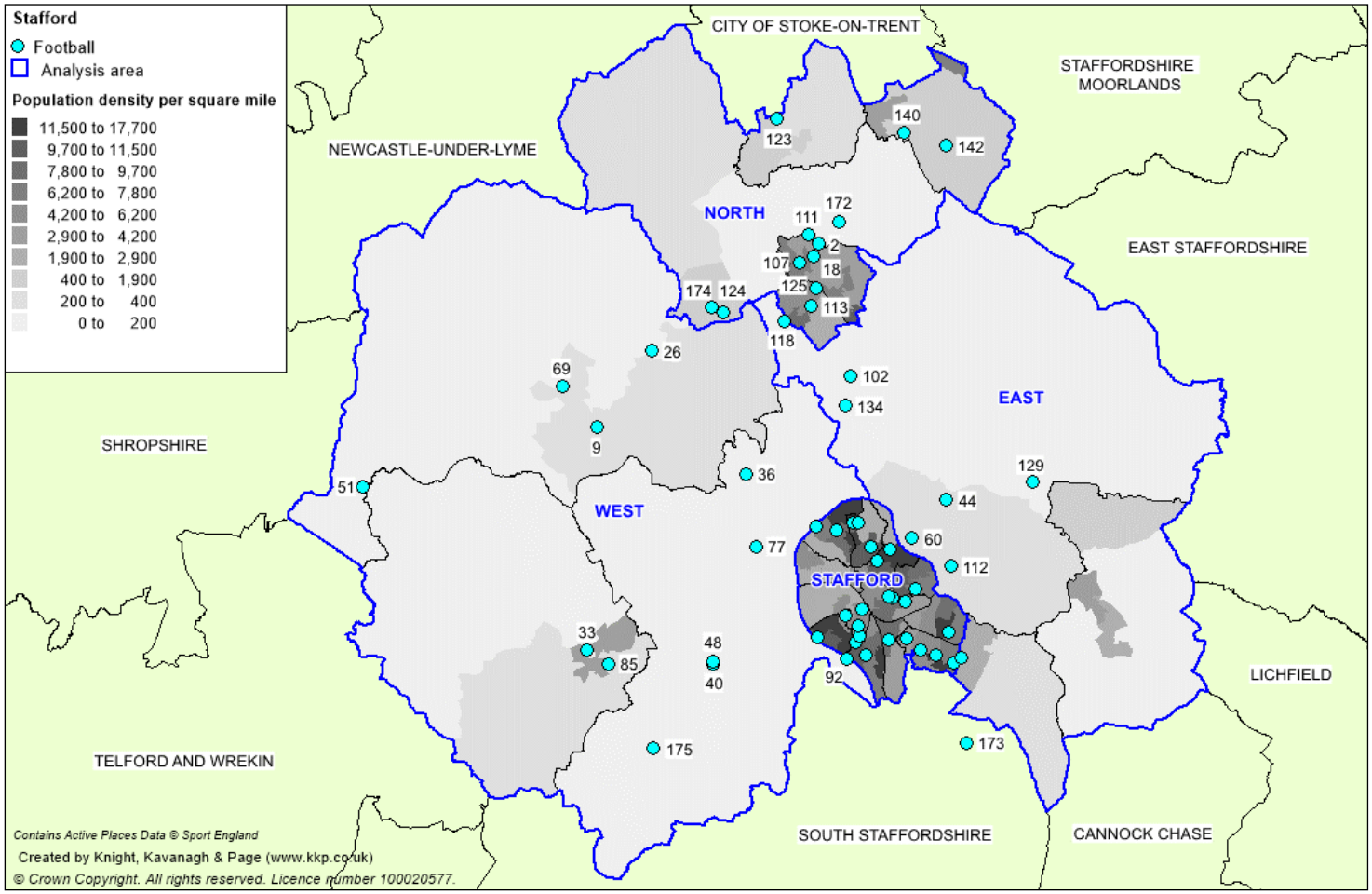
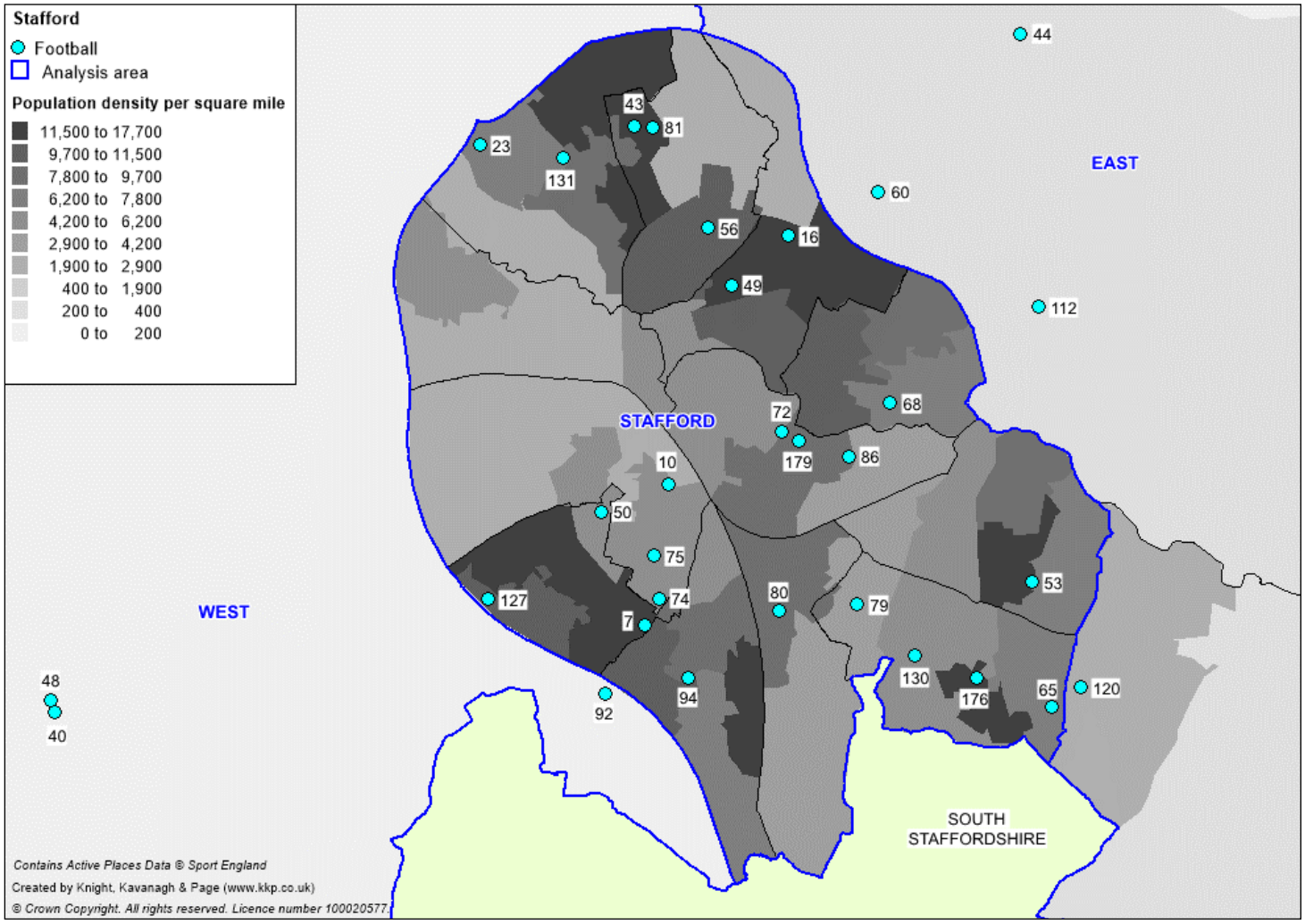


Figure 2.2: Location of all football pitches in the Stafford Analysis Area


Stafford
Football
Analysis area
Population density per square mile
11,500 to 17,700
9,700 to 11,500
7,800 to 9,700
6,200 to 7,800
4,200 to 6,200
2,900 to 4,200
1,900 to 2,900
400 to 1,900
200 to 400
0 to 200
EAST
STAFFORD
WEST
SOUTH STAFFORDSHIRE
44
43
81
23
131
60
56
16
49
112
68
72
179
86
10
50
75
53
127
74
80
79
7
130
176
65
120
94
92
48
40
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Management

Stafford Borough Council manages and operates at total of 12 football sites, as identified below:

- Alleyne's Sports Centre
- Barnes Road Playing Field
- Charnley Road
- Cresswell Manor Farm Playing Field
- Riverway Sports Ground
- Rowley Park Stadium
- Tiling Drive
- Walton Common
- Westbridge Park
- Western Downs
- Wildwood Park
- Woodlands Road

Of the above sites two, Alleyne's Sports Centre and Rowley Park Stadium, are managed on behalf of the Council through its leisure provider Freedom Leisure, whereas all remaining sites are operated internally by Stafford Borough Council Streetscene.

In total, 20% of community available pitches are located at Council sites. This is less than the number of pitches provided within the education sector (40%), with the remainder shared between sports clubs (20%), private owners (13%), parish councils (3%), community organisations (2%) and commercial operators (2%).

Future provision

The Mid Staff Junior Football League reports that it is currently considering options for a central venue within Stafford to accommodate its youth 9v9 football demand. The League has had initial conversations with Beacon Sports, which manages Beacon Sports and Fitness, as a potential option for such a venue. The site currently has no formal pitches marked out and has a considerable amount of land to create numerous youth 9v9 pitches as well as good quality accompanying ancillary facilities. A key issue at the site, however, is its security of tenure. As it is privately owned there is currently no guarantee for longevity of any sporting provision on site.

Stone Hockey Club also indicates the potential to develop additional football pitches at its site which previously hosted several grass hockey pitches. However, since the recommended playing surface for the sport changed from grass to artificial surface this area of land has become unused. The Club therefore reports that this area can be used to accommodate football pitches if demand is identified. There is a need to relocate utility power lines in order to create any football provision. The Council reports it has received confirmation that it is a feasible option after receiving quotes which make the work needed financially viable.

Anecdotal evidence for club consultation suggests provision for youth 9v9 and youth 11v11 provision is limited across the Borough. Clubs indicate that as teams progress through the relevant age groups in the next couple of seasons there will be an issue accessing dedicated youth provision. For example, Eccleshall Eagles Junior FC reports potentially needing to convert its four mini pitches at Eagles Park into additional youth provision for the 2019/2020 season, whereas Berkswich FC indicate aspirations to reinstate youth pitches at lapsed site Silkmore Lane to meet its increasing youth demand. The Club is in dialogue with the Council on establishing a seven year lease for the site in order to create two dedicated youth 11v11 pitches.

The playing field at Tilling Drive is currently under consideration for partial development for a new care home facility. The Council reports it has recently received a planning application

for the site which will result in the loss of part of the playing field land. It indicates it plans to mitigate this through the development of pitches within the locality.

Any planning application submitted for such a development would need to demonstrate compliance with Sport England's exception policies and National Planning Policy Framework.

The Council reports an adult football pitch will be created on Eccleshall Road (East Analysis Area) as part of ongoing housing development.

Furthermore, to accompany the housing development occurring at Beaconside (East Analysis Area) there will be an area of open space created which is to host four football pitches. Planning permission has not been granted for these pitches with no timescale in place, this is due to discussions still taking places over the overall masterplan for the site. The proposed pitches are still under consideration and is explored in greater detail in the proceeding Strategy and Action Plan.

Lapsed/disused provision

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

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

Disused sites in Stafford

Two adult football pitches have recently been lost at Shugborough County Sports Ground. Until 2017, the site was jointly managed by Staffordshire County Council and the National Trust; however, the former has relinquished its control meaning the entire site is now owned and managed by the National Trust. As a result, it has stopped maintaining all formal sporting provision onsite and clubs have been forced to find alternative venues. Berkswich FC indicates three youth 11v11 teams which previously used the site have folded since they were forced to find alternative provision. These three teams have been identified as latent demand later in the report.

Lapsed sites in Stafford

Silkmore Lane previously hosted two adult pitches, which were last formally marked and used *circa* 2010. Anecdotal evidence suggests the pitches drained poorly and occasionally flooded due to its proximity to the River Penk. Access into the site is also problematic.

Jubilee Playing Fields hosted an adult pitch in 2008 and historically been used by Great Haywood FC, however, the Club was displaced to another site within Stafford following issues with drainage and subsidence. Colwich Parish Council, which operates the site, indicates it is in the process of rectifying the issues and has aspirations to have the site operational for August 2020. Great Haywood FC reports wanting to return to the site once it is fully accessible.

Pitch quality

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

- Good
- Standard
- Poor

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

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

The table below summarises the quality of pitches that are available for community use in Stafford. In total, 25 pitches are assessed as good quality, 46 as standard quality and 27 as poor quality.

Table 2.3: Pitch quality assessments (community use pitches)

Analysis area	Adult pitches			Youth pitches			Mini pitches		
	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
North	5	2	4	2	2	2	4	-	-
East	-	1	2	-	6	1	-	2	2
West	2	2	1	6	2	1	4	-	2
Stafford	2	11	5	-	13	5	-	5	2
Total	**9**	**16**	**12**	**8**	**23**	**9**	**8**	**7**	**6**

The majority of poor quality pitches are located at educational sites. These pitches often receive limited amounts of dedicated maintenance due to budgetary restraints and are heavily used for community, curricular and extracurricular activities meaning they have less time to remediate. The remaining poor quality pitches are split between Council, private and sport club sites.

The following local authority sites host at least one poor quality pitch:

- Barnes Road Playing Field
- Westbridge Park
- Western Downs
- Wildwood Park
- Woodlands Road

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

Table 2.4: Summary of pitch quality comments

Site ID	Site name	Club name	Comments
26	Eagles Park	Eccleshall Eagles JFC	Good quality pitches which receive high levels of dedicated maintenance from volunteers.
44	Hopton Village Hall	Stafford Atletico FC	Portable goalposts damaged.
69	Pershall Park	Eccleshall FC	Good quality pitch which receives high levels of dedicated maintenance from volunteers.
81	Sir Graham Balfour High School	Staffs Bull FC	Unauthorised access from vehicles affecting pitch quality.
120	Walton High School	Berkswich FC	Issues with dog fouling.
124	Wellbeing Park	Stone Dominoes FC	Good quality pitches which receive high levels of dedicated maintenance from volunteers.
		Stone Old Alleynians FC	
125	Westbridge Park	Stone Galaxy FC	Issues with dog fouling.
		Stone Hammers FC	Glass and general littering on the pitches.
		Stone Trent FC	Unauthorised access from vehicles affecting pitch quality.

It should be noted that Westbridge Park also hosts a number of major events for the town of Stone. The Council reports through recent public consultation such events were ranked as second in terms of priority usage for the site with football ranked as third most important. The large scale nature and size of these events has a direct impact on the quality on onsite football provision as it limits the amount time for dedicated maintenance and remedial works.

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

FA Pitch Improvement Programme (PIP)

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

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

Over marked pitches

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

Over marking of pitches not only influences available capacity, it may also cause logistical issues regarding kick off times; for example, when two teams of differing age formats are due to play at the same site at the same time.

There are no known instances of overmarked pitches across Stafford, which is rare when compared to other local authorities nationally.

Ancillary facilities

Similar to football pitches, the quality of ancillary facilities across Stafford has been assessed via a combination of site visits and user consultation to reach and apply an agreed rating as follows:

- Good
- Standard
- Poor

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

Table 2.5: Summary of Council managed community available ancillary facility quality

Site ID	Site name	Analysis area	Ancillary facility quality
7	Barnes Road Playing Fields	Stafford	No changing rooms
16	Charnley Road	Stafford	Good
23	Cresswell Manor Farm Playing Field	Stafford	No changing rooms
48	Jim Jarvis Playing Fields	West	No changing rooms
72	Riverway Sports Ground	Stafford	No changing rooms
75	Rowley Park Stadium	Stafford	Standard
113	Tiling Drive	North	Poor
118	Walton Common	East	No changing rooms
125	Westbridge Park	North	No changing rooms
127	Western Downs	Stafford	No changing rooms
130	Wildwood Park	Stafford	Poor
131	Woodlands Road	Stafford	Poor

The majority of Council sites (58%) are not serviced by any form of changing provision in addition to three sites hosting poor quality facilities. There are only two sites which have facilities which are at least standard quality, these being Charnley Road and Rowley Park Stadium. This being said, facilities at the latter site are in need of refurbishment to meet modern day requirements as they are not Disability Discrimination Act (DDA) compliant.

In addition to the above, the following six sites are also identified as having no changing rooms or poor quality ancillary facilities:

- Holmcroft Youth and Community Centre – No changing rooms
- Kings Park – Poor quality
- Marston Road Stadium (Stafford Rangers FC) – Poor quality
- Pershall Park (Eccleshall FC) – Poor quality

- Stone Hockey Club – Poor quality
- Wellbeing Park – Poor quality

The private landowner of Wellbeing Park has recently attempted to acquire funding to make improvements to the site's poor quality clubhouse. The facilities are dated and do not provide enough changing rooms relative to the number of pitches provided.

Strollers FC reports that ancillary facilities at Holmcroft Youth and Community Centre to be poor quality and basic. It also indicates that the price of hiring the facilities is increasing on an annual basis even though the facilities are deteriorating.

Similarly, Meir Ka FC indicates that ancillary facilities at Kings Park are poor quality. The Club historically played non league football on the site until *circa* 2010 when it folded. It has recently reformed as an U17s team; however, facilities have not been modernised or refurbished within this timeframe.

Facilities at both Marson Road Stadium and Pershall Park are used by step football clubs (explored later in this section of the report); Stafford Rangers FC and Eccleshall FC, respectively. Both sites meet the relevant requirements for the level the clubs are at albeit quality issues are still noted, primarily relating to the age of the facilities. In addition, Eccleshall FC has aspirations to demolish and replace a poor quality toilet block and is actively searching for available funding streams to achieve this goal.

Facilities at Stone Hockey Club are limited with only poor quality changing rooms available for sports clubs. The freeholder of the site has aspiration to acquire grant funding to improve the quality of the changing rooms including creating a dedicated clubhouse with appropriate social facilities, with planning permission granted for this. Although no football pitches were identified at the time of the non technical assessments, it is considered to be key for the Club's aspiration to develop provision. It should be noted that one adult pitch has since been established on site.

Security of tenure

Tenure of sites in Stafford is generally secure, i.e. through a long-term lease or a guarantee that pitches will continue to be provided over the next three years. An exception to this is found at Wellbeing Park and education sites.

Stone Dominoes FC, FC Morrison, Stone Hammers FC, Stone Old Alleyians FC and Tunstall Town FC report unsecure tenure at Wellbeing Park having been served an eviction notice from the private landowner to relocate at the end of the 2018/19 season. This is linked to the above mentioned clubhouse development plans, as the applicants business model would require users to increase their costs of hiring the facilities as well as contributing to a sinking fund for both pitch and ancillary facility maintenance. The clubs are reluctant to approve this approach, stating that they feel the plan is prohibitive to their longevity, resulting in the site owner evaluating future site options.

Staffordshire FA is currently in discussions with the freeholder and clubs to create a suitable agreement for all stakeholders to secure the site for football for the long-term, including making the relevant improvements to the ancillary facilities. The site currently hosts four adult pitches (one meeting Step 6 requirements), one youth 11v11, one youth 9v9, two mini 7v7 and two mini 5v5 pitches all, of which, are good quality. Clubs utilise these pitches for a total of 19 match equivalent sessions and will need to find alternative provision unless an agreement can be made to secure tenure at the site.

In addition to Wellbeing Park, tenure at many schools and academies is also considered as unsecure as they are able to state their own policies and are more likely to restrict levels of community use. A total of seven clubs access school or academy sites for their youth or adult competitive fixtures in Stafford which is summarised in the table below.

Table 2.6: Summary of youth and adult teams playing at school sites across Stafford

Site ID	Site name	Club	Level of demand
49	John Wheeldon Primary Academy	Stafford Rangers JFC	1 x Youth 9v9 Boys
50	King Edwards VI High School	AFC Doxey	1 x Adult Men's
53	Leasowes Primary School	Berkswich FC	2 x Youth 9v9 Boys
81	Sir Graham Balfour High School	Stafford Rangers JFC	2 x Youth 11v11 Boys
		Staffs Bulls FC	1 x Adult Men's
		Stafford Falcons FC	2 x Youth 9v9 Boys
			1 x Youth 11v11 Boys
85	St Lawrence's Primary School	AFC Gnosall	3 x Youth 9v9 Boys
112	The Western Road Academy	Stafford Town JFC	3 x Youth 11v11 Boys
120	Walton High School	Berkswich FC	2 x Youth 9v9 Boys
			1 x Youth 11v11 Boys

Schools can offer security of tenure for clubs through community use agreements, ensuring they have protected access to the pitches over an extended period of time; however, no clubs report having such an agreement in place currently. Through consultation Berkswich FC and AFC Gnosall both indicate aspirations to formalise such an agreement at Walton High School and St Lawrence's Primary School, respectively.

2.3: Demand

Through the audit and assessment, 187 teams from within 56 clubs are identified as playing within Stafford. This consists of 37 adult men's, one adult women's, 73 youth boys', eight youth girls' and 68 mini teams. Youth 11v11 football is the most prominent format of play, whilst mini 5v5 football is the least common.

Table 2.7: Summary of competitive teams currently playing in Stafford

Analysis area	No. of teams					
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Total
North	7	13	9	8	7	**44**
East	3	5	5	-	-	**13**
West	7	4	9	-	-	**19**
Stafford	21	23	13	31	22	**110**
Total	**38**	**45**	**36**	**39**	**29**	**186**

As seen in the table above, football in the Borough is played predominately in the Stafford Analysis Area, which corresponds with the area also hosting the most amount of provision. In comparison, the East Analysis Area services the least number of teams.

Participation trends

Over the last three years, most of the clubs' report that participation has remained consistent; however, a number of clubs do report changes that suggest an overall decrease in demand. The following seven clubs cite a decrease in adult teams:

- Dormans FC
- Meir Ka FC
- Strollers FC
- Stone Old Alleynians FC
- Eccleshall FC
- Staffs Bull FC
- Stone Trent FC

In contrast, only one club, Stafford Rangers FC, reports an increase in adult participation.

Four clubs report that they have increased their number of youth teams and seven clubs report that they have increased their number of mini teams. Stafford Rangers FC, Meir Ka FC and Berkswich FC all report decreases in the youth age group, whilst no clubs indicate a decrease in mini participation.

In regard to Berkswich FC, the Club indicates that it lost three of its youth 11v11 teams at the end of the 2017/18 season due to the loss of pitches at Shugborough County Sports Ground, resulting in them having nowhere to play. As a result, the Council is working with the Club to establish a lease for lapsed site Silkmore Lane in order to establish dedicated youth football provision.

Football pyramid demand

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

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

There are no professional clubs that plays above the football pyramid with Stafford; however, there are a total of seven clubs which play within the football pyramid, as seen in following table. This is a high number of teams when compared to local authorities of a similar size.

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

Team	League	Level
Stafford Rangers FC	Northern Premier League – Premier Division	Step 3
Brocton FC	Midland Football League – Division One	Step 6
Eccleshall FC	North West Counties – First Division South	Step 6
Stone Dominos FC	North West Counties – First Division South	Step 6
Stone Old Alleyne's FC	North West Counties – First Division South	Step 6
Tunstall Town FC	Staffordshire County Senior League – Premier Division	Step 7
Stafford Town FC	Staffordshire County Senior League – Premier Division	Step 7
Newport Town FC[7]	West Midlands Regional League – Division One	Step 7

In addition to the ancillary facility issues expressed by Eccleshall FC at Pershall Park, the Club also reports having issues replacing bulbs in its floodlights due to its hydraulic base counter balance being stolen within the previous three years. As a result, it has to hire a hydraulic access platform which is a considerable expenditure.

Newport Town FC currently ground shares with Eccleshall FC at Pershall Park. This demand originates from Telford & Wrekin and is examined in greater detail later on in this section of the report (imported demand).

A common issue for clubs entering the pyramid is changing facilities. For Step 7 football (ground grading H), changing rooms must be a minimum size of 18 square metres, exclusive of shower and toilet areas.

The general principle for clubs in the football pyramid is that they must achieve the appropriate grade by March 31st of their first season after promotion, which therefore allows a short grace period for facilities to be brought up to standard. This, however, does not apply to clubs being promoted to Step 7 (as they must meet requirements immediately).

Women's National League System

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

Table 2.9: Summary of ground grading for women's football

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

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

[7] Imported demand from neighbouring authority Telford & Wrekin Council.

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

Stafford Town Ladies FC is the only team within Stafford that plays in the Women's National League System. The team currently plays at Step 7 in the Staffordshire Girls and Ladies Football League, playing fixtures on the full size floodlit 3G at Riverway Sports Complex.

Imported demand

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

The Mid Staffs Junior Football League was formed in 1996 having previously been called the Rugeley and District Boys League. The League encompasses mini and junior teams from Stafford, Cannock Chase, Stoke-on-Trent and Wolverhampton. It operates on a central venue basis for mini football which is summarised in the table below.

Table 2.10: Summary of mini football central venues used by the MSJFL

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

The League utilises seven central venues for mini football of which three are located within Stafford. The remaining four sites are located in neighbouring authorities Cannock Chase and South Staffordshire, with two venues in each. All mini teams play on a rotational basis meaning teams playing in the mini 5v5 format play in Stafford, on average, once every three weeks, whereas teams in the mini 7v7 format play in the Borough once every two weeks.
The above means that the League generates a significant amount of imported and exported demand, a total of 18 mini 5v5 teams and 17 mini 7v7 teams currently importing their demand into the Borough. Once teams progress to youth football, the League operates on a home and away basis with clubs having to find a designated home ground for their teams.

In the 2018/19 season, the League hosted a total of 133 teams which is a decrease of 19 teams from the previous season. Although it has seen an overall reduction in teams, the age groups of U7s, U9s, U11s and U16s have seen increases from 2017/18. The League has aspirations to expand and recover any lost teams through attracting demand from Stone and Rugeley, which are seen as areas of potential growth. In addition, it indicates it will be able to attract more teams, especially at a mini age group, if it had access to more 3G pitches. Therefore, it would be beneficial for the League to be involved in any future 3G developments with Stafford.

In addition to the Mid Staffs Junior Football League, as previously discussed, Newport Town FC imports one adult men's team into the Borough from the local authority of Telford & Wrekin. The Club plays in the West Midlands Regional League, which is at Step 7 on the football pyramid and cannot access provision which meets the requirements necessary to play at this level in its own authority. It has aspirations to return to Telford & Wrekin if appropriate facilities are created; however, in the short term, its future is to remain within Stafford. Eccleshall FC reports that it is satisfied with the current arrangement and is willing to discuss with the Club longer term groundshare options if required.

Exported demand

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

As well as imported demand the Mid Staffs Junior Football League also produces exported demand with mini teams from within the Borough accessing central venues in bordering authorities Cannock Chase and South Staffordshire. Any Stafford based mini 5v5 teams are exported out of the Borough two out of three weeks whereas mini 7v7 teams are exported once every two weeks. Similar to imported demand, exported demand is likely to remain exported for the foreseeable future as the League aspires to maintain a central venue operating model for mini football.

In addition to the above, both Stafford Falcons FC and Stafford Rangers Junior FC also access venues outside of the Borough. Stafford Falcons FC's U14s travel to Acton Trussell Bednall and Teddesley Hay Community Centre in South Staffordshire for its competitive fixtures, whilst Stafford Rangers Junior FC has a total of three teams (U13s, U16s and U17s) which travel to Wolgarston High School, also in South Staffordshire. The former has no issues exporting its demand, starting that due to the sites location it is easier to access than provision within Stafford, whereas the latter indicates it would return its demand if suitable provision was available.

Latent demand

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

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

Club	Need for more match pitches	Need for more/better training facilities	Need for better/more appropriate changing provision
AFC Gnosall	Yes	-	-
Berkswich FC	Yes	Yes	Yes
MB Stafford FC	-	-	Yes
Meir Ka FC	Yes	Yes	Yes
Stafford Atletico FC	-	-	Yes
Staff Bulls FC	Yes	-	-
Stafford Rangers JFC	Yes	Yes	-
Stone Dominoes Development FC	Yes	-	Yes

Club	Need for more match pitches	Need for more/better training facilities	Need for better/more appropriate changing provision
Stone Old Alleynians FC	Yes	-	-
Stone Phoenix FC	Yes	Yes	Yes
Stone Trent FC	Yes	Yes	Yes

Nine clubs expressing latent demand in Stafford indicate that they would be able to field additional teams if they had access to more match pitches. Of these, only one (Berkswich FC) quantifies how many additional teams it could field if it had access to more match pitches, suggesting that it could field another three youth 11v11 teams if suitable provision was available. This would offset the losses that occurred following the 2017/2018 season.

Seven clubs suggest that they would be able to increase in participation if they had access to more match pitches at their home venues and five clubs report that they would be able to grow their number of teams should better, or more appropriate training facilities be available, although none of these clubs quantity the amount of demand which would be generated.

Unmet demand

Unmet demand is existing demand that is not getting access to pitches. It is usually expressed, for example, when a team is already training but is unable to access a match pitch, or when a league has a waiting list due to a lack of pitch provision, which in turn is hindering the growth of the league.

No unmet demand is expressed by responsive clubs in Stafford.

Future demand

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

Participation increases

Ten clubs' report aspirations to increase the number of teams they provide. Through the clubs that quantified *potential* increase, there is a predicted growth of 27 teams, as seen in the table below. It should be noted that any club growth aspirations at a mini age group have been allocated to the Stafford Analysis Area as this is where the central venues are located for the Mid Staffs Junior Football League.

Table 2.12: Potential team increases identified by clubs

Club	Analysis area	Future demand	Pitch size	Match equivalent sessions[8]
Berkswich FC	Stafford	2 x Mini	5v5	1
	East	1 x Youth Girls 9v9	9v9	0.5
Stafford Rangers FC	Stafford	1 x Adult Men's	Adult	0.5
Meir KA FC	North	1 x Youth Boys 9v9	9v9	0.5
Dormans FC	Stafford	1 x Adult Men's	Adult	0.5
Stafford Athletico FC	Stafford	1 x Mini	5v5	0.5
Eccleshall FC	West	1 x Adult Men's	Adult	0.5
AFC Gnosall	Stafford	2 x Mini	5v5	1
Eccleshall Eagles FC	Stafford	2 x Mini	5v5	1
Stafford Falcons FC	Stafford	2 x Mini	5v5	1
		1 x Youth Boys 11v11	11v11	0.5
Stafford Rangers JFC	Stafford	1 x Youth Girls 9v9	9v9	0.5
		1 x Youth Girls 11v11	11v11	0.5
		1 x Mini	5v5	0.5
Stafford Town FC	Stafford	1 x Adult Men's	Adult	0.5
		1 x Adult Women's	Adult	0.5
		1 x Youth Boys 9v9	9v9	0.5
		1 x Youth Boys 11v11	11v11	0.5
		2 x Youth Girls 9v9	9v9	1
		1 x Youth Girls 11v11	11v11	0.5
		2 x Mini	5v5	1
			Total	**13.5**

The total future demand expressed amounts to 13.5 match equivalent sessions. The Stafford Analysis Area contains the majority of this, equating to 12 match equivalent sessions. This is broken down to six match equivalent sessions on mini pitches and two match equivalent sessions each on youth 9v9, youth 11v11 and adult pitches.

Population increases

Team generation rates are used to calculate the number of teams likely to be generated in the future (2040) based on population growth. Using this, it is predicted that there will be a possible increase of three youth 11v11 boys' teams across Stafford.

[8] 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.

Table 2.13: Borough wide team generation rates (TGRs)

Age group	Current population within age group	Current no. of teams[9]	Team Generation Rate	Future population within age group	Predicted future number of teams (2040)	Additional teams that may be generated from the increased population
Senior Mens (16-45)	24,077	44	1:547	24,405	44	0
Senior Women (16-45)	22,271	1	1:22,271	21,778	1	0
Youth Boys (12-15)	2,780	33	1:84	3,031	36	3
Youth Girls (12-15)	2,658	5	1:532	2,843	5	0
Youth Boys (10-11)	1,554	33	1:47	1,467	31	0
Youth Girls (10-11)	1,471	3	1:490	1,383	2	0
Mini-Soccer Mixed (8-9)	3,143	38	1:83	2,795	33	0
Mini-Soccer Mixed (6-7)	2,910	30	1:97	2,736	28	0

As seen in the table below, when applied by analysis area, participation that is anticipated to increase is split with two youth 11v11 boys' teams in the Stafford Analysis Area and one in the North Analysis Area. There is no predicated growth in the East or West analysis areas.

Table 2.14: Team generation rates by analysis area (2040)

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

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

SSE Wildcats Centres

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

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

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

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

2.4: Capacity analysis

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

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

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

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

Match equivalent sessions

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

Education sites

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

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

Table 2.15 shows community usage of available pitches. Where not overplayed as a result of community use, school sites are considered to have no spare capacity to accommodate further usage based on assumed curricular and extracurricular activity.

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

Informal use

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

Peak time

Spare capacity can only be considered as actual spare capacity if pitches are available at peak time. In Stafford, peak time is considered to be Sunday AM for all pitches, as the majority of teams across all age groups play at this time.

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

Table 2.15: Football pitch capacity analysis

Site ID	Site name	Analysis area	Community use availability	Management	Security of tenure	Pitch type	Pitch size	No. of pitches	Agreed quality rating	Current play[10]	Site capacity[11]	Capacity balance[12]	Comments
2	Alleyne's Sports Centre	North	Yes	Education / Freedom Leisure	Secure	Adult		1	Standard	0	2	1	Potential spare capacity at peak time.
						Youth	(11v11)	1	Standard	0	2	1	Potential spare capacity at peak time.
18	Christ Church Middle School	North	No	Education	Unsecure	Mini	(5v5)	2	Poor	2	4	2	Potential spare capacity at peak time.
107	Stone Youth and Community centre	North	Yes-unused	Community Organisation	Secure	Youth	(11v11)	1	Standard	0	2	2	Potential spare capacity at peak time.
111	The Outlanes Sports Ground	North	Yes	Commercial	Secure	Adult		1	Standard	1	2	1	Potential spare capacity at peak time.
113	Tilling Drive	North	Yes	Council / Streetscene	Secure	Youth	(9v9)	1	Poor	0.5	1	0.5	Potential spare capacity at peak time.
123	Wedgwood Sports Ground	North	Yes	Sports Club	Secure	Adult		1	Poor	0	1	1	Potential spare capacity at peak time.
124	Wellbeing Park	North	Yes	Private	Unsecure	Adult		1	Good	1.5	3	1.5	Potential spare capacity at peak time.
						Adult		3	Good	4	9	5	Potential spare capacity at peak time.
						Youth	(11v11)	1	Good	2	4	2	Potential spare capacity at peak time.
						Youth	(9v9)	1	Good	4	4	-	Pitch is played to capacity.
						Mini	(7v7)	2	Good	4	12	8	Potential spare capacity at peak time.
						Mini	(5v5)	2	Good	3.5	12	8.5	Potential spare capacity at peak time.
125	Westbridge Park	North	Yes	Council / Streetscene	Secure	Adult		1	Poor	1	1	-	Pitch is played to capacity.
						Youth	(11v11)	1	Poor	-	1	1	Potential spare capacity at peak time
140	King's Park	North	Yes	Sports Club	Secure	Adult		1	Good	0.5	3	2.5	Potential spare capacity at peak time.
142	Fulford & Tean Football Club	North	Yes-unused	Private	Unsecure	Adult		2	Poor	0	2	2	Potential spare capacity at peak time.
172	Oulton First School	North	No	Education	Unsecure	Mini	(5v5)	1	Poor	1	2	1	Potential spare capacity at peak time.
174	Springfields First School	North	No	Education	Unsecure	Mini	(5v5)	2	Poor	2	4	2	Potential spare capacity at peak time.
44	Hopton Village Hall	East	Yes	Parish Council	Secure	Youth	(11v11)	1	Standard	1.5	2	0.5	Potential spare capacity at peak time.
60	MOD Stafford	East	No	MOD	Secure	Adult		2	Standard	0	4	4	Potential spare capacity at peak time.
102	Stone Hockey Club	East	Yes	Sports Club	Secure	Youth	(9v9)	1	Standard	0.5	2	1.5	Potential spare capacity at peak time.
112	The Weston Road Academy	East	Yes	Education	Unsecure	Youth	(11v11)	2	Standard	1.5	4	2.5	Potential spare capacity at peak time.
118	Walton Common	East	Yes	Council / Streetscene	Secure	Adult		1	Standard	0.5	2	1.5	Potential spare capacity at peak time.
120	Walton High School	East	Yes	Education	Unsecure	Adult		1	Poor	1	1	1	Potential spare capacity at peak time.
						Mini	(5v5)	1	Standard	0	4	4	Potential spare capacity at peak time. Pitches are used for summer training.
						Mini	(7v7)	1	Standard	0	4	4	Potential spare capacity at peak time. Pitches are used for summer training.
						Youth	(11v11)	1	Standard	0.5	2	1.5	Potential spare capacity at peak time.
						Youth	(9v9)	1	Poor	1	1	-	Pitch is played to capacity.
129	Weston Village Green	East	Yes	Parish Council	Secure	Adult		1	Poor	1	1	-	Pitch is played to capacity.
134	Yarlet School	East	Yes-unused	Education	Unsecure	Mini	(7v7)	2	Poor	2	4	4	Potential spare capacity at peak time.
						Youth	(9v9)	1	Standard	1	2	2	Potential spare capacity at peak time.
173	All Saints C of E Primary School	East	No	Education	Unsecure	Mini	(7v7)	1	Poor	1	2	1	Potential spare capacity at peak time.
9	Bishop Lonsdale C of E Vc Primary School	West	Yes-unused	Education	Unsecure	Mini	(7v7)	1	Poor	1	2	2	Potential spare capacity at peak time.

[10] Match equivalent sessions
[11] Match equivalent sessions; 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.
[12] Red indicates overplay, green indicates potential spare capacity and amber indicates at capacity.

Site ID	Site name	Analysis area	Community use availability	Management	Security of tenure	Pitch type	Pitch size	No. of pitches	Agreed quality rating	Current play[10]	Site capacity[11]	Capacity balance[12]	Comments
26	Eagles Park	West	Yes	Sports Club	Secure	Mini	(5v5)	2	Good	0	12	12	Potential spare capacity at peak time. Pitches are used for summer training.
						Mini	(7v7)	2	Good	0	12	12	Potential spare capacity at peak time. Pitches are used for summer training.
						Youth	(11v11)	2	Good	1	8	7	Potential spare capacity at peak time.
						Youth	(9v9)	1	Good	3	4	1	Potential spare capacity at peak time.
33	Gnosall Sports and Social Club	West	Yes	Sports Club	Secure	Adult		1	Standard	1	2	2	Potential spare capacity at peak time.
36	Great Bridgeford Playing Field	West	Yes	Community Organisation	Secure	Youth	(9v9)	1	Standard	0.5	2	1.5	Potential spare capacity at peak time.
40	Haughton St Giles C of E Primary School	West	No	Education	Unsecure	Youth	(11v11)	1	Poor	1	1	-	Pitch is played to capacity.
48	Jim Jarvis Playing Field	West	Yes	Parish Council	Secure	Adult		1	Standard	0.5	2	1.5	Potential spare capacity at peak time.
51	Knighton Family Social Club	West	Yes	Sports Club	Secure	Adult		1	Poor	0.5	1	0.5	Potential spare capacity at peak time.
69	Pershall Park (Eccleshall Football Club)	West	Yes	Sports Club	Secure	Adult		1	Good	1.5	3	1.5	Potential spare capacity at peak time.
						Youth	(11v11)	1	Good	0	4	4	Potential spare capacity at peak time. Pitch is used for warm ups and summer training.
77	Seighford Football Club	West	Yes	Sports Club	Secure	Youth	(11v11)	1	Standard	1	2	1	Potential spare capacity at peak time.
85	St Lawrence's Primary School	West	Yes	Education	Unsecure	Youth	(9v9)	1	Poor	1.5	1	-0.5	Pitch is overplayed by 0.5 match equivalent sessions per week.
92	Stafford Grammar School	West	Yes-unused	Education	Unsecure	Adult		1	Good	1	3	3	Potential spare capacity at peak time.
						Youth	(11v11)	2	Good	2	8	8	Potential spare capacity at peak time.
175	Church Eaton Endowed VA Primary School	West	Yes-unused	Education	Unsecure	Mini	(5v5)	1	Poor	1	2	1	Potential spare capacity at peak time.
7	Barnes Road Playing Field	Stafford	Yes	Council / Streetscene	Secure	Adult		1	Poor	0.5	1	0.5	Potential spare capacity at peak time.
10	Blessed William Howard Catholic High School	Stafford	Yes-unused	Education	Unsecure	Adult		1	Standard	1	2	2	Potential spare capacity at peak time.
						Youth	(9v9)	1	Standard	1	2	2	Potential spare capacity at peak time.
16	Charnley Road	Stafford	Yes	Council / Streetscene	Secure	Adult		2	Standard	2	4	2	Potential spare capacity at peak time.
23	Cresswell Manor Farm Playing Field	Stafford	Yes	Council / Streetscene	Secure	Adult		1	Standard	0.5	2	1.5	Potential spare capacity at peak time.
43	Holmcroft Youth and Community Centre	Stafford	Yes	Sports Club	Secure	Adult		1	Poor	1.5	1	-0.5	Pitch is overplayed by 0.5 match equivalent sessions per week.
49	John Wheeldon Primary Academy	Stafford	Yes	Education	Unsecure	Youth	(11v11)	1	Poor	0.5	1	0.5	Potential spare capacity at peak time.
50	King Edward VI High School	Stafford	Yes	Education	Unsecure	Adult		2	Standard	0.5	4	3.5	Potential spare capacity at peak time.
						Youth	(9v9)	1	Standard	1	2	2	Potential spare capacity at peak time.
53	Leasowes Primary School	Stafford	Yes	Education	Unsecure	Youth	(9v9)	1	Poor	1	1	-	Pitch is played to capacity.
56	Marston Road Stadium (Stafford Rangers FC)	Stafford	Yes	Sports Club	Secure	Adult		1	Good	1	3	2	Potential spare capacity at peak time.
65	Oakridge School	Stafford	Yes-unused	Education	Unsecure	Youth	(9v9)	1	Poor	1	2	2	Potential spare capacity at peak time.
68	Perkins Sports Club	Stafford	Yes	Sports Club	Secure	Adult		1	Good	2	3	1	Potential spare capacity at peak time.
72	Riverway Sports Ground	Stafford	Yes	Council / Streetscene	Secure	Adult		2	Standard	0.5	4	3.5	Potential spare capacity at peak time.
74	Rowley Park Primary Academy	Stafford	Yes	Education	Unsecure	Youth	(9v9)	1	Poor	0.5	1	0.5	Potential spare capacity at peak time.
75	Rowley Park Stadium	Stafford	Yes	Council / Freedom Leisure	Secure	Youth	(9v9)	3	Standard	3	6	3	Potential spare capacity at peak time.

Site ID	Site name	Analysis area	Community use availability	Management	Security of tenure	Pitch type	Pitch size	No. of pitches	Agreed quality rating	Current play[10]	Site capacity[11]	Capacity balance[12]	Comments
79	Brocton Football Club	Stafford	Yes	Sports Club	Secure	Adult		2	Standard	2	4	2	Potential spare capacity at peak time.
80	Silkmore Primary Academy	Stafford	Yes-unused	Education	Unsecure	Youth	(9v9)	1	Poor	1	1	-	Pitch is played to capacity.
81	Sir Graham Balfour High School	Stafford	Yes	Education	Unsecure	Youth	(11v11)	3	Standard	1	6	5	Potential spare capacity at peak time.
						Youth	(9v9)	1	Standard	1.5	2	0.5	Potential spare capacity at peak time.
86	St Leonards Playing Field	Stafford	Yes	Education	Unsecure	Youth	(11v11)	1	Standard	1	2	1	Potential spare capacity at peak time.
94	Stafford Manor High School	Stafford	Yes	Education	Unsecure	Mini	(5v5)	3	Standard	4	12	8	Potential spare capacity at peak time.
						Mini	(7v7)	2	Standard	1.5	8	6.5	Potential spare capacity at peak time.
						Youth	(11v11)	1	Standard	1	2	2	Potential spare capacity at peak time.
127	Western Downs	Stafford	Yes	Council / Streetscene	Secure	Adult		1	Poor	0.5	1	0.5	Potential spare capacity at peak time.
130	Wildwood Park	Stafford	Yes	Council / Streetscene	Secure	Adult		1	Standard	1.5	2	0.5	Potential spare capacity at peak time.
						Youth	(9v9)	1	Poor	0	1	1	Potential spare capacity at peak time.
131	Woodlands Road	Stafford	Yes	Council / Streetscene	Secure	Adult		2	Poor	2	2	-	Pitches are played to capacity.
176	Barnfields Primary School	Stafford	Yes-unused	Education	Unsecure	Mini	(7v7)	1	Poor	1	2	1	Potential spare capacity at peak time.
179	Riverway Sports Complex	Stafford	Yes	Council / Sports Club	Secure	Youth	(11v11)	1	Standard	1	2	1	Potential spare capacity at peak time.
						Youth	(9v9)	1	Standard	0.5	2	1.5	Potential spare capacity at peak time.

Spare capacity

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

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

Pitches that are of a poor quality are not deemed to have actual spare capacity due to the already low carrying capacity of the pitches. Any identified spare capacity should be retained in order to relieve the pitches of use, which in turn will aid the improvement of pitch quality. Furthermore, any pitches with unsecured tenure are not considered to have actual spare capacity as no further play should be encouraged on such sites given that future access cannot be guaranteed.

Table 2.16: 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 [13]	Capacity balance	Match equivalent sessions available in peak period	Comments
2	Alleyne's Sports Centre	North	Yes	Adult		1	Secure	Standard	1	2	1	Actual spare capacity at peak time.
				Youth	(11v11)	1	Secure	Standard	1	2	1	Actual spare capacity at peak time.
18	Christ Church Middle School	North	No	Mini	(5v5)	2	Unsecure	Poor	4	2	2	Pitches are not available for community use.
107	Stone Youth and Community centre	North	Yes-unused	Youth	(11v11)	1	Secure	Standard	2	2	1	Actual spare capacity at peak time.
111	The Outlanes Sports Ground	North	Yes	Adult		1	Secure	Standard	2	1	-	No actual spare capacity at peak time.
113	Tilling Drive	North	Yes	Youth	(9v9)	1	Secure	Poor	4	0.5	0.5	Spare capacity discounted due to poor quality.
123	Wedgwood Sports Ground	North	Yes	Adult		1	Secure	Poor	1	1	1	Spare capacity discounted due to poor quality.
124	Wellbeing Park	North	Yes	Adult		1	Unsecure	Good	3	1.5	-	No actual spare capacity at peak time.
				Adult		3	Unsecure	Good	9	5	-	No actual spare capacity at peak time.
				Youth	(11v11)	1	Unsecure	Good	4	2	-	No actual spare capacity at peak time.
				Mini	(7v7)	1	Unsecure	Good	6	8	-	No actual spare capacity at peak time.
				Mini	(5v5)	1	Unsecure	Good	6	8.5	-	No actual spare capacity at peak time.
125	Westbridge Park	North	Yes	Youth	(11v11)	1	Secure	Poor	1	1	1	Spare capacity discounted due to poor quality.
140	King's Park	North	Yes	Adult		1	Secure	Good	3	2.5	0.5	Actual spare capacity at peak time.
142	Fulford & Tean Football Club	North	Yes-unused	Adult		2	Unsecure	Poor	2	2	2	Spare capacity discounted due to unsecure tenure.
172	Oulton First School	North	No	Mini	(5v5)	1	Unsecure	Poor	2	1	1	Pitch is not available for community use.
174	Springfields First School	North	No	Mini	(5v5)	2	Unsecure	Poor	4	2	2	Pitches are not available for community use.
44	Hopton Village Hall	East	Yes	Youth	(11v11)	1	Secure	Standard	2	0.5	-	No actual spare capacity at peak time.
60	MOD Stafford	East	No	Adult		2	Secure	Standard	4	4	2	Pitches are not available for community use.
102	Stone Hockey Club	East	Yes	Youth	(9v9)	1	Secure	Standard	2	1.5	0.5	Actual spare capacity at peak time.
112	The Weston Road Academy	East	Yes	Youth	(11v11)	2	Unsecure	Standard	4	2.5	0.5	Spare capacity discounted due to unsecure tenure.
118	Walton Common	East	Yes	Adult		1	Secure	Standard	2	1.5	0.5	Actual spare capacity at peak time.
120	Walton High School	East	Yes	Adult		1	Unsecure	Poor	1	1	1	Spare capacity discounted due to unsecure tenure.
				Mini	(5v5)	1	Unsecure	Standard	4	4	1	Spare capacity discounted due to unsecure tenure.
				Mini	(7v7)	1	Unsecure	Standard	4	4	1	Spare capacity discounted due to unsecure tenure.
				Youth	(11v11)	1	Unsecure	Standard	2	1.5	0.5	Spare capacity discounted due to unsecure tenure.
134	Yarlet School	East	Yes-unused	Mini	(7v7)	2	Unsecure	Poor	4	4	2	Spare capacity discounted due to unsecure tenure.
				Youth	(9v9)	1	Unsecure	Standard	2	2	1	Spare capacity discounted due to unsecure tenure.
173	All Saints C of E Primary School	East	No	Mini	(7v7)	1	Unsecure	Poor	2	1	1	Pitch is not available for community use.
9	Bishop Lonsdale C of E Vc Primary School	West	Yes-unused	Mini	(7v7)	1	Unsecure	Poor	2	2	1	Spare capacity discounted due to unsecure tenure.
26	Eagles Park	West	Yes	Mini	(5v5)	2	Secure	Good	12	12	2	Actual spare capacity at peak time.
				Mini	(7v7)	2	Secure	Good	12	12	2	Actual spare capacity at peak time.
				Youth	(11v11)	2	Secure	Good	8	7	2	Actual spare capacity at peak time.
				Youth	(9v9)	1	Secure	Good	4	1	-	No actual spare capacity at peak time.
33	Gnosall Sports and Social Club	West	Yes	Adult		1	Secure	Standard	2	2	-	No actual spare capacity at peak time.
36	Great Bridgeford Playing Field	West	Yes	Youth	(9v9)	1	Secure	Standard	2	1.5	0.5	Actual spare capacity at peak time.
48	Jim Jarvis Playing Field	West	Yes	Adult		1	Secure	Standard	2	1.5	0.5	Actual spare capacity at peak time.
51	Knighton Family Social Club	West	Yes	Adult		1	Secure	Poor	1	0.5	0.5	Spare capacity retained due to poor quality.
69	Pershall Park (Eccleshall Football Club)	West	Yes	Adult		1	Secure	Good	3	1.5	0.5	Actual spare capacity at peak time.
				Youth	(11v11)	1	Secure	Good	4	4	1	Actual spare capacity at peak time.

[13] Match equivalent sessions

Site ID	Site name	Analysis area	Community use availability	Pitch type	Pitch size	No. of pitches	Security of tenure	Agreed quality rating	Site capacity [13]	Capacity balance	Match equivalent sessions available in peak period	Comments
77	Seighford Football Club	West	Yes	Youth	(11v11)	1	Secure	Standard	2	1	-	No actual spare capacity at peak time.
92	Stafford Grammar School	West	Yes-unused	Adult		1	Unsecure	Good	3	3	1	Spare capacity discounted due to unsecure tenure.
				Youth	(11v11)	2	Unsecure	Good	8	8	2	Spare capacity discounted due to unsecure tenure.
175	Church Eaton Endowed VA Primary School	West	Yes-unused	Mini	(5v5)	1	Unsecure	Poor	2	1	1	Spare capacity discounted due to unsecure tenure.
7	Barnes Road Playing Field	Stafford	Yes	Adult		1	Secure	Poor	1	0.5	0.5	Spare capacity retained due to poor quality.
10	Blessed William Howard Catholic High School	Stafford	Yes-unused	Adult		1	Unsecure	Standard	2	2	1	Spare capacity discounted due to unsecure tenure.
				Youth	(9v9)	1	Unsecure	Standard	2	2	1	Spare capacity discounted due to unsecure tenure.
16	Charnley Road	Stafford	Yes	Adult		2	Secure	Standard	4	2	-	No actual spare capacity at peak time.
23	Cresswell Manor Farm Playing Field	Stafford	Yes	Adult		1	Secure	Standard	2	1.5	0.5	Actual spare capacity at peak time.
49	John Wheeldon Primary Academy	Stafford	Yes	Youth	(11v11)	1	Unsecure	Poor	1	0.5	0.5	Spare capacity discounted due to unsecure tenure.
50	King Edward VI High School	Stafford	Yes	Adult		2	Unsecure	Standard	4	3.5	1.5	Spare capacity discounted due to unsecure tenure.
				Youth	(9v9)	1	Unsecure	Standard	2	2	1	Spare capacity discounted due to unsecure tenure.
56	Marston Road Stadium (Stafford Rangers FC)	Stafford	Yes	Adult		1	Secure	Good	3	2	-	No actual spare capacity at peak time.
65	Oakridge School	Stafford	Yes-unused	Youth	(9v9)	1	Unsecure	Poor	2	2	1	Spare capacity discounted due to unsecure tenure.
68	Perkins Sports Club	Stafford	Yes	Adult		1	Secure	Good	3	1	-	No actual spare capacity at peak time.
72	Riverway Sports Ground	Stafford	Yes	Adult		2	Secure	Standard	4	3.5	1.5	Actual spare capacity at peak time.
74	Rowley Park Primary Academy	Stafford	Yes	Youth	(9v9)	1	Unsecure	Poor	1	0.5	0.5	Spare capacity discounted due to unsecure tenure.
75	Rowley Park Stadium	Stafford	Yes	Youth	(9v9)	3	Secure	Standard	6	3	0.5	Actual spare capacity at peak time.
79	Brocton Football Club	Stafford	Yes	Adult		2	Secure	Standard	4	2	1	Actual spare capacity at peak time.
81	Sir Graham Balfour High School	Stafford	Yes	Youth	(11v11)	3	Unsecure	Standard	3	5	2	Spare capacity discounted due to unsecure tenure.
				Youth	(9v9)	1	Unsecure	Standard	1.5	0.5	1	Spare capacity discounted due to unsecure tenure.
86	St Leonards Playing Field	Stafford	Yes	Youth	(11v11)	1	Unsecure	Standard	2	1	-	No actual spare capacity at peak time.
94	Stafford Manor High School	Stafford	Yes	Mini	(5v5)	3	Unsecure	Standard	12	8	-	No actual spare capacity at peak time.
				Mini	(7v7)	2	Unsecure	Standard	8	6.5	1.5	Spare capacity discounted due to unsecure tenure.
				Youth	(11v11)	1	Unsecure	Standard	2	2	1	Spare capacity discounted due to unsecure tenure.
127	Western Downs	Stafford	Yes	Adult		1	Secure	Poor	1	0.5	0.5	Spare capacity retained due to poor quality.
130	Wildwood Park	Stafford	Yes	Adult		1	Secure	Standard	2	0.5	-	No actual spare capacity at peak time.
				Youth	(9v9)	1	Secure	Poor	1	1	1	Spare capacity retained due to poor quality.
176	Barnfields Primary School	Stafford	Yes-unused	Mini	(7v7)	1	Unsecure	Poor	2	1	1	Spare capacity discounted due to unsecure tenure.
179	Riverway Sports Complex	Stafford	Yes	Youth	(11v11)	1	Secure	Standard	2	1	-	No actual spare capacity at peak time.
				Youth	(9v9)	1	Secure	Standard	2	1.5	1	Actual spare capacity at peak time.

Actual spare capacity totals 17.5 match equivalent sessions across 27 pitches. This has been aggregated up by area and by pitch type.

Table 2.17: Summary of actual spare capacity

Analysis area	Actual spare capacity (match equivalent sessions per week)				
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
North	1	2	-	-	-
East	0.5	-	0.5	-	-
West	1	3	0.5	2	2
Stafford	3	-	1.5	-	-
Total	**6**	**5**	**2.5**	**2**	**2**

The majority of actual spare capacity is identified on adult pitches, although some level is also identified on the remaining pitch types. There are three match equivalent sessions of spare capacity in the North Analysis Area, 0.5 match equivalent sessions of spare capacity in the East Analysis Area, 8.5 match equivalent sessions in the West Analysis Area and 4.5 match equivalent sessions of spare capacity in the Stafford Analysis Area.

Furthermore, nine match equivalent sessions are discounted due to unsecure tenure, whereas three match equivalent sessions are discounted due to quality issues.

Overplay

Overplay occurs when there is more play accommodated on a site than it is able to sustain, which can often be due to the low carrying capacity of pitches. In Stafford, two pitches across two sites are overplayed by a combined total of one match equivalent session.

Table 2.18: Summary of overplay

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating (match sessions)
85	St Lawrence's Primary School	West	Youth (9v9)	1	0.5
43	Holmcroft Youth and Community Centre	Stafford	Adult	1	0.5
				Total	**1**

When broken down, 0.5 match equivalent sessions of overplay take place in the West Analysis Area and 0.5 match equivalent sessions of overplay take place in the Stafford Analysis Area.

2.5: Supply and demand analysis

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

Adult pitch analysis

Table 2.19: Supply and demand balance of adult pitches

Analysis area	Actual spare capacity[14]	Demand (match equivalent sessions)				
		Overplay	Latent / exported demand	Current total	Future demand	Total
North	1.5	-	-	1.5	1	**0.5**
East	0.5	-	-	0.5	-	**0.5**
West	1	-	-	1	0.5	**0.5**
Stafford	3	0.5	-	2.5	1	**1.5**
Total	**6**	**0.5**	**-**	**5.5**	**2.5**	**3**

There is currently an adequate supply of adult pitches to meet demand, with 5.5 match equivalent sessions of spare capacity and spare capacity existing in each analysis area. When considering future demand this remains the same. Overall there is future spare capacity of three match equivalent sessions.

Youth 11v11 pitch analysis

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

Analysis area	Actual spare capacity[15]	Demand (match equivalent sessions)				
		Overplay	Latent / exported demand	Current total	Future demand	Total
North	2	-	-	2	0.5	**1.5**
East	-	-	1.5	1.5		**1.5**
West	3	-	-	3		**3**
Stafford	-	-	1.5	1.5	3	**4.5**
Total	**5**	**-**	**3**	**2**	**3.5**	**1.5**

There is currently minimal spare capacity of two match equivalent session across the Borough on youth 11v11 pitches, although a shortfall is evident in the East and Stafford analysis areas. When accounting for future demand, an overall shortfall of 1.5 match equivalent sessions becomes evident.

It must also be noted that a large number of youth 11v11 teams are playing on adult pitches, meaning shortfalls would greatly increase should these sides transfer to the correct pitch type.

[14] In match equivalent sessions
[15] In match equivalent sessions

Youth 9v9 pitch analysis

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

Analysis area	Actual spare capacity[16]	Demand (match equivalent sessions)				
		Overplay	Latent / exported demand	Current total	Future demand	Total
North	-	-	-	-	0.5	**0.5**
East	0.5	-	-	0.5	0.5	**-**
West	0.5	0.5	-	-	-	**-**
Stafford	0.5	-	-	1.5	2	**0.5**
Total	**1.5**	**0.5**	**-**	**2**	**3**	**1**

Overall there is current minimal spare capacity on youth 9v9 pitches totalling two match equivalent session. When taking into consideration future demand, the North and Stafford analysis areas display a shortfall, with the remaining two analysis areas being at capacity, creating a total future shortfall of two match equivalent sessions.

Mini 7v7 pitch analysis

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

Analysis area	Actual spare capacity[17]	Demand (match equivalent sessions)				
		Overplay	Latent / exported demand	Current total	Future demand	Total
North	-	-	-	-	-	**-**
East	-	-	-	-	-	**-**
West	2	-	-	2	-	**2**
Stafford	-	-	-	-	-	**-**
Total	**2**	**-**	**-**	**2**	**-**	**2**

Across Stafford there is currently minimal spare capacity of two match equivalent sessions on mini 7v7 pitches. As future demand from clubs is non-existent for mini 7v7 pitches, with clubs instead planning to add mini teams at the lowest age group each year (mini 5v5 teams), the level of spare capacity remains at two match equivalents session per week when factoring in future demand.

[16] In match equivalent sessions
[17] In match equivalent sessions

Mini 5v5 pitch analysis

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

Analysis area	Actual spare capacity[18]	Demand (match equivalent sessions)				
		Overplay	Latent / exported demand	Current total	Future demand	Total
North	-	-	-	-	-	-
East	-	-	-	-	-	-
West	2	-	-	2	-	2
Stafford	-	-	-	-	6	6
Total	**2**	**-**	**-**	**2**	**6**	**4**

Currently, mini 5v5 pitches have minimal spare capacity of two match equivalent sessions; however, when accounting for future demand there is a predicted overall shortfall of four match equivalent sessions. This is due to high levels of future demand in the Stafford Analysis Area.

2.6: Conclusions

Using the supply and demand analysis tables, it is determined that there is current spare capacity across all pitch types in Stafford, although this is relatively minimal. After factoring in future demand, shortfalls become evident on youth 11v11, youth 9v9 pitches and mini 5v5 pitches.

Table 2.24: Summary of supply and demand

Pitch type	Actual spare capacity[19]	Demand (match equivalent sessions)				
		Overplay	Latent demand	Current total	Future demand	Total
Adult	6	0.5	-	5.5	2.5	3
Youth 11v11	5	-	3	2	3.5	1.5
Youth 9v9	2.5	0.5	-	2	3	1
Mini 7v7	2	-	-	2	-	2
Mini 5v5	2	-	-	2	6	4

[18] In match equivalent sessions
[19] In match equivalent sessions

Football – grass pitch summary

- **It is determined that there is current spare capacity across all pitch types in Stafford, although this is relatively minimal. After factoring in future demand, shortfalls become evident on youth 11v11, youth 9v9 pitches and mini 5v5 pitches.**
- The audit identifies a total of 107 grass football pitches within Stafford across 57 sites. Of the pitches, 98 are available, at some level, for community use across 51 sites. The only unavailable pitches are located at MOD Stafford or education sites.
- In total, 20% of community available pitches are located at Borough Council sites. This is less than the number of pitches provided within the education sector (40%), with the remainder shared between sports clubs (20%), private owners (13%), parish councils (3%), community organisations (2%) and commercial operators (2%).
- The Mid Staff Junior Football League reports that it is currently considering options for a central venue with Stafford to accommodate its youth 9v9 football demand.
- Stone HC also indicates the potential to develop additional football pitches at Stone Hockey Club if utility power cables can be relocated at an economical cost.
- In total, 23 pitches are assessed as good quality, 46 as standard quality and 27 as poor quality.
- The majority of Council sites (58%) are not serviced by any form of changing provision in addition to three sites hosting poor quality facilities.
- Holmcroft Youth and Community Centre, Kings Park, Marston Road, Pershall Park, Stone Hockey Club and Wellbeing Park all have poor quality ancillary facilities.
- Stone Dominoes FC, FC Morrison, Stone Hammers FC, Stone Old Alleyians FC and Tunstall Town FC report unsecure tenure at Wellbeing Park having been served an eviction notice from the private landowner to relocate at the end of the 2018/19 season. Staffordshire FA is currently in discussions with the freeholder of the site to secure its longevity.
- Through consultation Berkswich FC and AFC Gnosall both indicate aspirations to formalise such an agreement at Walton High School and St Lawrence's Primary School, respectively.
- Through the audit and assessment, 187 teams from within 56 clubs are identified as playing within Stafford. This consists of 37 adult men's, one adult women's, 73 youth boys', eight youth girls' and 68 mini teams.
- Eccleshall FC reports having issues replacing bulbs in its floodlights due to its hydraulic base counter balance being stolen within the previous three years.
- The MSJFL generates a significant amount of imported and exported demand, a total of 18 mini 5v5 teams and 17 mini 7v7 teams currently importing their demand into the Borough. The League would benefit from any future discussion regarding future 3G developments in the Borough.
- Ten clubs' report aspirations to increase the number of teams they provide. Through the clubs that quantified potential increase, there is a predicted growth of 27 teams.
- Team generation rates predict that there will be a possible increase of three youth 11v11 boys' teams across Stafford.
- Actual spare capacity totals 15.5 match equivalent sessions across 25 pitches.
- In Stafford, two pitches across two sites are overplayed by a combined total of one match equivalent session.

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

3.1: Introduction

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

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

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

Table 3.1: 3G type and sport suitability

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

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

3.2: Current provision

A full size 3G pitch is considered by the FA to measure at least 100 x 64 metres (106 x 64 metres including run offs); however, for the purposes of this report, all pitches measuring over 100 x 60 metres (inclusive of run offs) are considered to be full size due to the amount of demand they can accommodate. Nationally, many 3G pitches are slightly undersized due to being converted from sand-based provision (dimensions for hockey are smaller than for football).

There are three full size 3G pitches in Stafford that fully comply with the above specification. Two of the three pitches are located in the Stafford Analysis Area, whilst the remaining pitch is located in the East Analysis Area. No full size 3G pitches are provided in either the North or West analysis areas.

The two pitches located in the Stafford Analysis Area are available to the community, whereas the pitch in the East Analysis Area is unavailable for community usage due to it being situated within a high security site. That being said, some community clubs report using the site on an ad-hoc basis to accommodate training demand, via special arrangement.

All three pitches are floodlit.

Table 3.2: Full size 3G pitches in Stafford

Site ID	Site name	Analysis area	Community use?	Floodlit?	Size (metres)
60	MOD Stafford	East	No	Yes	108 x 66
75	Rowley Park Stadium	Stafford	Yes	Yes	102 x 67
179	Riverway Sports Complex	Stafford	Yes	Yes	104 x 68

In addition, there are also three smaller sized 3G pitches servicing Stafford across three different sites. Such pitches are generally not suitable for adult match play but can be used to accommodate youth and mini matches provided they are FA approved, of an adequate size and with adequate run-off areas. More commonly, they are used to accommodate training demand, commercial football leagues and social play.

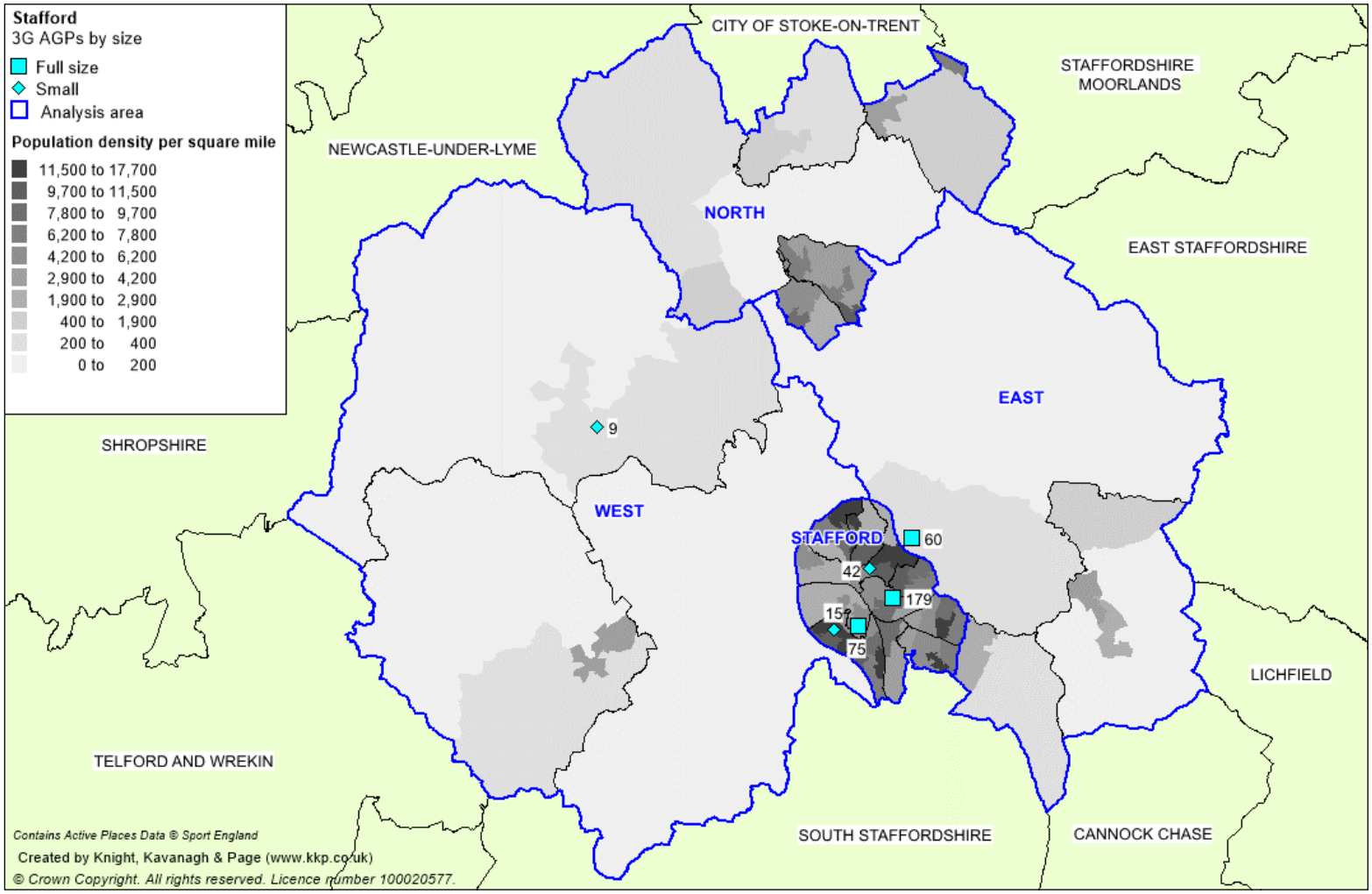
Only one of the three pitches is available for community use and floodlit; the remaining two are neither available nor floodlit. Two are located in the Stafford Analysis Area, with one located in the West Analysis Area.

Table 3.3: Additional supply of 3G pitches

Site ID	Site name	Analysis area	No. of pitches	Community use?	Floodlit?	Size (metres)
9	Bishop Lonsdale C of E Vc Primary School	West	1	Yes	Yes	60 x 40
15	Castlechurch Primary School	Stafford	1	No	No	37 x 18
42	HMP Stafford	Stafford	1	No	No	32 x 20

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

Figure 3.1: Location of 3G AGPs in Stafford



Future provision

Stafford RUFC is in the process of moving to a new site which will be located at Blackberry Lane and will accommodate a full size, floodlit World Rugby Complaint 3G pitch in addition to grass rugby pitches. The 3G pitch will be available for community use once established, which is scheduled to be September 2019. This development has been part funded by the MOD, which has an agreement with the Club to provide all service personnel based in Stafford free membership to Stafford RUFC for a year.

In January 2016, Stafford Borough Council and Walton High School commissioned a feasibility study on the development of sports facilities at the School. Proposed facilities include a full size, floodlit 3G pitch, an indoor sports hall and a 25m swimming pool. The latter two facility types are detailed further in the accompanying indoor and built needs assessment.

Beacon Sports reports that it is actively enquiring about potential funding streams in order to covert the currently unused smaller sized hockey suitable pitch at Beacon Sports and Fitness into a smaller sized 3G pitch.

FA pitch register

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

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

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

In Stafford, all three pitches are on the FA register and therefore be used to host competitive matches. The full size pitches at MOD Stafford and Rowley Park Stadium are FA certified, whereas, the pitch at Riverway Sports Complex is FIFA certified which means it can host competitive football up to Step 2 on the non league football pyramid.

World Rugby compliant pitches

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

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

The RFU Investment Strategy into 3G pitches considers sites where grass rugby pitches are over capacity and where a pitch would support the growth of the game at the host site and for the local rugby partnership, including local clubs and education sites. There are currently no World Rugby compliant 3G pitches in Stafford; however, the aforementioned pitch being developed at Stafford Rugby Club will be registered when installed.

Management

The 3G pitch at Rowley Park Stadium is managed commercially through Freedom Leisure. It should be noted that even though the pitch at Rowley Park Stadium is managed commercially, the Council service specifications with Freedom Leisure states the pitch must have a balanced programme of usage. This includes access for Schools, Clubs and casual bookings. There are also limitations in place on what charges and annual increases can be applied.

The pitch located at MOD Stafford is managed by the MOD and is only readily available to service personnel, whereas, the pitch at Riverway Sports Complex is co-managed by the Stafford Town FC and Stafford Borough Council.

Availability

The pitches at Rowley Park Stadium and Riverway Sports Complex are widely accessible throughout the week, although the latter site is used often accessed by Stafford Town FC's first team for competitive and training demand.

As previously mentioned, the 3G pitch at MOD Stafford is not considered to be available for community use, although it is noted that some external hirers are allowed.

Table 3.4: Summary of 3G pitch availability

Site ID	Site	Analysis area	Availability
60	MOD Stafford	East	Unavailable
75	Rowley Park Stadium	Stafford	The pitch is available from 10am-9:30pm on Monday to Friday and from 10am-6pm on Saturday and Sunday.
179	Riverway Sports Complex	Stafford	The pitch is available for hire subject to the club's training and match demand.

Quality

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

In Stafford, the full size 3G pitch at Riverway Sports Complex is currently considered to be good quality, with no issues identified following user consultation. It is relatively new having been installed in 2016.

In comparison, the pitch at Rowley Park Stadium is standard quality due to some signs of wear and tear being apparent. The surface is approaching the end of its recommended lifespan, meaning the rate of deterioration should be monitored in the short-term with consideration given to resurfacing/refurbishment when required.

Quality at MOD Stafford is unknown as the site was inaccessible.

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

Site ID	Site	Analysis area	Year installed/ resurfaced	Quality
60	MOD Stafford	East	2013	Unknown
75	Rowley Park Stadium	Stafford	2012	Standard
179	Riverway Sports Complex	Stafford	2016	Good

Ancillary facilities

The ancillary facilities at Rowley Park Stadium are considered to be relatively dated and do not meet DDA compliancy. In contrast, changing facilities are available at Riverway Sports Complex and no issues with these facilities have been highlighted through consultation.

3.3: Demand

Both available full size 3G pitches currently servicing Stafford are reported as operating at or close to capacity during midweek at desirable times, especially during winter months. The majority of capacity is currently taken up for football through recreational activity, commercial small-sided leagues and training demand, with ad-hoc rugby training also reported to take place at Rowley Park Stadium.

Football

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

Training demand

Getting access to good quality, affordable training facilities is a problem for many clubs throughout the country. In the winter months, midweek training is only possible at floodlit facilities.

Of clubs responding to consultation, 57% report that they require additional training facilities, with 43% of these specifically mentioning demand for 3G pitches. Some teams currently access sand-based pitches or indoor sports halls, whilst others do access 3G pitches but do so at undesirable times.

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

- Brewood Juniors FC
- Brocton FC
- Berkswich FC
- Stafford Rangers FC
- MB Stafford FC
- Meir KA FC
- Lea Hall Youth FC
- Stone Dominoes Development FC

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

It is estimated by the FA that 38 teams can be accommodated on one full size 3G pitch for training. Given this, with 186 teams currently affiliated to Stafford, there is a need for five full size 3G pitches. As there are currently two full size 3G pitches available for community use, an additional three full size 3G pitches are required to meet current demand.

The table below considers where the additional 3G pitches are required, based on each team training within the analysis area in which they play.

Table 3.6: Current demand for 3G pitches by analysis area (based on 38 teams per pitch)

Analysis area	Current number of teams	3G requirement[20]	Current number of 3G pitches	Potential shortfall
North	44	1.15 - **1**	0	1
East	13	0.34 - **0**	0	-
West	19	0.50 - **0**	0	-
Stafford	110	2.89 - **3**	2	1

This shows that there is a shortfall within the Stafford Analysis Area amounting to one full size 3G pitch and a shortfall in the North Analysis Area amounting to one full size 3G pitch. There is not considered to be enough demand in the East or West Analysis Areas to warrant provision, although there may be a need for smaller sized 3G pitches to accommodate what demand does exist.

In addition, 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).

An example of the above is in the East Analysis Area, where demand for 3G provision has been rounded down. It is considered that training demand could be accommodated on the sand-based AGPs provided at Beacon Sport and Fitness, Yarlet School and Stone Hockey Club, whilst the smaller sized 3G pitch located at Bishop Lonsdale C of E VC Primary School can contribute to meeting demand in the West Analysis Area.

[20] Rounded to the nearest whole number

When considering future demand for an additional 30 teams (based on club aspirations and team generation rates), there is need for five full size 3G pitches (rounded down from 5.6) and a shortfall of three.

Whilst the development of a full size 3G pitch at Stafford Rugby Club will add to the supply, it is not considered able to reduce 3G shortfalls in relation to football demand. This is because it will primarily be used for rugby activity.

Match play demand

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

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

A total of 25 teams are currently identified as playing home matches on the 3G pitches in Stafford, which is a relatively high number in comparison to the amount of pitches provided. Of these teams, 19 currently use Riverway Sports Complex, with the remaining six teams accessing the pitch at Rowley Park Stadium. No clubs are identified as playing at MOD Stafford as the site is unavailable for community use.

The majority of games played on 3G pitches nationally are mini soccer matches. Football in Stafford follows this trend, with 15 of the 25 teams using 3G pitches playing this format. The remaining 10 teams that play youth and adult formats come from clubs including Stafford Town, Stafford Town Dragons, Stafford Town Girls, Stafford Town Juniors and Stafford Town Ladies football clubs.

Rugby

As mentioned previously, there are currently no World Rugby compliant 3G pitches within Stafford; however, non-contact rugby training has previously taken place at Rowley Park Stadium by Stafford RUFC.

The creation of the World Rugby compliant 3G pitch at the new Stafford Rugby Club site is to accommodate all training demand by the Club in addition to minimal amounts of training from remaining clubs located in the Borough. It should be noted, however, that clubs have to balance their operating costs due to them largely being asset owning. Therefore, the cost of hiring external provision, such as the 3G pitch at Stafford Rugby Club, needs to be affordable otherwise the facility may go unsued.

3.4: Supply and demand analysis

In conclusion, there is an insufficient supply of full size 3G pitches to meet current and anticipated future training demand based on the FA training model in Stafford. As such, it is determined that an increase in provision is required, with future provision best placed in the North and Stafford analysis areas, primarily to service the main towns of Stafford and Stone.

In addition, to ensure that current supply and any future supply are maintained to a good enough standard to accommodate demand, providers are encouraged to put sinking funds in place to ensure long-term sustainability. This will allow for re-surfacing to take place when required and will ensure that FA certification remains in place.

To maximise and sustain current levels of match play on 3G pitches, FA testing is required as soon as possible at Riverway Sports Complex and every three years for all existing pitches. Any new 3G pitches should also undergo such certification when installed.

For rugby union, it is considered that the development of a World Rugby compliant 3G pitch at Stafford Rugby Club can assist in alleviating grass pitch issues in the Borough, particularly if neighbouring clubs are also allowed access for training purposes. The impact of the pitch should be reviewed following installation to determine if it is sufficient, or whether further provision is required.

Conversion from hockey suitable AGP surface types

As later detailed in Part 7, the current stock of hockey suitable AGPs require protecting for hockey demand, meaning conversion to 3G is not a viable option unless replacement provision is provided.

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.

Due to its impact on hockey, it is appropriate to ensure that sufficient sand based AGPs are retained or developed if existing provision is under threat due to the lack of security of access or, 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 therefore be sought prior to any planning application being submitted.

3G summary

- **There is an insufficient supply of full size 3G pitches to meet current and anticipated future demand for football in Stafford.**
- **For rugby union, it is considered that the World Rugby compliant 3G pitch at Stafford Rugby Club can assist in alleviating grass pitch issues; its impact should be reviewed following installation to determine whether further provision is required.**
- There are three full size 3G pitches in Stafford located at Rowley Park, Riverway Sports Complex and MOD Stafford.
- All three pitches are floodlit but only two are available for community use, with the pitch at MOD Stafford unavailable for community use.
- In addition, there are three smaller sized 3G pitches, although only the pitch at Bishop Lonsdale C of E Vc Primary School is available for community usage.
- The full size 3G pitches at MOD Stafford and Rowley Park Stadium are FA certified, whereas, the pitch at Riverway Sports Complex is FIFA certified.
- Stafford RUFC are establishing a new 3G pitch which will be World Rugby compliant, making it the only World Rugby compliant 3G pitch in the Borough.
- The 3G pitch at Riverway Sports Complex is considered good quality, whereas the pitch located at Rowley Park Stadium is considered standard quality - pitch quality at MOD Stafford is unknown.
- The ancillary facilities accommodating the Rowley Park Stadium 3G pitch are considered to be dated and they are not DDA compliant.
- Of football clubs responding to consultation, 57% report that they require additional training facilities, with 43% of these specifically mentioning demand for 3G pitches.
- With 186 teams currently affiliated to Stafford, there is a need for five full size 3G pitches, meaning a shortfall of three pitches (discounting the pitch at MOD Stafford).
- After accounting for future demand, there will be a shortfall of four 3G pitches.
- A total of 25 football teams are currently identified as playing home matches on the 3G pitches in Stafford, of which 19 currently use Riverway Sports Complex, which should not be happening as the pitch is not FA registered.

PART 4: CRICKET

4.1: Introduction

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

There is also minimal crossover with Shropshire Cricket which performs the same function in Staffordshire Cricket which borders Stafford. Forton CC, due to its geographical location in the Borough, affiliates to Shropshire Cricket rather the Staffordshire Cricket. Although the Club is within study area it has been decided through NGB agreement that due to its affiliation to Shropshire Cricket it will not form part of this report.

ECB Inspiring Generations

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

Inspire Generations has six key priorities and activities including transforming women's and girls' cricket to increase the representation of women in every level of cricket by:

- Growing the base through participation and facilities investment.
- Growing the base through participation and facilities investment.
- Launching centres of excellence and a new elite domestic structure.
- Investing in girls' county age group cricket.
- Delivering a girls' secondary school programme.

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

Consultation

There are 11 cricket clubs playing in Stafford. Of these, ten responded to an online survey request resulting in an 91% response rate. This is summarised in the table below.

Table 4.1: Summary of consultation

Club name	Response?
Barlaston CC	Yes
Church Eaton CC	Yes
Eccleshall CC	Yes
Little Stoke CC	Yes
Meir Heath CC	No
Milford Hall CC	Yes
Moddershall & Oulton CC	Yes
Sandon CC	Yes
Stafford CC	Yes
Stone CC	Yes
Wedgwood CC	Yes

Information relating to clubs which did not respond within this section of the report are informed through consultation with Staffordshire Cricket and through online research.

4.2: Supply

There are 19 grass wicket squares in Stafford located across 16 sites. All of the squares are available for community use, with the most existing in the North Analysis Area and the least existing in the Stafford Analysis Area.

Table 4.2: Summary of grass wicket squares

Analysis area	No. of squares
North	9
East	5
West	4
Stafford	1
Total	**19**

Disused provision

A grass wicket square has recently been lost at Shugborough County Sports Ground. Until 2017, the site was jointly managed by Staffordshire County Council and The National Trust; however, the former has relinquished its control meaning the entire site is now owned and managed by the Trust. As a result, the Trust stopped maintaining all formal sporting provision onsite which means that any sports clubs accessing the site have been forced to find alternative venues to accommodate demand.

Non-turf pitches (NTPs)

The ECB highlights that NTPs which follow its TS6 guidance on performance standards are suitable for high level, senior play and are considered able to take 60 matches per season, although this may include training sessions via the use of mobile nets.

In Stafford, there are three NTPs that accompany grass wicket squares in addition to six standalone NTPs. The location of these can be seen in the table below.

Table 4.3: Summary of NTPs in Stafford

Site ID	Site	Analysis area	Number of NTPs	Position
1	Alleyne's High School	North	1	Square
19	Church Eaton Cricket Club	West	1	Square
27	Eccleshall Cricket Club	West	1	Square
59	Milford Hall Cricket Club	East	1	Square
65	Oakridge School	Stafford	1	Standalone
81	Sir Graham Balfour High School	Stafford	1	Standalone
91	Stafford Cricket and Hockey Club	Stafford	1	Standalone
112	The Weston Road Academy	East	1	Standalone
120	Walton High School	East	1	Standalone

It should be noted that the standalone NTP located at Stafford Cricket and Hockey Club forms a junior square used by Stafford CC. The NTP is suitable for senior fixtures playing at a specific competitive level; however, the outfield only meets minimum junior dimensions. This is due to two permanent rugby pitches, with fixed posts, located on the outfield.

The map overleaf shows the location of all cricket squares (grass and non-turf) currently servicing Stafford.

Figure 4.1: Location of cricket pitches in Stafford

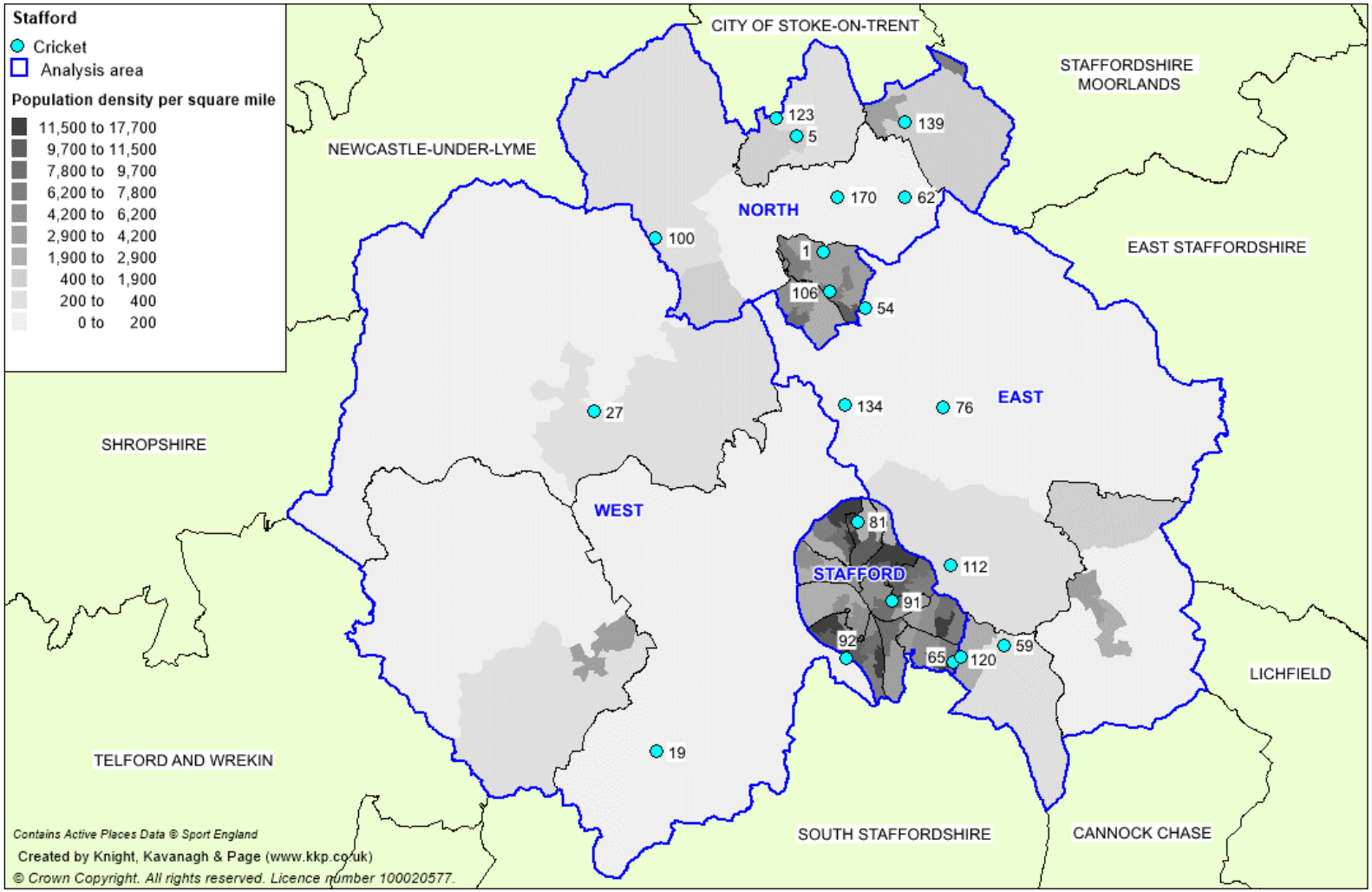


Table 4.4: Key to map of cricket pitches

Site ID	Site	Analysis area	Community use?	No. of squares	No. of wickets	
					grass	non-turf
1	Alleyne's High School	North	Yes-unused	1	5	1
5	Barlaston Cricket Club	North	Yes	1	10	-
19	Church Eaton Cricket Club	West	Yes	1	8	1
27	Eccleshall Cricket Club	West	Yes	1	11	1
54	Little Stoke Cricket Club	East	Yes	2	18	-
					9	-
59	Milford Hall Cricket Club	East	Yes	1	13	1
62	Moddershall Cricket Club	North	Yes	2	10	-
					16	-
65	Oakridge School	Stafford	No	1	-	1
76	Sandon Cricket Club	East	Yes	1	6	-
81	Sir Graham Balfour High School	Stafford	No-disused	1	-	1
91	Stafford Cricket and Hockey Club	Stafford	Yes	2	14	-
					-	1
92	Stafford Grammar School	West	Yes	2	8	-
					10	-
100	Stone Cricket Club (Swynnerton Park)	North	Yes	1	20	-
106	Stone Cricket Club	North	Yes	1	22	-
112	The Weston Road Academy	East	No-disused	1	-	1
120	Walton High School	East	No-disused	1	-	1
123	Wedgwood Sports Ground	North	Yes	1	10	-
134	Yarlet School	East	Yes-unused	1	5	-
139	Meir Heath Cricket Club	North	Yes	1	14	-
170	Spencer Copeland Cricket Ground	North	Yes	1	12	-

Future provision

Stafford CC, which forms part of Stafford Cricket and Hockey Club alongside Stafford HC, reports that any future development of its site needs to be in conjunction with any changes in hockey suitable provision across Stafford. This is because Stafford HC has planning permission (due to expire in November 2019) to create its own dedicated full size hockey suitable pitch on site, which if established would require the relocation of the NTP. This is further explored in Part 7: Hockey.

Staffordshire Cricket is currently examining sites within the Authority where it can potentially develop two grass cricket squares. The regional cricket board fields multiple male and female teams of varying ages playing differing formats, however, the majority of these are currently nomadic and play at several clubs sites across the Borough. It therefore wants a central venue where it can hosts all its fixtures in conjunction with any other sporting initiatives. The development of such a site would be dependent on available funding.

ECB Ball Strike

Where there is either new cricket provision being put in place, or more commonly a development which may prejudice the use of the cricket facility, there is a requirement for a

full ball strike risk assessment to be undertaken and appropriate mitigation put in place as part of the development. As such, the ECB recommends that the clubs and organisations seek to have a ball strike risk assessment undertaken; further information can be provided by the ECB.

Security of tenure

In total, eight of the 11 clubs across Stafford have secure tenure at their home venues through either ownership or a long term lease. In addition, three of these also access a second site to meet their current levels of demand (Milford Hall CC, Stone CC and Moddershall & Oulton CC). Moddershall & Oulton CC is the only club to report an issue with this, stating that it would rather purchase Spencer Copeland Ground in order to develop the facilities. Currently, the Club leases the site in an agreement that expires in 2023.

The remaining three clubs, Church Eaton CC, Wedgwood CC and Sandon CC do not have secured tenure at Church Eaton Cricket Club, Wedgwood Sports Ground and Sandon Cricket Club, respectively. The former rents its site from the Archdiocese and does not indicate any issues with its current arrangement, whereas the Wedgwood CC is currently discussing potential lease arrangements with site owner Wedgwood Factory Estate. Similar to Church Eaton CC, Sandon CC rents the use of Sandon Cricket Club however its arrangement it with the Sandon Estate.

Table 4.5: Summary of security of tenure for Stafford cricket clubs

Club	Site	Tenure
Barlaston CC	Barlaston Cricket Club	25 year lease from Barlaston Parish Council
Church Eaton CC	Church Eaton Cricket Club	Rented from Archdiocese
Eccleshall CC	Eccleshall Cricket Club	21 year lease from Eccleshall Castles Estates
Little Stoke CC	Little Stoke Cricket Club	Freehold
Meir Heath CC	Meir Heath Cricket Club	Freehold
Milford Hall CC	Milford Hall Cricket Club	99 year lease from private landowner
	Stafford Grammar School	Annual rental from the School
Moddershall & Oulton CC	Moddershall Cricket Club	Freehold
	Spencer Copeland Ground	Lease until 2023
Sandon CC	Sandon Cricket Club	Rent from Sandon Estate
Stafford CC	Stafford Cricket and Hockey Club	Freehold
Stone CC	Stone Cricket Club	Freehold
	Stone Cricket Club (Swynnerton Park)	Annual rental from Lord Stafford
Wedgwood CC	Wedgwood Sports Ground	Lease discussions with Wedgwood Factory Estate

Pitch quality

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

The non-technical assessment of grass wicket squares in Stafford found 15 to be good quality, three to be standard quality and one to be poor quality. The poor quality square is located at Alleyne's High School, whilst the standard quality scores are located at Stone Cricket Club and Yarlet School.

Table 4.6: Quality ratings for grass wicket squares (site by site)

Site ID	Site	Analysis area	No. of squares	Square quality
1	Alleyne's High School	North	1	Poor
5	Barlaston Cricket Club	North	1	Good
19	Church Eaton Cricket Club	West	1	Good
27	Eccleshall Cricket Club	West	1	Good
54	Little Stoke Cricket Club	East	2	Good
59	Milford Hall Cricket Club	East	1	Good
62	Moddershall Cricket Club	North	2	Good
76	Sandon Cricket Club	East	1	Good
91	Stafford Cricket and Hockey Club	Stafford	1	Good
92	Stafford Grammar School	West	2	Good
100	Stone Cricket Club (Swynnerton Park)	North	1	Standard
106	Stone Cricket Club	North	1	Standard
123	Wedgewood Sports Ground	North	1	Good
134	Yarlet School	East	1	Standard
139	Meir Heath Cricket Club	North	1	Good
170	Spencer Copeland Cricket Ground	North	1	Good

The squares at Stone Cricket Club are considered to be standard quality due to issues with dog fouling and litter as well as occasional unofficial usage, which is backed up by consultation with the Club. The poor quality square at Alleyne's High School and the standard quality square at Yarlet School are scored negatively primarily due to maintenance; maintenance at school sites tends to be less regimented when compared to club maintained squares because of budget restraints. It is also less dedicated meaning issues cannot always be rectified immediately.

In relation to Alleyne's High School specifically, anecdotal evidence suggests that the square was previously used to accommodate community demand and whilst actively used was maintained by the hosting club. However, it has not been used for any community demand in the 2018 season and as a result has not been maintained by the School. The School reports the provision is still available for community use but would require enhanced levels of remedial work to ensure it is usable.

Following consultation, Church Eaton, Wedgwood, Moddershall & Oulton, Eccleshall and Milford Hall cricket clubs all report that their squares have improved in quality since last season. Each club indicates the reason for this enhancement is due to having a permanent

qualified groundsman or due to the hard work and time spent by volunteers in maintaining the wickets.

Conversley, Barlaston CC reports issues with a public footpath which is situated adjacent to Barlaston Cricket Club. The Club indicates the open access nature of the footpath has led to issues with dog walkers including fouling and unauthorised access on to the square.

In regard to artificial wickets, no clubs report quality issues regarding NTPs located on their squares; however, non-technical assessments indicate that the surface at Eccleshall Cricket Club has elements of moss and is worn in high traffic areas.

Sir Graham Balfour High School, The Weston Road Academy and Walton High School all report their NTPs to be poor quality due to age and a lack of suitable maintenance. The poor quality has in turn led to each school indicating that the provision is now disused for both community and curricular access.

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

Table 4.7: Performance Quality Standard Ratings

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

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

Ancillary facilities

The audit of ancillary facilities determines that all but two sites currently accessed for affiliated cricket in Stafford is accompanied by either good or standard quality changing rooms with no clubs indicating any issues through consultation. Sandon CC is the only club site to be serviced by poor quality changing provision as its facilities are dated and in need of modernisation. The remaining site with poor quality changing rooms is Stafford Grammar School, which is used by Milford Hall CC third and fourth Saturday teams. The facilities are basic and in need of modernisation.

Table 4.8: Changing room quality (grass wicket squares, site by site)

Site ID	Site	Analysis area	No. of squares	Changing room quality
1	Alleyne's High School	North	1	Standard
5	Barlaston Cricket Club	North	1	Good
19	Church Eaton Cricket Club	West	1	Good
27	Eccleshall Cricket Club	West	1	Good
54	Little Stoke Cricket Club	East	2	Good
59	Milford Hall Cricket Club	East	1	Good
62	Moddershall Cricket Club	North	2	Standard
76	Sandon Cricket Club	East	1	Poor
91	Stafford Cricket and Hockey	Stafford	1	Good
92	Stafford Grammar School	West	2	Poor
100	Stone Cricket Club (Swynnerton Park)	North	1	Standard
106	Stone Cricket Club	North	1	Standard
123	Wedgewood Sports Ground	North	1	Good
134	Yarlet School	East	1	N/A
139	Meir Heath Cricket Club	North	1	Standard
170	Spencer Copeland Cricket Ground	North	1	Standard

Of the squares accompanied by standard quality changing facilities, no major issues were noted; however, it is recognised that the majority are in need of some level of refurbishment given the age of the buildings. Namely, these are Moddershall Cricket Club, Stone Cricket Club, Meir Heath Cricket Club and Spencer Copeland Cricket Ground.

No major problems were noted regarding the ancillary provision servicing standalone NTPs, although the accessibility of the changing rooms for some of the wickets at currently unused education sites is questionable should community demand exist in the future.

Training facilities

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

- Sandon Cricket Club
- Spencer Copeland Cricket Ground

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

Table 4.9: Summary of demand for additional training facilities

Site ID	Site	Club	Comments
5	Barlaston Cricket Club	Barlaston CC	New practice nets to replace current poor quality facilities.
27	Eccleshall Cricket Club	Eccleshall CC	Extension to the square for training purposes.
62	Moddershall Cricket Club	Moddershall & Oulton CC	Refurbishment practice nets and the creation of two new nets.
76	Sandon Cricket Club	Sandon CC	Creation of an NTP on the main square.
91	Stafford Cricket and Hockey Club	Stafford CC	Creation of an NTP on the main square.
100	Stone Cricket Club	Stone CC	Additional practice nets.

In addition, Stafford CC reports potentially needing to relocate its practice nets if Stafford HC secures relevant funding for the abovementioned development of a full size hockey suitable pitch.

4.3: Demand

There are 11 clubs competing in Stafford generating 110 teams. As a breakdown, this equates to 49 senior men's, five senior women's and 56 junior boys' teams. The distribution of these teams across the clubs can be seen in the table below.

Table 4.10: Summary of teams

Club name	Analysis area	No. of competitive teams			
		Senior men's	Senior women's	Junior boys'	Junior girls'
Barlaston CC	North	3	-	4	-
Church Eaton CC	West	3	1	3	-
Eccleshall CC	West	3	1	3	-
Little Stoke CC	East	4	-	7	-
Meir Heath CC	North	3	-	4	-
Milford Hall CC	East	6	2	4	-
Moddershall & Oulton CC	North	9	1	12	-
Newcastle & Hartshill CC[21]	East	2	-	-	-
Sandon CC	East	1	-	-	-
Stafford CC	Stafford	5	-	6	-
Stone CC	North	6	-	13	-
Wedgwood CC	North	4	-	-	-
	Total	**49**	**5**	**56**	**-**

The majority of senior teams play in the North Staffs and South Cheshire Cricket League, whilst the remainder play in either the Birmingham & District Cricket League, the Shropshire County Cricket League or the Lichfield and District Cricket League. In addition, Moddershall

[21] Imported demand from neighbouring authority Newcastle-under-Lyme District

& Oulton CC, Stafford CC and Wedgwood CC each field a single team in the short format midweek Phoenix 15 Competition.

There is no LMS league currently in Stafford, with the closest league in operation located in Birmingham and Black Country. There have been previous attempts to establish an LMS league within Stafford, however, due to the popularity of the already established short format midweek Phoenix 15 Competition there was proven to be little demand for such an event.

Junior teams play in South Moorlands Junior Cricket League, South Staffordshire & District Junior Cricket League, Shropshire County Cricket League competitions or the R. Cherry Kidsgrive & District Junior Cricket League with junior teams also playing in friendly competitions when required.

A summary of teams by analysis area can be seen in the table below. The greatest amount of demand is located in the North Analysis Area (54%) with the least amount in Stafford Analysis Area (10%).

Table 4.11: Summary of teams by analysis area

Analysis area	Number of teams				
	Senior men's	Senior women's	Junior boys'	Junior girls'	Total
North	25	1	33	-	**59**
East	13	2	11	-	**26**
West	6	2	6	-	**14**
Stafford	5	-	6	-	**11**
Total	**49**	**5**	**56**	**-**	**110**

Participation levels for cricket across the study area are strong with most clubs fielding several senior and junior teams. In fact, only two clubs in the Borough do not field any of junior teams these are Wedgwood CC and Sandon CC.

The majority of clubs also report strong participation trends, with the majority remaining stable or growing over the last three years. Nevertheless, Millford Hall CC reports that one of its senior teams folded following the loss of Shugborough County Sports Ground as it had no suitable site to relocate to.

Exported demand

Displaced or exported demand refers to Stafford Borough 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. There is currently no know exported demand from Stafford based clubs.

Imported demand

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

Newcastle & Hartshill CC currently imports its third and fourth Saturday teams into Stafford from neighbouring local authority Newcastle-under-Lyme, with the Club utilising the second square at Little Stoke Cricket Club for both team's fixtures. It is unknown if the Club has

aspirations to return this demand into its home authority or the reasons why it is imported in the first place.

Unmet demand

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

Future demand

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

Participation increases

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

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

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

Table 4.12: Summary of future demand (club aspirations)

Club	Analysis area	Future demand			
		Senior men	Senior women	Junior	Total
Barlaston CC	North	-	1	-	**1**
Church Eaton CC	West	-	1	2	**3**
Eccleshall CC	West	1	-	1	**2**
Little Stoke CC	East	-	-	1	**1**
Meir Heath CC	North	***Unknown***			
Milford Hall CC	East	1	-	2	**3**
Moddershall & Oulton CC	North	3	1	3	**7**
Stafford CC	Stafford	-	-	-	**-**
Sandon CC	East	***Unknown***			
Stone CC	North	-	-	-	**-**
Wedgwood CC	North	-	-	2	**2**
Total		**5**	**3**	**11**	**19**

Of clubs that responded to consultation, total future growth totals five senior men's, three senior women's and 11 junior teams. This is expressed by seven clubs, with Stone CC and Stafford CC reporting no growth aspirations and anticipated growth unknown regarding Meir Heath CC and Sandon CC due to unresponsiveness.

Population forecasts

Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future (2040) based on population growth. When team generation rates are applied across Stafford there is considered enough demand for the expected growth of one junior boys team, however, this growth is dispersed across the all areas and therefore cannot be accredited to just one analysis area.

Table 4.13: Team generation rates based on population growth (2040)

Age group	Current population within age group	Current no. of teams	Team Generation Rate[22]	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Men's (18-55)	32,886	47	1:700	31,662	45	0
Senior Women's (18-55)	31,072	5	1:6,214	29,133	4	0
Junior Boys (7-18)	8,753	56	1:156	8,895	57	1
Junior Girls (7-18)	8,571	0	0	8,447	0	0

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

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

All Stars Cricket

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

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

[22] Please note TGR figures are rounded to the lowest whole number.

In the Study Area, Barlaston, Church Eaton, Eccleshall, Little Stoke, Meir Heath, Milford Hall, Moddershall & Oulton, Stafford, Sandon and Wedgwood cricket clubs will all run All Stars Cricket centres in 2018 and are subsequently likely to experience significant interest and growth in junior participation.

Softball cricket

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

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

Church Eaton, Eccleshall, Milford Hall and Moddershall & Oulton cricket clubs have women and girls sections which participate in softball cricket events in Stafford.

Peak time demand

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

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

4.4: Capacity analysis

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

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

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

The above is used to allocate capacity ratings as follows:

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

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

Table 4.14: Capacity of cricket squares

Site ID	Site name	Analysis area	Community use?	No. of squares	Pitch quality	No. of grass wickets	Capacity (sessions per season)	Actual play (sessions per season)	Capacity rating (sessions per season)
1	Alleyne's High School	North	Yes - unused	1	Poor	5	-	-	
5	Barlaston Cricket Club	North	Yes	1	Good	10	50	64	14
19	Church Eaton Cricket Club	West	Yes	1	Good	8	40	52	12
27	Eccleshall Cricket Club	West	Yes	1	Good	11	55	62	7
54	Little Stoke Cricket Club	East	Yes	2	Good	18	90	76	14
						9	45	36	9
59	Milford Hall Cricket Club	East	Yes	1	Good	13	65	61	4
62	Moddershall Cricket Club	North	Yes	2	Good	10	50	50	
						16	80	90	10
76	Sandon Cricket Club	East	Yes	1	Standard	6	24	12	12
91	Stafford Cricket and Hockey Club	Stafford	Yes	1	Good	14	70	83	13
92	Stafford Grammar School	West	Yes	2	Good	8	40	10	30
						10	50	11	39
100	Stone Cricket Club (Swynnerton Park)	North	Yes	1	Standard	20	80	64	16
106	Stone Cricket Club	North	Yes	1	Standard	22	88	89	1
123	Wedgwood Sports Ground	North	Yes	1	Good	10	50	38	12
134	Yarlet School	East	Yes - unused	1	Standard	5	20	-	20
139	Meir Heath Cricket Club	North	Yes	1	Good	14	70	63	7
170	Spencer Copeland Cricket Ground	North	Yes	1	Good	12	60	24	36

Spare capacity

The next step is to ascertain whether or not any identified 'potential capacity' can be deemed 'actual spare capacity' by which it is available at peak time. 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.

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

Of the remaining squares, there are eight which show potential spare capacity on senior grass cricket squares, totalling 179 match equivalent sessions per season.

Table 4.15: Summary of actual spare capacity for senior cricket

Site ID	Site name	Amount of spare capacity (match equivalent sessions)	Squares available in the peak period (Saturday)	Comments
54	Little Stoke Cricket Club	14	-	The square is currently used to capacity at peak time.
76	Sandon Cricket Club	12	0.5	The square is used by one team on a Saturday meaning there is spare capacity for one additional team.
92	Stafford Grammar School	30	0.5	The square is used by one team on a Saturday however, spare capacity is discounted due to unsecure tenure.
		39	0.5	The square is used by one team on a Saturday however, spare capacity is discounted due to unsecure tenure.
100	Stone Cricket Club (Synnerton Park)	16	-	The square is currently used to capacity at peak time.
123	Wedgwood Sports Ground	12	-	The square is currently used to capacity at peak time.
134	Yarlet School	20	1	The square is not used on a Saturday; however, spare capacity is discounted due to unsecure tenure.
170	Spence Copeland Cricket Ground	36	-	The square is currently used to capacity at peak time.

Of the eight squares which show potential spare capacity at peak time only Sandon Cricket Club is considered to contain actual spare capacity to accommodate one additional senior team. The remaining squares at Little Stoke Cricket Club, Stone Cricket Club (Synnerton Park), Wedgwood Sports Ground and Spence Copeland Cricket Ground do not have actual spare capacity as their squares are already fully utilised on a Saturday, whereas actual spare capacity at Stafford Grammar School and Yarlet School has been discounted due to unsecure tenure.

For junior cricket, all squares with actual spare capacity for senior cricket and with secure tenure are also considered to be able to accommodate an increase in junior demand. This is because junior matches can be spread across numerous days, with Sundays, Tuesdays and Wednesday currently the most common.

It should be noted that the amount of spare capacity on a given square can only be utilised up to its available capacity by future junior or senior demand or a mixture of both. For example, there are 12 match equivalent sessions of spare capacity at Sandon Cricket Club with available peak time capacity to accommodate one additional senior team. Therefore, this spare capacity can be used to accommodate one additional senior men's team at peak time or two additional junior teams (based on the average number of fixtured played per season) throughout the week but not both as this would make the square overplayed.

Overplay

There are six sites in Stafford considered to be overplayed by a total of 57 match equivalent sessions per season. Although it is possible to sustain certain, minimal levels of overplay providing that a regular, sufficient maintenance regime is in place, a resolution is recommended to ensure that there is no detrimental effect on quality over time.

Table 4.16: Summary of overplay

Site ID	Site name	Analysis area	Number of squares	Overplay (matches per season)
5	Barlaston Cricket Club	North	1	14
19	Church Eaton Cricket Club	West	1	12
27	Eccleshall Cricket Club	West	1	7
62	Moddershall Cricket Club	North	1	10
91	Stafford Cricket and Hockey Club	Stafford	1	13
106	Stone Cricket Club	North	1	1
		Total	**6**	**57**

The overplay on grass cricket squares in Stafford derives from three analysis areas. The North Analysis Area has overplay totalling 25 match sessions per season, the West Analysis Area which has overplay totalling 19 match sessions per season and the Stafford Analysis Area has overplay totalling 13 match sessions per season.

As a large percentage of usage from clubs comes from junior cricket, installation of an NTP in situ on the squares would allow junior matches to be transferred from the grass cricket squares, thus alleviating the majority of overplay. Of the six overplayed sites, only three are currently serviced by an NTP (Church Eaton Cricket Club, Eccleshall Cricket Club and Stafford Cricket and Hockey Club).

The inclusion of an NTP for the management of fixtures would alleviate overplay issues; however, this would be subject to league rules and minimum pitch specifications (see ECB S9 pitch layout). Where possible, the addition of an NTP could be considered for junior cricket (up to U15s) and potentially lower league senior cricket which will take the burden off grass wickets due to intensification of use. This option should be considered on a site by site basis.

Given the preference for use of grass cricket squares provision as opposed to NTPs for senior cricket, alternative solutions to alleviate overplay include the use of a secondary site with spare capacity, 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 of the square.

4.5: Supply and demand analysis

Consideration must be given to the extent to which current provision can accommodate current and future demand for both senior and junior cricket. The tables below look at actual spare capacity on grass wicket squares considered against overplay and future demand highlighted during consultation. Match equivalent sessions for future demand are calculated using the average number of matches played per season (12 matches for senior men's teams, four matches for senior women's teams and six matches for junior teams) accompanied with any anticipated growth from team generation rates.

Table 4.17: Supply and demand analysis of cricket squares for senior cricket

Analysis area	Actual spare capacity (sessions per season)	Demand (match sessions)			
		Overplay	Current total	Future demand	Total
North	-	25	25	46	71
East	12	-	12	12	
West	-	19	19	17	36
Stafford	-	13	13	-	13
Total	**12**	**57**	**45**	**75**	**120**

As seen in the above table, there is an overall shortfall for senior cricket on grass wicket squares in Stafford amounting to 45 match equivalent sessions, meaning supply is considered insufficient to meet current demand, although there is actual spare capacity in the East Analysis Area. When accounting for future demand, the overall identified shortfall increases to 120 match equivalent sessions.

The picture is somewhat improved when analysing overall spare capacity for junior cricket, with 33 match equivalent sessions of capacity existing currently; however, both the West and Stafford analysis areas are overplayed. Spare capacity is removed after factoring in future demand, with squares predicted to be overplayed by a total of 45 match equivalent sessions, although minimal spare capacity remains in the North and East analysis areas.

Table 4.18: Supply and demand analysis of cricket squares for junior cricket

Analysis area	Actual spare capacity (sessions per season)	Demand (match sessions)			
		Overplay	Current total	Future demand	Total
North	64	25	39	36	3
East	26	-	26	24	2
West	-	19	19	18	37
Stafford	-	13	13	-	13
Total	**90**	**57**	**33**	**78**	**45**

In summary, there is an insufficient supply of cricket provision to cater for current senior demand across Stafford, whereas there is overall spare capacity for junior demand. When accounting for future demand, a shortfall for junior cricket becomes evident with the shortfall for senior cricket worsening.

Given the shortfalls identified, there is a clear need to alleviate identified overplay as well as a need to improve the situation at other sites, where necessary, whether that be quality issues or security of tenure issues. Scenarios relating to these will be explored in the strategy document that proceeds this report.

Cricket summary

- **In summary, there is insufficient supply of cricket provision to cater for current senior demand across Stafford whereas there is an overall spare capacity for junior demand.**
- **When factoring in future demand, a shortfall for junior cricket becomes evident with the shortfall for senior cricket worsening.**
- There are 19 grass wicket squares in Stafford located across 16 sites, with all of the squares are available for community use.
- There are NTPs accompanying the grass wicket squares at three sites and standalone NTPs at six sites.
- At the end of the 2017 season, a grass wicket square was lost at Shugborough County Sports Ground.
- Stafford CC, which forms part of the Stafford Cricket and Hockey Club, reports that any future development of its site needs to be in conjunction with any changes in hockey suitable provision across Stafford.
- Church Easton CC and Wedgwood CC do not have security of tenure at Church Eaton Cricket Club and Wedgwood Sports Ground, respectively.
- Moddershall & Oulton CC aspires to purchase the Spencer Copeland Ground in order to develop the sites facilities.
- The non-technical assessment of grass wicket squares in Stafford found 15 squares to be good quality, three to be standard quality and one to be poor quality.
- Sandon CC is the only club to be serviced by poor quality changing provision as its facilities are dated and in need of modernisation.
- There are 11 clubs competing in Stafford generating 110 teams, equating to 49 senior men's, five senior women's and 56 junior boys' teams.
- Newcastle & Hartshill CC currently imports its third and fourth Saturday teams into Stafford from neighbouring local authority Newcastle-under-Lyme District.
- Club aspirational future demand amounts to five senior mens teams, three senior womens teams and 11 junior teams.
- Of the eight squares which show potential spare capacity at peak time, only the square at Sandon Cricket Club has actual spare capacity to accommodate additional demand.
- There are seven squares in Stafford considered to be overplayed by a total of 57 match equivalent sessions per season.

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. Stafford 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.

Consultation

There are six clubs currently playing within Stafford. Of these, four responded to consultation requests, whereas the other two were unresponsive (Stone RUFC and Gnosall RUFC). This equates to a 67% response rate.

5.2: Supply

Within Stafford there are 19 senior pitches, two junior pitches and two mini pitches provided, with all but one senior pitch for community use. The unavailable pitch is located at MOD Stafford.

Rugby union provision across the Borough is spread fairly evenly across each of the four analysis areas. The North and West analysis areas having six community available pitches; the East and Stafford analysis areas having five.

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

Analysis area	No. of senior pitches	No. of junior pitches	No. of mini pitches
North	3	1	2
East	5	-	-
West	5	1	-
Stafford	5	-	-
Total	**18**	**2**	**2**

Traditionally, mini and junior rugby takes place on over marked senior pitches and this is the case across most of Stafford. The only site which has dedicated mini pitches is Stoke Rugby Club, located in the North Analysis Area.

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

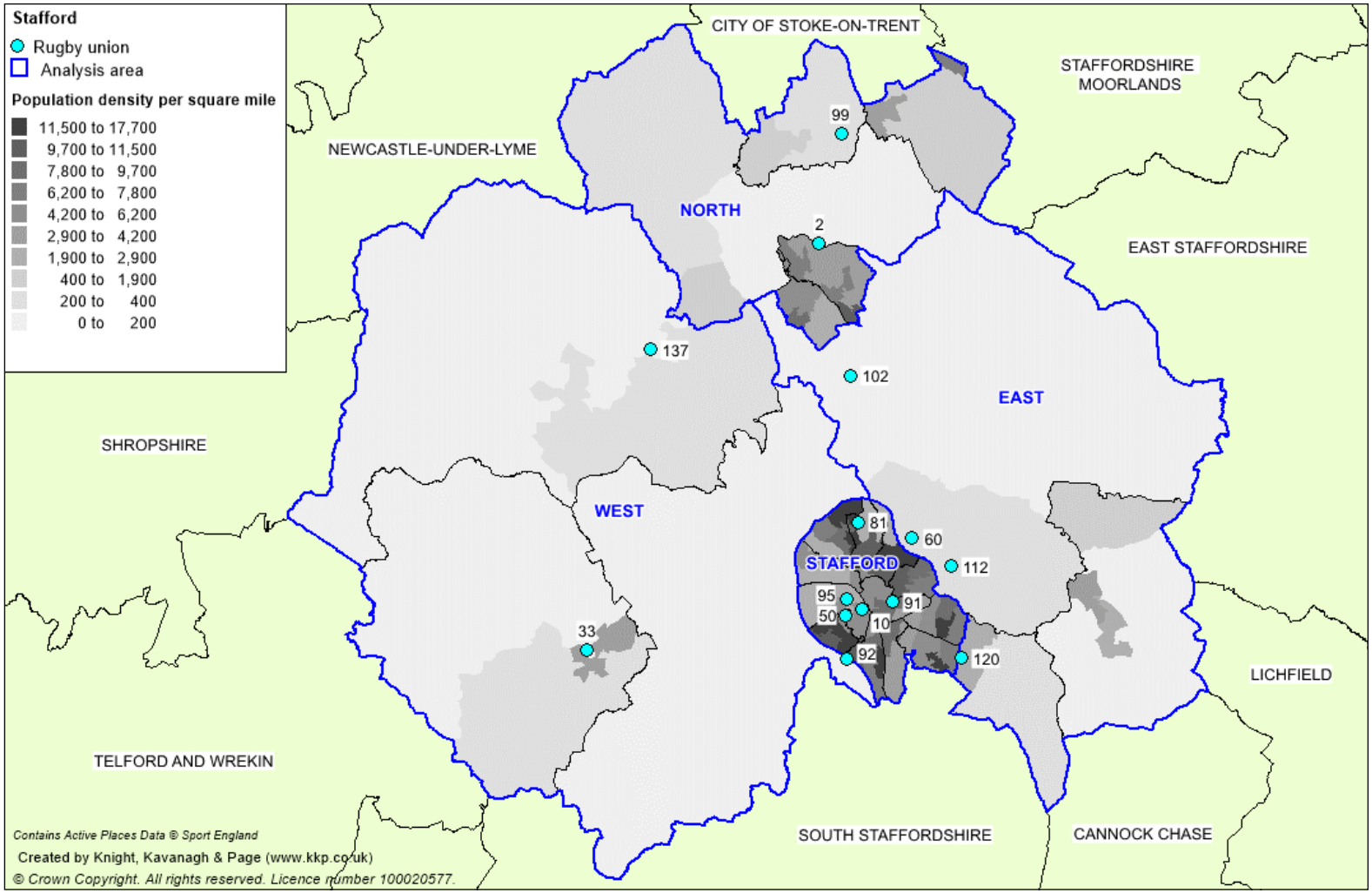
Table 5.2: Pitch dimensions

Age	Pitch type	Maximum pitch dimensions (metres)[23]
U7	Mini	20 x 12
U8	Mini	45 x 22
U9	Mini	60 x 30
U10	Mini	60 x 35
U11	Mini	60 x 43
U12	Mini	60 x 43
U13	Junior	90 x 60 (60 x 43 for girls)
U14 +	Senior	100 x 70[24]

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

[23] *Recommended run off area for all pitch types requires five-metres each way and a minimum in-goal length of six metres.*
[24] *Minimum dimensions of 94 x 68 metres are accepted.*

Figure 5.1: Location of rugby union pitches within Stafford



Future provision

Stafford RUFC is currently in the process of moving site to newly established pitches at Blackberry Lane. The Club has a long term lease on its current site from a private land owner (Lord Stafford); however, the freeholder is developing it for housing. As work has already begun, only one of the pitches at the site remains in use, with the remaining three taken out of commission resulting in demand dispersing across the Borough. Pitches are being used by the Club at Stafford Cricket and Hockey Club, King Edward VI High School, Walton High School and Blessed William Howard Catholic High School. Once the new site is complete, it will move all its teams to Blackberry Lane and the clubhouse and remaining pitch at Stafford Rugby Club will be developed for housing.

Blackberry Lane will host three senior grass pitches, one of which will be floodlit, three mini grass pitches and a full size World Rugby Complaint 3G pitch in addition to a clubhouse and relevant ancillary facilities. This land is also owned by Lord Stafford, with Stafford RUFC entering into a 999 year lease agreement. Usage is expected to begin at the start of the 2019/2020 season.

St Leonards RUFC is in the process of creating a new pitch at Valerian Drive to function as its home venue. The Club has a two year agreement with Doxey Parish Council for the use of the site and has aspirations to extend this once the pitch is operational, which is expected to be from September 2019. The Club is currently nomadic and utilise several sites across the Borough for its fixtures.

If Stafford HC manages to secure funding it aspires to create a dedicated full size hockey suitable AGP which will result in the loss of both pitches. These pitches are currently being utilised by Stafford RUFC whilst the Club is awaiting its relocation. It will remove all rugby demand off the pitches at Stafford Cricket and Hockey once the pitches at Blackberry Lane are usable, resulting in the provision being unused (unless another club moves on site).

Security of tenure

Four clubs within the Borough do not have security of tenure at the sites they use. This relates to Eccleshall, St Leonards, Gnosall and Stone rugby clubs, all of which rent the use of their pitches on an annual or short-term agreement.

As previously mentioned, St Leonards RUFC has recently agreed a two-year contract with Doxey Parish Council for the use of Valerian Drive (Doxey Playing Field). The Club is in the process of establishing one senior rugby union pitch on site and reports that once it is useable it will be looking to formalise a longer term agreement.

Eccleshall RUFC currently rents the pitches at Baden Hall (Eccleshall Rugby Club) and indicates that it does not want to secure long-term tenure on the site as it has aspirations to develop its own provision. The Club reports actively searching for a suitable location within Eccleshall to relocate to; however, due to land being sold regularly through an auction process it does not have the capital needed for a purchase.

Stone RUFC accesses a senior rugby pitch at Stone Hockey Club (which also owns the site) on annual basis and is in dialogue to formalise a long-term agreement through the creation of a Sports Association which will include secure use of the pitch and ancillary facilities for both parties. Stone HC reports that it is supportive of this.

In contrast, the two remaining clubs have long term secured tenure. Stafford RUFC has long term leases from Lord Stafford on both its current site and its new site, whilst Stoke-on-Trent RUFC has freehold of Stoke RUFC.

Pitch quality

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

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

Table 5.3: Definition of maintenance categories

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

Table 5.4: Definition of drainage categories

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

Table 5.5: Quality ratings based on maintenance and drainage scores

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

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

Of the community available pitches in Stafford, eight are assessed as standard quality and 14 as poor quality. No pitches, whether they are community accessible or not, are assessed as good quality.

Pitches used by Gnosall, Stone and Eccleshall rugby clubs at Gnosall Sports and Social Club, Stone Hockey Club and Baden Hall, respectively, are all assessed as poor quality. This is because they receive minimal maintenance, consisting only of grass cutting, line marking and occasional verti-draining, in addition to not having drainage systems in place.

Similarly, the solitary pitch at Stafford Rugby Club is also assessed as poor quality. Stafford RUFC reports that it has reduced the levels of dedicated maintenance on site in order to reduce expenditure in preparation for its relocation to Blackberry Lane in 2019.

In comparison, pitches at Stafford Cricket and Hockey Club and Stoke Rugby Club are standard quality as they receive higher levels of more regular maintenance.

All school pitches vary from poor to standard. A detailed breakdown of such provision can be seen in the table overleaf.

Table 5.6: Site quality ratings

Site ID	Site name	Analysis area	Community use?	Number of pitches	Pitch type	Floodlit?	Non-technical assessment score	Quality rating
2	Alleyne's Sports Centre	North	Yes-unused	1	Senior	No	M0 / D0	Poor
10	Blessed William Howard Catholic High Club	Stafford	Yes	1	Senior	No	M0 / D0	Poor
33	Gnosall Sports and Social Club	West	Yes	1	Senior	No	M0 / D0	Poor
50	King Edward VI High School	Stafford	Yes	1	Senior	No	M0 / D1	Poor
60	MoD Stafford	East	No	1	Senior	No	M1 / D1	Standard
81	Sir Graham Balfour High School	Stafford	Yes-unused	1	Senior	No	M0 / D1	Poor
91	Stafford Cricket and Hockey Club	Stafford	Yes	1	Senior	No	M1 / D1	Standard
92	Stafford Grammar School	West	Yes-unused	1	Junior	No	M1 / D1	Standard
92	Stafford Grammar School	West	Yes-unused	1	Senior	No	M1 / D1	Standard
95	Stafford Rugby Club	Stafford	Yes	1	Senior	Yes	M0 / D1	Poor
99	Stoke Rugby Club	North	Yes	2	Mini	No	M1 / D1	Standard
				1	Senior	No	M1 / D1	Standard
				1	Junior	Yes - partial	M1 / D1	Standard
				1	Senior	Yes	M1 / D1	Standard
102	Stone Hockey Club (Stone RUFC)	East	Yes	1	Senior	No	M0 / D1	Poor
112	The Weston Road Academy	East	Yes-unused	2	Senior	No	M0 / D1	Poor
120	Walton High School	East	Yes	2	Senior	No	M0 / D1	Poor
137	Baden Hall (Eccleshall Rugby Club)	West	Yes	1	Senior	No	M0 / D0	Poor
137	Baden Hall (Eccleshall Rugby Club)	West	Yes	2	Senior	No	M0 / D1	Poor

Ancillary facilities

The quality of ancillary facilities across Stafford differs between the different club sites for a variety of reasons. Facilities servicing Eccleshall, Stafford, Gnosall and St Leonards and Stone rugby clubs are considered to be poor quality. Only Stoke-on-Trent RUFC is serviced by good quality facilities.

Eccleshall RUFC currently accesses poor quality changing facilities at Baden Hall, which is partly due to the Club not having secure tenure on site and therefore not being able to access suitable grant funding to make the required improvements. The Club reports that problems worsen in particular during cold weather spells as pipes tend to freeze and burst. In addition, it does not have access to appropriate kitchen facilities to provide pre and post match refreshments. Instead, it hires private catering facilities at substantial expenditure which leads the Club preferring to limit home fixtures where possible.

The condition of the ancillary facilities at Stafford Rugby Club are also considered to be poor quality. Stafford RUFC reports that relevant improvements have not been carried out to the building as it is relocating. The Club's new site is to host a purpose built clubhouse with eight dedicated changing rooms which meet RFU specifications albeit differing in sizes, a multi purpose room, a clubroom, a kitchen and relevant amenities. The Club reports that is currently exploring opportunities to maximise the usage of the new facility by potential hiring it out for external events.

As mentioned, Stone RUFC is in the process of forming a sports association with Stone HC at Stone Hockey Club. The rugby clubs main objective is to secure tenure on the site through shared ownership through a joint constitution and management structure. Once this is established the newly formed association has aspirations to improve the quality of onsite ancillary facilities which are considered to be poor quality and do not provide social facilities for users. Stone RUFC has secured £400,000 of S106 to create a new clubhouse, however, the RFU want to ensure this capital is not released until a joint ownership has contractually been agreed in order to safeguard both clubs.

Gnosall RUFC and St Leonards RUFC access ancillary facilities at Gnosall Sports and Social Club and Doxey Sports and Social Club, respectively. Facilities at both sites are basic and in need of modernisation. That being said, St Leonards RUFC reports that it has had recent investment from the RFU to make improvements to showering facilities including the purchase of an expansion tank and a new boiler.

In comparison, Stoke-on-Trent RUFC accesses good quality ancillary facilities at Stoke Rugby Club. The Club indicates that there is a need to modernise certain changing rooms, although the general condition is above average with a suitable clubroom, kitchen, car parking and showing facilities on offer.

Facilities at school sites vary, although with none of them currently in use for rugby this is presently a non-factor.

5.3: Demand

Competitive play

There are six community rugby union clubs based in Stafford, providing a total of 44 teams. This is divided into 12 senior men's teams, 13 junior boys' teams, one junior girls' team and 18 mini teams. The two largest clubs in the Borough are Stafford RUFC and Stoke on Trent RUFC, which field 16 and 14 teams, respectively.

Table 5.7: Summary of club demand

Club	Analysis area	No. of rugby union teams		
		Senior (19+)	Junior (13-17)	Mini (6-12)
Eccleshall RUFC	West	2	-	5
Gnosall RUFC	West	1	-	-
St Leonards RUFC	Stafford	2	-	-
Stafford RUFC	Stafford	3	7	6
Stoke-on-Trent RUFC	North	3	5	6
Stone RUFC	East	1	2	1
Total		**12**	**14**	**18**

In addition to the teams above, Eccleshall RUFC also shares an U14s team with Longton RUFC, which is a club based in authority Stoke-on-Trent.

There are no dedicated women's teams provided by the clubs, however, Stafford RUFC does field one dedicated youth girls team and caters for a mixed ability team. The latter currently only trains or play in friendly competitions and have therefore not been included in the club's overall demand.

Training

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

Eccleshall RUFC reports using the small floodlit 3G pitch at Bishop Lonsdale C of E VC Primary School for training demand, on average for four hours per week. This pitch is not World Rugby compliant and therefore the Club indicates that it is not using it for full contact training.

Gnosall RUFC uses its grass pitch for training via the use of portable floodlighting, whereas St Leonards RUFC also uses portable floodlighting but does so on an unmarked grass area at Valerian Drive in order to preserve pitch quality. Both of these clubs train for one hour a week.

Stoke-on-Trent RUFC is currently exporting partial amounts of its training demand into neighbouring authority Newcastle-under-Lyme, at Keele University, via a 3G pitch which is World Rugby compliant. The remainder of the Club's training takes place at its home site, either on the match pitch that is floodlit or on a separate floodlit training area. In total, two hours of training take place at the University, with eight hours taking place at the Club.

Stafford RUFC is in the process of creating at full size World Rugby Complaint 3G pitch at its new home Blackberry Lane. It reports that when the pitch is operational, all training activity will take place on the surface. Currently, training takes place at Stafford Cricket and Hockey Club via portable floodlighting (two hours per week). Stafford RUFC reports that during the interim period before it moves to its new home the mini and junior teams are training on an ad hoc basis, however, this would normally take place on the floodlit pitch at Stafford RUFC.

It is unclear where Stone RUFC trains as the Club did not respond to consultation requests.

Use of artificial pitches

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

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

There are currently no World Rugby compliant 3G pitches located in Stafford, however, Stafford RUFC is in the process of creating provision at Blackberry Lane. The Club reports that the pitch will be utilised for its training and some competitive demand in addition to being available to the wider community. It is in the process of establishing a time table of usage including contacting surrounding rugby clubs to understand their requirements.

Stoke-on-Trent RUFC expresses an interest in developing a World Rugby compliant 3G pitch at its site. The RFU investment strategy into AGPs considers sites where grass rugby pitches are over capacity and where an AGP would support the growth of the game at the host site and for the local rugby partnership, including local clubs and education sites.

Exported demand

Displaced or exported demand refers to Stafford 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, Eccleshall RUFC has an u14s team that is shared with Longton RUFC and therefore plays in Stoke-on-Trent, whilst Stoke-on-Trent RUFC accesses a site in Newcastle-under-Lyme for some of its training demand. Despite its name, the Club considers itself to be Stafford based given where its home site is.

Imported demand

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

Although there is no formal imported demand into Stafford, it should be noted that a percentage of demand for Stoke-on-Trent RUFC originates from the neighbouring authority Stoke-on-Trent due to the name of the Club and its close proximity to the local authority border.

Unmet demand

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

No unmet demand is identified.

Future demand

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

Participation increases

Table 5.8: Summary of club demand aspirational future demand

Club	Analysis area	No. of rugby union teams				
		Senior men's (19+)	Senior women's (19+)	Junior boys (13-17)	Junior girls (13-17)	Mini (6-12)
Eccleshall RUFC	West	-	-	2	-	-
Gnosall RUFC	West	-	-	-	-	-
St Leonards RUFC	Stafford	1	-	-	-	-
Stafford RUFC	Stafford	-	1	-	1	-
Stoke-on-Trent RUFC	North	1	-	-	-	2
Stone RUFC	East	-	-	-	-	-
Total		**2**	**1**	**2**	**1**	**2**

In total, clubs across Stafford have aspirations to increase by a total of eight teams, equating to three senior, three youth and two mini teams. Gnosall RUFC did not express future demand; as it is just single team club which needs to sustain current levels of demand and grow player numbers before exploring any increase.

Stone RUFC has aspirations to continue to develop is mini and junior offering, however, specific details on the amount of additional teams it wants it increase by is not quantified.

Population increases

Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future based on population growth (2040).

Table 5.9: Team generation rates (2040)

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group (2040)	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (19-45)	22, 919	12	1:1,827	22,128	12	0
Senior Womens (19-45)	20,145	0	0	19,592	0	0
Junior Boys (13-18)	4,210	13	1:324	4,548	14	1
Junior Girls (13-18)	4,058	1	1:4,058	4,328	1	0
Mini rugby mixed (7-12)	9,056	18	1:503	8,463	17	0

As can be seen in the table above, there is enough expected growth across the Borough to generate one additional junior boys team, however, this dissipates when TGRs are broken down by analysis area and is not sufficient to form one full team.

Please note that due to there being no dedicated women's and girls' team currently existing in Stafford, team generation rates automatically predict that no further demand will be created in the future as it takes current participation as a baseline. In contrast, consultation with the RFU suggests that the development of female rugby in the Borough is likely as it is currently a focus area for the NGB.

RFU priorities

The RFU actively works with all affiliated clubs to support growth and development of both participation and facilities. Within Stafford, all clubs are supported by an area RDO. The RFU identifies the following priorities for future development of the respective clubs.

Table 5.10: Summary of RFU club priorities

Club	RFU priority
Eccleshall RUFC	Sustain current levels of participation and look to try and grow the junior section.
Gnosall RUFC	Look to sustain current levels of participation.
St Leonards RFC	Look to sustain current levels of participation and consistently field two senior men's teams.
Stafford RUFC	Assist in the relocation of the Club. Once it is established, look to develop dedicated women's' and girls' teams whilst also supporting current levels of demand.
Stoke-on-Trent RUFC	Look to sustain current levels of participation.
Stone RUFC	Look to sustain current levels of participation.

In all instances, where support for mini, junior and colts rugby union teams has been identified, the RFU and the respective clubs are exploring options to provide sessions and fixtures within local schools and community organisations to further aid development.

Education

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

Through consultation, Stafford RUFC reports that it struggles to increase participation within junior boys age groups due to rugby union not actively being taught as part of the curriculum at most secondary schools across the Borough.

The peak period

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

5.4: Capacity analysis

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

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

- All sites that are used for competitive rugby matches (regardless of whether this is secured community use) are included on the supply side.
- Use of school pitches by schools reduces potential capacity by one match equivalent session.
- All competitive play is on senior sized pitches (except for where mini pitches are provided).
- From U13 upwards, teams play 15 v15 and use a full pitch.
- Mini teams (U6-U12) play on half of a senior pitch i.e. two teams per senior pitch or a dedicated mini pitch.
- For senior and youth teams the current level of play per week is set at 0.5 for each match played based on all teams operating on a traditional home and away basis (assumes half of matches will be played away).
- For mini teams playing on a senior pitch, play per week is set at 0.25 for each match played based on all teams operating on a traditional home and away basis and playing across half of one senior pitch.
- Senior men's rugby generally takes place on Saturday afternoons.
- Senior women's rugby generally takes place on Sunday afternoons.
- Junior rugby generally takes place on Sunday mornings.
- Mini rugby generally takes place on Sunday mornings.
- Training that takes place on club pitches is reflected by the addition of match equivalent sessions to current usage levels.

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

Table 5.11: Pitch capacity (matches per week) based on quality assessments

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

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

Education sites

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

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

Table 5.12 shows community usage of available pitches. Where not overplayed as a result of community use, school sites are considered to have no spare capacity to accommodate further usage based on assumed curricular and extracurricular activity.

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

Table 5.12: Capacity table for rugby pitches in Stafford

Site ID	Site name	Analysis area	Community use?	Number of pitches	Pitch type	Quality rating	Floodlit?	Non-tech score	Match equivalent sessions (per week)	Pitch Capacity (sessions per week)	Capacity rating	Comments
2	Alleyne's Sports Centre	North	Yes-unused	1	Senior	Poor	No	M0 / D0	-	0.5	0.5	Poor quality senior pitch which is currently unused by community clubs. Used for curriculum and extra curriculum activities. Pitch has potential spare capacity.
10	Blessed William Howard Catholic High School	Stafford	Yes	1	Senior	Poor	No	M0 / D0	1.5	0.5	1	Poor quality senior pitch which is currently used by Stafford RUFC junior teams whilst it relocates. Pitch is overplayed by one match equivalent sessions per week. Primarily used for curriculum and extra curriculum activities.
33	Gnosall Sports and Social Club	West	Yes	1	Senior	Poor	No	M0 / D0	1	0.5	0.5	Poor quality senior pitch which is currently used by Gnosall RUFC to accommodate competitive and training demand. Pitch is overplayed by 0.5 match equivalent sessions.
50	King Edward VI High School	Stafford	Yes	1	Senior	Poor	No	M0 / D1	1.5	1.5	-	Poor quality senior pitch which is currently used by Stafford RUFC junior teams whilst it relocates. Pitch is played to capacity.
60	MoD Stafford	East	No	1	Senior	Standard	No	M1 / D1	2	2	-	One standard quality senior pitch which is not available for community use. Pitch is considered to be played to capacity through private use.
81	Sir Graham Balfour High School	Stafford	Yes-unused	1	Senior	Poor	No	M0 / D1	1	1.5	0.5	Poor quality senior pitch which is currently unused by community clubs. Used for curriculum and extra curriculum activities. Pitch has potential spare capacity.
91	Stafford Cricket and Hockey Club	Stafford	Yes	1	Senior	Standard	No	M1 / D1	2.5	2	0.5	One standard quality senior pitch which is used by Stafford RUFC senior and junior teams whilst it relocates. Used for both competitive and training demand. Pitch is overplayed by 0.5 match equivalent session.
92	Stafford Grammar School	West	Yes-unused	1	Junior	Standard	No	M1 / D1	2	2	-	One standard quality junior pitch which is currently unused by community clubs. Pitch is considered to be played to capacity through curriculum and extra curriculum activities.
92	Stafford Grammar School	West	Yes-unused	1	Senior	Standard	No	M1 / D1	2	2	-	One standard quality senior pitch which is currently unused by community clubs. Pitch is considered to be played to capacity through curriculum and extra curriculum activities.
95	Stafford Rugby Club	Stafford	Yes	1	Senior	Poor	Yes	M0 / D1	3.5[25]	1.5	2	One floodlit poor quality senior pitch which is used by Stafford RUFC to accommodate senior, junior and mini competitive and training demand. Pitch is overplayed by two match equivalent sessions.
99	Stoke Rugby Club	North	Yes	2	Mini	Standard	No	M1 / D1	3	4	1	Two standard quality mini pitches which are used to accommodate demand from Stoke on Trent RUFC. Pitches have potential spare capacity.
				1	Senior	Standard	No	M1 / D1	1.5	2	0.5	One standard quality senior pitch which is used to accommodate demand from Stoke on Trent RUFC. Pitch has potential spare capacity.

[25] Mini and junior training demand of 2.25 match equivalent sessions has been allocated to this pitch to give an accurate representation of regular training demand for Stafford RUFC.

Site ID	Site name	Analysis area	Community use?	Number of pitches	Pitch type	Quality rating	Floodlit?	Non-tech score	Match equivalent sessions (per week)	Pitch Capacity (sessions per week)	Capacity rating	Comments
				1	Junior	Standard	Yes - partial	M1 / D1	2.5	2	0.5	One partially floodlit junior pitch which is used to accommodate competitive and partial training demand from Stoke on Trent RUFC. As a result, the pitch is overplayed by 0.5 match equivalent sessions per week.
				1	Senior	Standard	Yes	M1 / D1	5.5	2	3.5	One floodlit senior pitch which is used to accommodate competitive and training demand from Stoke on Trent RUFC. As a result, the pitch is overplayed by 3.5 match equivalent sessions per week.
102	Stone Hockey Club (Stone RUFC)	East	Yes	1	Senior	Poor	No	M0 / D1	1.75	1.5	0.25	Poor quality senior pitch which is currently used by Stone RUFC to accommodate competitive demand. Pitch is overplayed by 0.25 match equivalent sessions.
112	The Weston Road Academy	East	Yes-unused	2	Senior	Poor	No	M0 / D1	1	3	2	Two poor quality senior pitches which are currently unused by community clubs. Used for curriculum and extra curriculum activities. Pitches have potential spare capacity.
120	Walton High School	East	Yes	2	Senior	Poor	No	M0 / D1	1.25	3	1.75	Two poor quality senior pitches which are used by Stafford RUFC junior teams whilst it relocates. Used for curriculum and extra curriculum activities. Pitches have potential spare capacity.
137	Baden Hall (Eccleshall Rugby Club)	West	Yes	1	Senior	Poor	No	M0 / D0	0	0.5	0.5	One poor quality senior pitch which is receives ad hoc use by Eccleshall RUFC for competitive demand; however, this is sparse and does not amount to any actual match play demand. Pitch has potential spare capacity but drains extremely poorly.
137	Baden Hall (Eccleshall Rugby Club)	West	Yes	2	Senior	Poor	No	M0 / D1	2.25	3	0.75	Two poor quality senior pitches which are used to accommodate competitive demand from Eccleshall RUFC. Pitches have potential spare capacity.

Spare capacity

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

Table 5.13: Summary of actual spare capacity

Site ID	Site name	Analysis area	Pitch type	Number of pitches	Potential capacity	Actual spare capacity	Comments
81	Sir Graham Balfour High School	Stafford	Senior	1	0.5	1	Actual spare capacity discounted due to curriculum use and unsecure tenure.
99	Stoke Rugby Club	North	Senior	1	0.5	0.5	Actual spare capacity at senior peak time.
112	The Weston Road Academy	East	Senior	2	2	2	Actual spare capacity discounted due to curriculum use and unsecure tenure.
120	Walton High School	East	Senior	2	1.75	1	Actual spare capacity discounted due to curriculum use and unsecure tenure.
137	Baden Hall (Eccleshall Rugby Club)	West	Senior	3	1.25	2	Actual spare capacity discounted due poor quality and unsecure tenure.

There are five sites which display potential spare capacity to accommodate additional play in Stafford totalling 6.5 match equivalent sessions; however, in practice, there is only one site which has actual spare capacity for an increase in senior demand. The is Stoke Rugby Club, which has 0.5 match equivalent sessions of spare capacity at senior peak time.

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

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

Overplay

Seven pitches across six sites in Stafford are overplayed by a total of 8.25 match equivalent sessions per week.

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

Site ID	Site name	Analysis Area	Pitch type	Number of pitches	Overplay (match equivalent sessions per week)
10	Blessed William Howard Catholic High School	Stafford	Senior	1	-1
33	Gnosall Sports and Social Club	West	Senior	1	-0.5
91	Stafford Cricket and Hockey Club	Stafford	Senior	1	-0.5
95	Stafford Rugby Club	Stafford	Senior	1	-2
99	Stoke Rugby Club	North	Junior	1	-0.5
			Senior	1	-3.5
102	Stone Hockey Club (Stone RUFC)	East	Senior	1	-0.25
			Total	**7**	**-8.25**

The Stafford Analysis Area has a total of 3.5 match equivalent sessions of overplay located across three sites; Blessed William Howard Catholic High, Stafford Cricket and Hockey Club and Stafford Rugby Club. In comparison the partially floodlit junior pitch and the fully floodlit senior pitch at Stoke Rugby Club in the North Analysis Area are overplayed by 0.5 and 3.5 match equivalent sessions, respectively. The West Analysis Area and East Analysis Area have 0.5 and 0.25 match equivalent sessions of overplay, respectively.

5.5: Supply and demand analysis

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

Table 5.16: Summary of supply and demand balance on senior rugby union pitches

Analysis area	Actual spare capacity[26]	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand[27]	Future total
North	0.5	4	3.5	1	**4.5**
East	-	0.25	0.25	-	**0.25**
West	-	0.5	0.5	1	**1.5**
Stafford	-	3.5	3.5	1.5	**5**
Total	**0.5**	**8.25**	**7.75**	3.5	**11.25**

Overall, there is a current shortfall of 7.75 match equivalent sessions per week on senior rugby union pitches to meet current demand. This is further exacerbated when considering future demand, resulting in a shortfall of 11.25 match equivalent sessions.

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

[26] In match equivalent sessions per week
[27] Anticipated future junior demand is represented as 0.5 MES on a senior pitch whereas anticipated mini future demand is represented as 0.25 MES on a senior pitch.

Rugby union summary

- **Overall, there is a current shortfall of 7.75 match equivalent sessions per week on senior rugby union pitches to meet current demand.**
- **This is further exacerbated when considering future demand, resulting in a shortfall of 11.25 match equivalent sessions.**
- Within Stafford there are 19 senior pitches, two junior pitches and two mini pitches provided, with all but one senior pitch for community use.
- Stafford RUFC is currently in the process of moving site from its current site to a newly established site at Blackberry Lane; the new site will host three senior pitches, three mini pitches and a World Rugby complaint 3G pitch.
- St Leonards RFC is currently in the process of creating a new pitch at Valerian Drive.
- Eccleshall, St Leonards, Gnosall and Stone rugby clubs do not have security of tenure as each club rents the use of their pitches on an annual or short term agreement.
- Of the community available pitches, eight are assessed as standard quality and 14 as poor quality; no pitches are assessed as good quality.
- Ancillary facilities servicing Eccleshall, Stafford, Gnosall, St Leonards and Stone rugby clubs are considered to be poor quality.
- Stone RUFC has secured S106 to create a new clubhouse, however, the RFU want to ensure this capital is not released until a joint ownership has contractually been agreed in order to safeguard both clubs.
- Stoke-on-Trent RUFC is serviced by good quality ancillary facilities.
- There are six community rugby union clubs based in Stafford, providing a total of 44 teams. This is divided into 12 senior men's teams, 13 junior boys' teams, one junior girls' team and 18 mini teams.
- Clubs across the Borough are using a combination of floodlit natural grass pitches, floodlit training areas and artificial surfaces to meet training demand.
- The clubs across Stafford have aspirational to increase by a total of eight teams, equating to three senior, three youth and two mini teams.
- There is enough expected growth across the Borough to generate one additional junior boys team, however, this dissipates when TGRs are broken down by analysis area and is not sufficient to form one full team.
- There are five sites which display potential spare capacity to accommodate additional play in Stafford totalling 6.5 match equivalent sessions; however, in practice only Stoke Rugby Club provides actual spare capacity.
- Seven pitches across six sites in Stafford are overplayed by a total of 8.25 match equivalent sessions per week.

PART 6: HOCKEY

6.1: Introduction

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

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

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

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

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

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

Club consultation

There are two hockey clubs playing within Stafford; Stafford HC and Stone HC. The former club was met with face to face whereas the latter completed an electronic survey resulting in a 100% response rate.

6.2: Supply

There are three full size hockey suitable AGPs in Stafford. The majority of provision (66%) is located in the East Analysis Area, whereas the remaining pitch at Alleyne's Sports Centre is located in the North Analysis Area.

The AGPs at Alleyne's Sports Centre and Beacon Sport and Fitness are sand filled with the remaining pitch at Stone Hockey Club being sand dressed. All three pitches are floodlit and available for community use.

Table 6.2: Full size hockey suitable pitches in Stafford

Site ID	Site name	Analysis area	Community use?	Floodlit?	Size (metres)
2	Alleyne's Sports Centre	North	Yes	Yes	97.4 x 61
8	Beacon Sport and Fitness	East	Yes	Yes	100 x 61
102	Stone Hockey Club	East	Yes	Yes	97.4 x 61

In addition, there are two smaller sized sand-based AGPs. Whilst not large enough to accommodate senior hockey matches, these can be used for training activity as well as for some junior matches (if large enough).

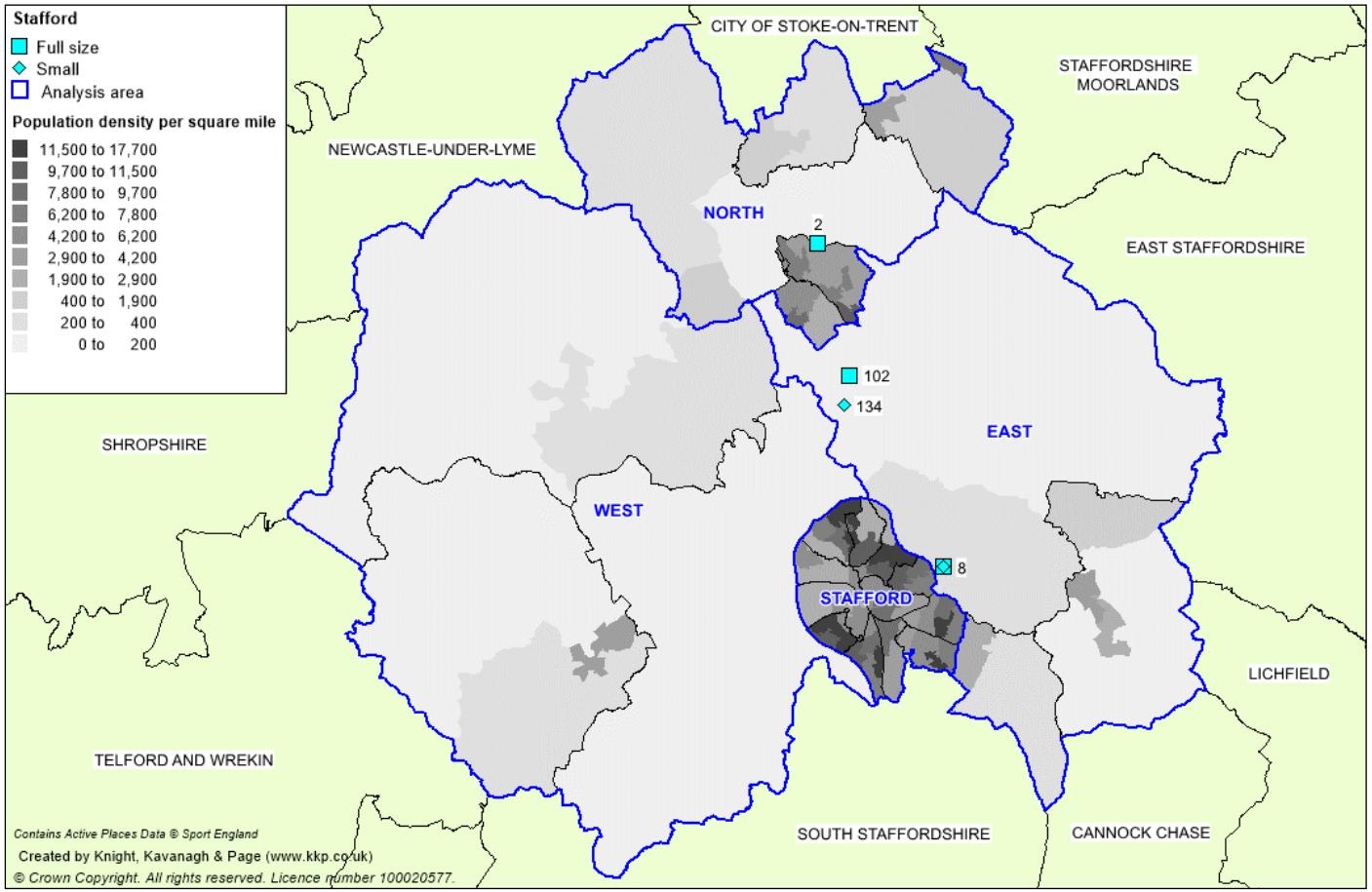
Table 6.3: Small size hockey suitable pitches in Stafford

Site ID	Site name	Analysis area	Community use?	Floodlit?	Size (metres)
8	Beacon Sport and Fitness	East	No	Yes	35 x 30
134	Yarlet School	East	Yes - unused	No	59 x 30

As seen in the tables above there is no hockey suitable provision of any kind located in either the Stafford or West analysis areas.

Figure 6.1 overleaf shows the location of full size hockey suitable AGPs.

Figure 6.1: Location of hockey suitable AGPs in Stafford



Future provision

Stafford HC reports having planning permission for the creation of a full size floodlit hockey suitable AGP at Stafford Cricket and Hockey Club. The Club obtained the original permission based off a feasibility study carried out on the supply and demand of hockey suitable AGPs *circa* 2015 when the future of the pitch at Beacon Sports and Fitness was under question following the sites closure. It historically used the pitch as a home venue to accommodate most of its competitive demand.

Since the feasibility study has taken place, Beacon Sports and Fitness has been privately purchased by Beacon Sports which has re-established the full size floodlit hockey suitable AGP, and the site in its entirety, as community accessible. Stafford HC has since returned its demand to the site as its primary location for hockey. Therefore, the future development of a pitch at Stafford Cricket and Hockey Club requires reanalysing to ensure it is needed to meet current and future levels of demand. This report and following Strategy document will assist in this process.

Beacon Sports reports it is actively enquiring about potential funding streams in order to covert the currently disused small sized hockey suitable pitch at Beacon Sports and Fitness into a small size 3G pitch.

Management and security of tenure

The AGP at Beacon Sports and Fitness is managed commercially through Beacon Sports, however, the site as a whole is owned privately. Beacon Sports report plans to continually develop and improve the site whilst allowing its community accessibility during its tenure. Nevertheless, as the site is privately owned Beacon Sports cannot ensure its longevity and therefore all sporting provision, including the hockey suitable pitch, is unsecure.

In comparison, the AGP at Alleyne's Sports Centre is operated by Freedom Leisure on behalf of Alleyne's High School. The leisure provider is to continue managing the site until Spring 2020 where it will return control of the sports facilities to the School. It is currently under discussions if the site and sporting provision will remain community available once under School management. Therefore, the hockey suitable pitch tenure is unsecure as its future secured community access is not guaranteed.

Stone Hockey Club owns and manages the hockey suitable AGP at its site and is therefore considered secure.

Availability

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

The AGP at Alleyne's Sport Centre is reserved for school use until 17:30 during weekdays and then available to the community until 22:00 whereas during weekends, it is available from 10:30 until 17:00 on Saturdays and from 08.00 until 16.00 on Sundays. This means it is available for 29.5 hours of the peak period.

In comparison the AGP at Beacon Sports and Fitness is available for the full 34 hours per week. The pitch is accessible 08:00 to 22:00 Monday to Friday and 08:00 to 20:00 at the weekends.

Similarly, the AGP at Stone Hockey Club is fully accessible during the peak period with it available 09:00 to 22:00 Monday to Friday and 09:00 to 18:00 Saturday and Sunday.

Quality

The AGPs at Beacon Sports and Fitness and Stone Hockey Club are considered to be good quality having been resurfaced in 2014 and 2017, respectively, with no problems identified through site assessments. The pitch at Beacon Sports and Fitness is maintained regularly by Beacon Sports to a high level, whereas, the pitch at Stone Hockey Club is maintained through the sports club (Stone HC).

In contrast, the AGP at Alleyne's Sports Centre has not been resurfaced since it was built in 2004 and is considered to be particularly poor quality, with significant problems identified. The pitch holds water and does not drain effectively which assists in the development of moss and mildew on the playing surface. Consultation with Stafford HC, which access the pitch, collaborate these findings reporting anecdotally it may not be in a suitable condition to use for competitive fixtures in the 2019 season.

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, together with maintenance levels, that most commonly affects quality. An issue for hockey nationally is that many providers did not financially plan to replace the carpet when first installed, which is presumably the case in regard to Alleyne's Sports Centre as no sinking fund is in place for refurbishment.

Ancillary provision

Stafford HC utilises a clubhouse at Stafford Cricket and Hockey Club for post match refreshments, charity functions and social event, however, does not access the site for changing provision as it utilises of site hockey suitable AGPs at Beacon Sports and Fitness and Alleyne's Sports Centre. Changing rooms at the former site are good quality after recently being refurbished (2015) in comparison facilities at Alleyne's Sports Centre are standard quality.

Stone HC is in discussions with Stone RUFC to create a sports partnership at Stone Hockey Club. This would involve secured long term access for both the hockey and rugby club to the current poor quality changing rooms. Once agreed the newly established partnership indicate aspirations to acquire grant funding to make relevant improvements to the facilities including the creation of a purpose built clubhouse with social facilities and the refurbishment of the changing rooms.

6.3: Demand

There are two clubs currently based in Stafford; Stafford HC and Stone HC. Until recently (2018) there were an additional two clubs in the Borough; Stafford Ladies HC and Barlaston Men's HC. England Hockey report in summer 2018 Stafford Ladies HC merged into Stafford HC to form one club whereas Barlaston Men's HC has folded.

Stafford HC

The Club fields five senior men's, four senior women's, one mixed and one veterans' team in addition to a dedicated junior section. The majority of its competitive activity, and all of its training demand, takes place at Beacon Sports and Fitness with any overspill utilising the pitch at Alleyne's Sports Centre.

In total the Club access Beacon Sports and Fitness for three hours midweek for training demand and 10:00 till 17:30 Saturdays. It also accesses the pitch on Sunday mornings for its mixed and junior demand. As discussed, any remaining competitive demand on a Saturday which can not access Beacon Sports and Fitness uses the pitch at Alleyne's Sports Centre. If all teams are playing at home Beacon Sports and Fitness hosts five fixtures whereas Alleyne' Sports Centre will host four.

The Club reports that membership has increased in the last three years, however, this is due partly to its merger with Stafford Ladies HC in 2018.

Stone HC

Stone HC fields five senior and two dedicated Badger (Junior) teams. Comparable to Stafford HC the majority of its competitive demand it located at own site, Stone Hockey Club, with any overspill utilising the pitch at Alleyne's Sports Centre. The Club also uses it home pitch for six hours of training demand midweek.

Participation trends

Nationally, since 2012, hockey has seen a 65% increase of juniors taking up hockey within the club environment. This increase is expected to continue across all age groups in the future, especially given the success of Great Britain's women's team in the 2016 Rio Olympics.

In Stafford, as previously mentioned, Stafford HC reports that membership has increased in the last three years due in part to its merger with Stafford Ladies HC in 2018. Correspondingly Stone HC also reports an increase in participation with the previous three years at both a senior and junior age group.

Future demand

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

EH indicates that Stone HC has signed up to become part of the Hockey Heroes Programme. This will start in September 2019 and will engage with children aged between five and eight years old. It is anticipated that this will generate at least one additional junior team.

In comparison Stafford HC reports aspirations to increase participation, however, does not quantify this with a specific number of teams

Back to Hockey

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

- More members
- More casual players
- Additional income

- Extra publicity
- New volunteers

Back to Hockey sessions are currently available in Stafford, with Stone HC running such activity at Stone Hockey Club.

Other demand

All three hockey suitable AGPs in the Borough are used, in some capacity, for football purposes as well as hockey demand. In particular the pitch at Beacon Sports and Fitness is utilised close to capacity with football training and leisure leagues. Stafford HC report being unable to host Back to Hockey sessions at the site as there is no available capacity.

In comparison the remaining two pitches have spare capacity to accommodate additional football or hockey demand throughout the week, however, it should be noted that the pitch at Stone Hockey Club has no availability on a Saturday which is peak time for senior hockey. As a result, Stone HC has to use the pitch at Alleyne's as an overspill venue when it has too many home fixtures.

Peak time demand

For matches, the majority (84%) of senior hockey activity in Stafford takes place on a Saturday, whereas most junior activity occurs on a Sunday. The remainder of senior demand is either on Sunday morning for mixed teams or midweek for veterans. For training, peak time is considered to be any midweek evening, although preference is generally given for Tuesdays, Wednesdays and Thursdays.

6.4: Supply and demand analysis

Match play

The PPS guidance considers a floodlit pitch as able to accommodate a maximum of four match equivalent sessions (MES) on a Saturday with teams playing in a home and away format, as such this equates to one AGP being able to cater for eight "home" teams. Teams play matches on home v away formats and therefore one team requires 0.5 match sessions per week on its "home" AGP. This being said Stafford HC reports being able to host a total of five matches on a Saturday through the time period of 10:00 to 17:30 at Beacon Sports and Fitness.

Based on the above information Stafford HC fields nine senior teams whereas Stone HC provide five senior teams. In total this is 16 senior teams playing at peak time (Saturday) across the Borough. Therefore, there is a need for two full size hockey suitable AGPs to accommodate this demand, however, this is only if there are effective levels of scheduling to ensure there is only the recommended amount of match equivalent sessions taking place at peak time at both Beacon Sports and Fitness (five home matches) and Stone Hockey Club (four home matches).

As discussed, Stafford HC and Stone HC report utilising the pitch at Alleyne's Sports Centre as an overspill pitch when there is fixture congestion at their home venues. It is recommended, however, that no competitive fixtures take place on this pitch until its quality is improved.

For junior hockey, the provision of two full size AGPs is also considered sufficient to accommodate match play demand. This is because there are less junior teams and because

there is no conflict with senior demand with matches mostly being played on a Sunday. Furthermore, some of the younger aged participants only require half of a pitch, meaning multiple matches can be played at the same time should demand increase to a point where that becomes necessary.

Training

All training activity is currently accommodated at either Beacon Sports and Fitness (Stafford HC) or Stone Hockey Club (Stone HC) and is considered sufficient for current and future demand. This being said Stafford HC reports aspirations for additional usage of the pitch at Beacon Sports and Fitness in order to accommodate it Back to Hockey sessions.

Conclusion

As discussed, if fixtures are effectively scheduled there is a need for two full size hockey suitable AGPs in the Borough. For Stafford HC this will be a maximum of five designated home fixtures per week at Beacon Sports and Fitness with a minimum of four matches played away. In regard to Stone HC this would be a maximum of four designated home fixtures a week at Stone Hockey Club with minimum of one match played away.

If this is not a feasible option, there will be a requirement to retain the pitch at Alleyne's Sports Centre in order to accommodate overspill and potential future levels of demand, however, the surface of this pitch would require resurfacing.

This being said pitches at pitches at Beacon Sports and Alleyne's Sports Centre are considered to have unsecure tenure. It is recommended to ensure long term security at each site in order to sustain current levels of hockey usage.

Converting sand-based AGPs to 3G

Since the introduction of 3G pitches and given their popularity for football, providers have seen this as a way of replacing their tired sand-based carpet and generating money from hiring out a 3G pitch to football clubs and commercial football providers. This has come at the expense of hockey, with players now travelling further distances to gain access to a suitable pitch and many teams being displaced from their preferred geographical area.

Due to its impact on hockey, it is appropriate to ensure that sufficient sand based AGPs are retained or developed if existing provision is under threat due to the lack of security of access or, 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 therefore 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 and drainage to be changed and, in some instances, noise attenuation measures may need to be put in place.

Hockey summary

- **There is a need for two full size hockey suitable AGPs to accommodate this demand, however, this is only if there are effective levels of scheduling to ensure there is only the recommended amount of match equivalent sessions taking place at peak time at both Beacon Sports and Fitness (five home matches) and Stone Hockey Club (four home matches).**
- **If this is not a feasible option, there will be a requirement to retain the pitch at Alleyne's Sports Centre in order to accommodate overspill and potential future levels of demand, however, the surface of this pitch would require resurfacing.**
- There are three full size hockey suitable AGPs in Stafford. The majority of provision (66%) is located in the East Analysis Area, whereas the remaining pitch at Alleyne's Sports Centre is located in the North Analysis Area.
- The AGPs at Alleyne's Sports Centre and Beacon Sport and Fitness are sand filled with the remaining pitch at Stone Hockey Club being sand dressed. All three pitches are floodlit and available for community use.
- In addition to full size provision there are also two smaller sized hockey suitable AGPs one each at Beacon Sports and Fitness and Yarlet School.
- Beacon Sports reports it is actively enquiring about potential funding streams in order to convert the currently disused small sized hockey suitable pitch at Beacon Sports and Fitness into a small size 3G pitch.
- Tenure of the pitches at Beacon Sports and Alleyne's Sports Centre is considered unsecure with the pitch at Stone Hockey considered secure through freehold.
- Stafford HC reports having planning permission for the creation of a full size floodlit hockey suitable AGP at Stafford Cricket and Hockey Club. The future development of this pitch requires reanalysing to ensure it is needed to meet current and future levels of demand since original planning permission was granted.
- There are two clubs currently based in Stafford; Stafford HC and Stone HC. Until recently (2018) there were an additional two clubs in the Borough; Stafford Ladies HC and Barlaston Men's HC. England Hockey report in summer 2018 Stafford Ladies HC merged into Stafford HC to form one club whereas Barlaston Men's HC has folded.
- The hockey suitable AGPs at Beacon Sports and Stone Hockey Club are available for full 34 hours of peak period, whereas, the pitch at Alleyne's Sport Centre is only available for 29.5 hours.
- Stone HC is in discussions with Stone RUFC to create a sports partnership at Stone Hockey Club. This would involve secured long term access for both the hockey and rugby club to the current poor quality changing rooms.

PART 7: GOLF

7.1: Introduction

Golf is the fifth largest participation sport in England, with around 650,000 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'.

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

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

Consultation

There are six golf clubs in Stafford. Of these six, only Stafford Castle Golf Club responded to consultation requests; Barlaston, Brocton Hall, Ingestre Park, Stone and Trentham Park golf clubs did not. For the unresponsive clubs, all information was gathered via England Golf and through site assessments as well as online research.

7.2: Supply

There are six golf courses situated within Stafford, as follows:

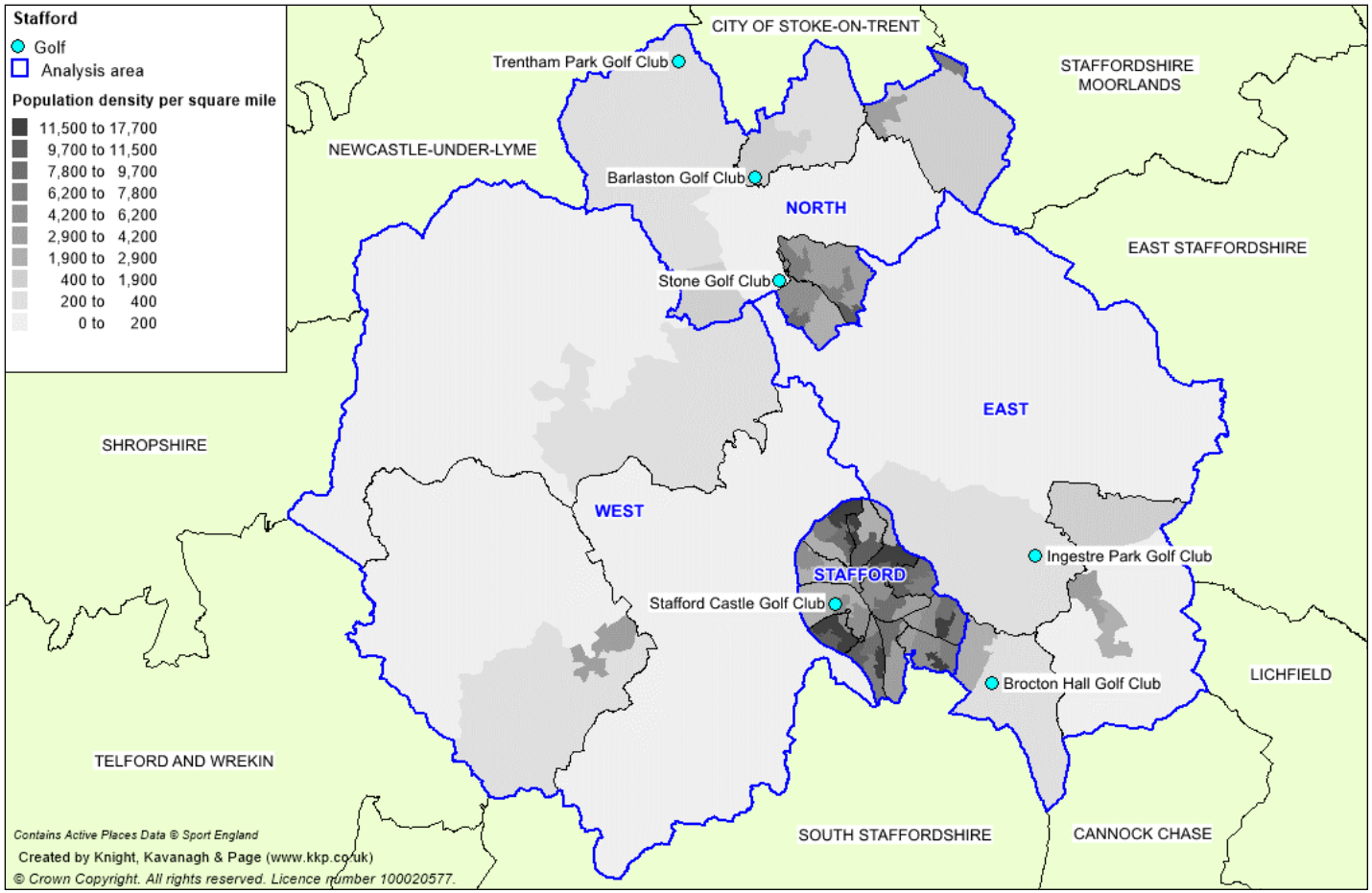
- Barlaston Golf Club
- Brocton Hall Golf Club
- Ingestre Park Golf Club
- Stafford Castle Golf Club
- Stone Golf Club
- Trentham Park Golf Club

In addition, there was previously a seventh course in Stafford at Norton Bridge Golf Club; however, this course is now used solely for FootGolf.

There is also one driving range in Stafford at Stone Driving Range. It has 22 floodlit bays as well as an indoor putting green on site.

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

Figure 7.1: Location of Golf courses in Stafford



Future provision

Stafford Castle Golf Club is in the process of developing an additional 9-holes in order to make it an 18-hole course. To complement this, a new clubhouse and purpose-built driving range are also under construction, with the planned opening set for the 2021 season.

Ingestre Park Golf Club has concerns surrounding HS2 as the proposed route would run directly through its current site. Whether the course layout is to be amended to cater for this or if it must move to a new site remains to be seen.

Management

All six of the golf courses located within Stafford are privately owned and operated.

Course facilities

Barlaston Golf Club offers a challenging 18-hole course. The Club also hosts a wide range of training and coaching facilities including a mid-sized practice area with covered driving bays, two practice nets, a putting green, chipping area, bunkered practice green and indoor swing studio.

Ingestre Park Golf Club hosts an 18-hole parkland golf course situated less than six miles from Stafford town centre. The Club recently completed a very successful Girls Golf Rocks programme in 2018 as well as constructing a brand new covered driving range to accompany the short-game practice area and putting green on site.

Both Brocton Hall and Trentham Park golf clubs feature scenic 18-hole courses which offer challenging tests for golfers of all abilities. The latter prides itself on its welcoming and inclusive environment; it was the first course in the county to introduce an ability 'gender-free' tee system and in August 2018, the Club was awarded the England Golf GolfMark accreditation to further emphasise its commitment to maintaining excellent standard of golf club operations.

Stafford Castle Golf Club is a 9-hole course with two sets of tees to enable players to play 18-holes. In addition, the Club offers coaching via a partnership at Stone Driving Range, which the Club has a strong professional relationship with.

Stone Golf Club is also a 9-hole course with two sets of tees; however, as previously mentioned, this is soon to change with an additional 9-holes being developed.

Table 7.1: Summary of Golf courses in Stafford

Course name	Analysis area	Holes	Par			Yardage[28]			
Barlaston Golf Club	North	18	69			5,801		5,572	5,268
Brocton Hall Golf Club	East	18	69			6,060		5,789	5,322
Ingestre Park Golf Club	East	18	70			6,357		6,133	5,644
Stafford Castle Golf Club	Stafford	9	36			3,253		3,084	2,922
Stone Golf Club	North	9	35			3,139		3,069	2,813
Trentham Park Golf Club[29]	North	18	71	70	68	6,390	6,188	5,694	5,255

[28] White denotes Championship tees, yellow denotes men's tees and red denotes ladies' tees.

There are three courses located in the North, two in the East and one in the Stafford analysis areas. No golf courses are situated in the West Analysis Area.

Quality

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

Ancillary facilities

Golf clubs need multiple revenue sources to operate effectively and the provision of a clubhouse can often be key for golf clubs as it can provide an income stream, not only from members but also through hiring the venue out for occasions (e.g. wedding receptions). All clubs within Stafford provide a clubhouse with common facilities such as a function room, a bar and a kitchen.

The clubhouse at Barlaston Golf Club includes a main lounge with a bar, dining area, soft furnishings and dancefloor. There is also a second lounge available known as the Jack Boggis Bar which is a smaller room with its own bar.

Brocton Hall Golf Club uses Brocton Hall as its clubhouse which is a Grade II listed building. This provides the Club with a blend of modern facilities in a traditional atmosphere including a round room, lounge, front bar, spike bar, dining room, locker rooms, billiards room and a boardroom on site. The Club also runs a professional shop and tuition throughout the year, with three PGA professionals *in situ*.

Stafford Castle Golf Club currently has a bar and dining area available within Stafford Castle although the Club is constructing a brand new clubhouse for the specific use of the Club. The new clubhouse will significantly improve the ancillary facilities on offer at the Club and will include a pro shop and a PGA professional to offer tuition.

The clubhouse at Stone Golf Club consists of a bar, function room and a snooker room containing a full-sized snooker table, whilst Ingestre Park Golf Club provides catering facilities and a bar.

At Trentham Park Golf Club, the clubhouse received major renovation in March 2017 and is now a better setting for functions and social events in its restaurant or bar.

Membership and costs

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

[29] Trentham Park Golf Club's 'gender-free' tee system has four different tee selections, resulting in three different par scores for the course.

In Stafford, all courses offer memberships and pay and play green fees. That being said, most clubs in the area are primarily membership clubs. This is especially the case at Brocton Hall Golf Club due to the exclusivity of its membership scheme.

Table 7.2: Summary of costs in Stafford

Club name	Cost summary
Barlaston Golf Club	A full membership at Barlaston Golf Club is £715 whereas a five day membership can be purchased for £640. The Club also offer a Ladies Academy membership which is £275 for 12 months. For new members, an introductory offer price is available at £572 for a full membership or £512 for a five day membership. Junior membership prices are not published online. The Club also offers various pay and play options; on Mondays players are charged just £10 for a round, whereas play on any other weekday is £22.50 per player. These prices increase to £30 per player on weekends. The Club also offers 'Twilight' deals, which are available on weekdays from 3pm where a round costs £13.50 per player and at weekends from 2pm where a round is charged at £17.50 per player.
Brocton Hall Golf Club	At Brocton Hall Golf Club, new members must first be proposed and seconded by current members of the Club in order to be accepted. For this reason, pricing information is unavailable online. For pay and play at the site, a mid-week round of 18 holes is £43, which increases to £50 at weekends. That being said, guests of current members can play the full 18 for £20 or 9-holes for £10. Junior guests are charged at £10 for an 18-hole round. Brocton Hall Golf Club is also has a close relationship with South Staffs Golf Club and Fairhaven Golf Club. Thanks to this, current members of either of these clubs can play at Brocton Hall Golf Club for just £20.
Ingestre Park Golf Club	A full membership at the Club is £994 and a five-day membership is £754. For military personnel, the Club offers a discount on full memberships, bringing the price to £825. Youth/intermediate memberships (under 25s) at the Club start at £299, whereas an intermediate plus membership (25-30) begins at £509. The Club also offers a 'distance' membership for £352 and a social membership for £102. All of these memberships are currently subject to a £100 joining fee except the new intermediate plus membership, which has no joining fee. For pay and play at the site, a round is available for £42 per player or day tickets are available for £55.
Stafford Castle Golf Club	A full membership is available at Stafford Castle Golf Club for £320.50, whilst the Club also offers a twilight membership which is £200. This membership is valid from Monday to Friday after 3pm. A one-month trial membership is also available at the Club at £40, providing players with the benefits of a full membership without the commitment of a year-long membership. Junior memberships are available but no pricing information is available online. For pay and play a round during the week is £18 and weekends is £22, however, these prices are halved if accompanied by a member. For juniors, pay & play is £5 for a round.

Club name	Cost summary
Stone Golf Club	Stone Golf Club offers a variety of membership options. A full membership at the Club is £675 or there is also a limited 9-hole membership for £415. A discounted membership is also available for 22-30 year olds, beginning at £210 for 22 year olds, increasing by £50 each year until the age of 30. In addition, promotional membership options are currently available at the Club; 'Scheme A' offers a full 18-hole, seven day membership which is available for £10 a week, whilst 'Scheme B' offers a 9-hole, seven day membership for £275. The Club also offers a dual membership option, which is a five-day membership available to players who are already members of another Golf club and costs £250 for the year. Junior memberships at the Club vary depending on the age of the junior, beginning at £15 for an under 12 membership and increasing to £65 for under 16s, £100 for under 18s and £120 for under 21s (or under 25s in full-time education). For pay and play at the Club, it is £13.50 per player for 9-holes or £18 for 18. However, these fees are occasionally discounted at off-peak times.
Trentham Park Golf Club	A full seven day membership is £906 or a five day membership is £743. For over 70s, these prices are reduced to £852 for a seven day membership or £689 for a five day membership. Discounted membership rates are also available for players up to 30 years old, with a full membership costing £637 for 26-30 year olds, £408 for 22-25 year olds, £229 for 17-21 year olds or free for under 16s. For pay and play, weekday rounds are usually £30 per player, increasing to £40 per player at the weekends. However, the Club offers regular discounts from 4pm onwards which is usually £20 at both weekdays and weekends.

Staffordshire Union of Golf Clubs County Card Scheme

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

All of the golf clubs within Stafford are members of the County Card scheme and therefore can be accessed at a reduced rate by holders.

7.3: Demand

England Golf's Club Membership Questionnaire (2018) highlights that the average number of members per golf course nationally is 484. As a breakdown, this consists of 381 adult males, 70 adult females, 27 junior boys and six junior girls.

In Stafford, membership across the clubs varies, with Brocton Hall and Ingestre Park golf clubs having a larger than average membership base, Trentham Park and Barlaston golf clubs having membership base comparable to the national average and Stafford Castle and Stone golf clubs below the national average.

Table 7.3: Summary of demand

Club name	Current membership
Barlaston Golf Club[30]	469
Brocton Hall Golf Club	574
Ingestre Park Golf Club	557
Stafford Castle Golf Club	287
Stone Golf Club	212
Trentham Park Golf Club	450

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

Participation trends

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

In Stafford, membership at Stone and Trentham Park golf clubs have increased since 2015, whilst the remaining clubs have experienced a decline.

Table 7.4: Summary of participation trends

Course name	2015 membership	2016 membership	2017 membership
Barlaston Golf Club	506	469	-
Brocton Hall Golf Club	575	580	574
Ingestre Park Golf Club	614	645	557
Stafford Castle Golf Club	307	286	287
Stone Golf Club	182	163	212
Trentham Park Golf Club	435	432	450

Declining membership at Barlaston, Brocton Hall and Ingestre Park golf clubs is not currently a cause for concern as all three still operate above the national average; however, support should be offered to ensure the downward trend does not continue.

The decline at Stafford Castle Golf Club is more worrying as it is operating below the national average. The Club reports that the reason for its reduction in membership is due to losing adult male and junior members, with adult female membership remaining static. The

[30]Barlaston Golf Club has not provided membership numbers for 2017 so the 2016 numbers have been taken.

course is located quite rurally when compared to most other courses, which may explain its low membership base.

Future demand

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

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

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

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

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

Table 7.5: Summary of demand in Stafford by segment

Segment no.	Segment name	Average number of people per affiliated facility (20-minute drive time)
1	Relaxed members	5,463
2	Older traditionalists	4,661
3	Younger Traditionalists	5,419
4	Younger fanatics	4,954
5	Younger actives	5,217
6	Late enthusiasts	4,846
7	Occasional time pressed	5,313
8	Social couples	4,965
9	Casual fun	4,894

In total, an average of 45,732 people are identified as current or potential users of golf courses within Stafford. This demand is relatively evenly spread across the profiles, with "relaxed members" generating the most demand and "older traditionalists" generating the least.

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

Table 7.6: Summary of demand per course by profile type

Course name	Segment no.								
	1	2	3	4	5	6	7	8	9
Barlaston Golf Club	7,533	6,338	7,570	6,723	7,182	6,577	7,360	6,778	6,548
Brocton Hall Golf Club	4,286	3,691	4,181	3,894	4,093	3,838	4,133	3,952	3,886
Ingestre Park Golf Club	3,970	3,531	3,813	3,771	3,816	3,684	3,824	3,708	3,855
Stafford Castle Golf Club	3,321	3,034	3,114	3,296	3,206	3,188	3,180	3,138	3,463
Stone Golf Club	7,338	6,197	7,329	6,577	6,996	6,438	7,150	6,627	6,442
Trentham Park Golf Club	9,927	8,115	10,218	8,547	9,429	8,383	9,778	8,768	8,070

The table above summarises that demand is likely to be highest for Trentham Park Golf Club, with 81,235 potential users, followed by Barlaston Golf Club, which has 62,609 potential users. Demand is lowest for Stafford Castle Golf Club, which has 28,940 potential users.

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

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

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

FootGolf

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

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

In Stafford, FootGolf is currently available at Norton Bridge Foot Golf, which is now a specific FootGolf course located in Stone. The Club opened in September 2016 following the closure of Izaak Walton Golf Club on the same site in May 2016. Previously an 18-hole golf course, 9-holes were closed in 2017 in a move to cater for FootGolf, whilst the original 9-holes were

then closed in place of an equestrian centre in May 2018, leaving only the FootGolf provision on site.

A round of 18 holes can be purchased for £12, or 9-holes for £10. For under 16's, an 18-hole round is £9 or £7.50 for 9-holes. Ball hire is free at the Club although there is a £7.50 charge for any lost or stolen balls.

7.4: Supply and demand analysis

There is significant demand for golf within Stafford and the demand cuts across all nine golfing profiles as set out by England Golf. This is met with a good range of facilities that includes traditional 18-hole courses, shorter 9-hole courses and driving ranges that can be accessed on a casual basis.

Given the above, it is considered that the current supply of facilities can meet current and future demand. Emphasis should therefore be placed on ensuring sites are able to retain current members and users as well as assisting them in capitalising on any untapped demand. Provided that membership remains as strong as it currently appears to be, each existing course should also be protected, which is especially important when considering the possible HS2 implications for Ingestre Park Golf Club.

Currently, given that each club is primarily a membership club, the majority of provision would appear to cater for segments such as "older traditionalists" which is actually the segment offering the least amount of demand in Stafford. Whilst driving ranges do exist for non-traditionist segments, the lack of an easily accessible pay and play facility or a dedicated Par 3 course may impact on the number of people playing golf within the Borough.

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

Golf summary

- **It is considered that the current supply of facilities in Stafford can meet current and future demand, with emphasis placed on ensuring sites are able to retain current members and users as well as assisting them in capitalising on any untapped demand and future demand.**
- **Provided that membership remains as strong as it currently appears to be, each existing course should also be protected.**
- There are six golf courses within Stafford.
- In addition, there is one standalone driving range (Stone Driving Range) and one dedicated FootGolf course (Norton Bridge Golf Club). Now known as Norton Bridge Foot Golf.
- Ingestre Park Golf Club currently has concerns surrounding HS2 as the proposed route would run directly through the current site.
- Four of the clubs provide 18-hole courses whilst the remaining two provide 9-hole course; however, one of these is currently developing an additional 9-holes (Stafford Castle Golf Club).
- Quality is considered to be good at all courses in the Borough.
- All of the Clubs within the Borough provide clubhouse provision with an array of facilities, with Stafford Castle Golf Club currently developing a brand new clubhouse.
- The clubs with 18-hole golf courses all have membership bases close to the national average, whereas the two 9-hole courses have a lower membership base.
- In total, an average of 45,732 people are identified as current or potential users of Golf courses within Stafford.
- Demand is likely to be highest for Trentham Park Golf Club, which has 81,235 potential users, whilst is lowest for Stafford Castle Golf Club, which has 28,940 potential users.

PART 8: BOWLS

8.1: Introduction

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

Consultation

There are 18 bowling clubs within Stafford:

- Alstom BC
- Amasal BC
- Barlaston BC
- Burton Manor BC
- Little Stoke BC
- Littleworth BC
- Meyer Panelco BC
- Rowley Park BC
- Stafford BC
- Stafford Walton Phoenix BC
- Staffs County Officers BC
- Stone BC
- Stonefield Park BC
- Tittensor BC
- The Plume of Feathers BC
- Trentham BC
- Victoria Park BC
- Wedgwood BC

Only Alstom, The Plume of Feathers, Burton Manor, Barlaston, Staffs County Officers and Trentham bowling clubs respond to consultation requests, thus resulting in a 33% response rate.

8.2: Supply

There are 20 bowling greens in Stafford located across 17 sites. All of the bowling greens are normal crown greens and are considered to be available for community use.

Table 8.1: Summary of the number of greens by analysis area

Analysis area	Number of greens
North	7
East	2
West	-
Stafford	11
Total	**20**

As seen in the table above, the large majority of greens are located in the Stafford Analysis Area, whilst the West Analysis Area does not contain any provision.

Figure 8.1 overleaf highlights the location of all outdoor greens in Stafford.

Figure 8.1: Crown greens in Stafford

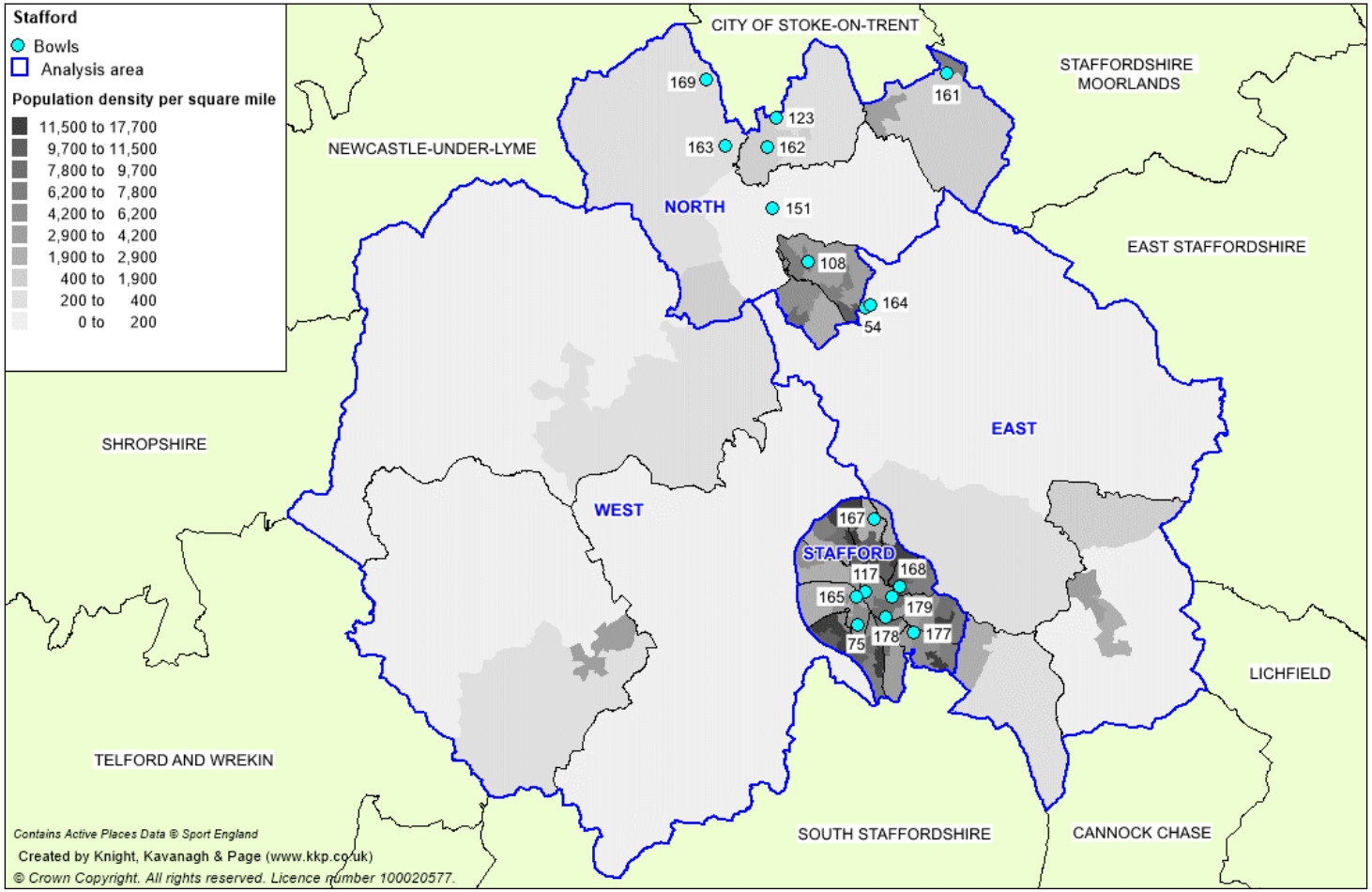


Table 8.2: Key to map

Site ID	Site name	Analysis area	Management	Number of greens
54	Little Stoke Cricket Club	East	Sports Club	1
75	Rowley Park Stadium	Stafford	Council	1
108	Stonefield Park	North	Council	1
117	Victoria Park	Stafford	Council	1
123	Wedgwood Sports Ground	North	Private	1
151	Meaford Business Park	North	Sports Club	1
161	Meyer Panelco	North	Private	1
162	Plume of Feathers	North	Sports Club	1
163	Tittensor Village Hall	North	Parish Council	1
164	Stone Crown Bowling Green	East	Sports Club	1
165	Stafford Bowling Green	Stafford	Sports Club	1
167	Amasal Sports & Social Club	Stafford	Sports Club	1
168	Littleworth Green	Stafford	Council	1
169	Trentham Garden	North	Sports Club	1
177	Windsor Road	Stafford	Sports Club	1
178	GEC Sports and Social Club	Stafford	Private	3
179	Riverway Sports Complex	Stafford	Council	2

Indoor provision

The accompanying Indoor and Built Needs Assessment reports there is no dedicated indoor bowling provision with Stafford. Consultation from both the Indoor and Built Needs Assessment and the Playing Pitch Assessment did not identify any demand for indoor bowls within the Borough.

Lapsed and disused greens

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

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

Across the Borough there are three sites which have previously hosted bowling greens, these are listed below:

- Stafford Grammar School
- Doxey Sports and Social Club
- Corporation Street
- The Crown Hotel, Stone

It is unknown when the greens at Doxey Sports and Social Club, Corporation Street and The Crown Hotel where last formally accessed as formal sports provision, however, all are believed to be lapsed. The three bowling greens which were located behind the former site are proposed to be development in the near future for housing.

In comparison, the green at Stafford Grammar School is classified as disused as it has been utilised within the last five years. The School, which owns the green, reports its previous lease with Burton Manor BC expired in 2017 with the Club indicating it did not have the finances available to sustain its maintenance and quality. The Club has since relocated to the green at Rowley Park Stadium leaving the green at the School unused.

Ownership/management

The Council currently owns and manages five bowling greens across four sites in the Borough, these are; Littleworth Green, Riverway Sports Complex, Stonefield Park and Victoria Park. In addition, it also owns the green located at Rowley Park Stadium, however, this is managed through Freedom Leisure. Remaining greens are either owned by sports club, privately or parish council.

Alstom BC reports its lease for the three greens at GEC Sports and Social Club expires in June 2019. The Club wants to remain on the site and is currently in dialogue with the lease holder regarding extending its tenure onsite.

Quality

Following a non-technical assessment of greens in Stafford and consultation with the clubs,12 greens are assessed as good, four as standard quality and four as poor quality. The table below summarises the quality on a site-by-site basis.

Table 8.3: Summary of bowling green quality

Site ID	Site name	Clubs using the site	Number of greens	Quality of green
54	Little Stoke Cricket Club	Little Stoke BC	1	Poor
75	Rowley Park Stadium	Rowley Park BC, Burton Manor BC	1	Standard
108	Stonefield Park	Stonefield Park BC	1	Poor
117	Victoria Park	Victoria Park BC	1	Good
123	Wedgwood Sports Ground	Wedgwood BC	1	Standard
151	Meaford Business Park	Barlaston BC	1	Good
161	Meyer Panelco	Meyer Panelco BC	1	Good
162	Plume of Feathers	Plume of Feather BC	1	Standard
163	Tittensor Village Hall	Tittensor BC	1	Good
164	Stone Crown Bowling Green	Stone BC	1	Good
165	Stafford Bowling Green	Stafford BC	1	Good
167	Amasal Sports & Social Club	Amasal BC	1	Poor
168	Littleworth Green	Littleworth BC	1	Good
169	Trentham Garden	Trentham BC	1	Good
177	Windsor Road	Staffs County Officers BC	1	Standard
178	GEC Sports and Social Club	Alstom BC	2	Good
			1	Poor

Site ID	Site name	Clubs using the site	Number of greens	Quality of green
179	Riverway Sports Complex	Stafford Walton Phoenix BC	2	Good

The greens at Amasal Sports & Social Club, Stonefield Park and Little Stoke Cricket Club are all assessed as poor quality with issues with limited grass cover, signs of wear and tear on the playing surface and evidence of litter and debris. In addition one green at GEC Sports and Social Club is also assessed as poor quality. Alstom BC reports the green is rarely used and therefore receives minimal levels of maintenance compared to the remaining two greens onsite.

It should be noted that the green at Stonefield Park is usually good quality and is only rated as poor due to the unprecedented weather throughout the Summer of 2018. This exceedingly dry weather led to reduction of grass coverage and the creation of cracks in the playing surface.

The Plume of Feathers BC reports its green has become slightly poorer since last season due to the hot summer in 2018 drying and cracking the greens playing surface. In comparison, Barlaston BC indicates its green at Meaford Business Park has improved in quality within the same time period. The Club indicates this is because of a new green keeper increasing the levels of dedicated maintenance.

Ancillary facilities

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

The Plume of Feathers, Burton Manor and Barlaston bowling clubs indicate the facilities they access at The Plume of Feathers, Rowley Park and Meaford Business Park, respectively to be poor quality.

Two of these clubs, The Plume of Feathers BC and Barlaston BC, have aspiration to acquire funding in order to connect their ancillary facilities to utilities such as electricity and water. The former club also indicates parking at The Plume of Feathers is limited as the public house only allows it to have five car parking spaces.

Burton Manor BC reports it would benefit from additional shelter facilities and the refurbishment of its toilets which are currently poorly maintained.

In comparison, Staffs County BC reports ancillary facilities at Windsor Road are standard quality with no particular issues stated.

As mentioned, Alstom BC reports aspiring to renew its lease at GEC Sports and Social Club. Once this has been obtained it wants to search for available funding to improve the quality of onsite ancillary facilities.

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

Floodlighting

No greens in Stafford are serviced by floodlighting. This means that opportunities for access for training and matches during evenings outside of the summer months is limited. Floodlit bowling greens are relatively rare across the country and this should therefore not be considered as a significant issue.

8.3: Demand

Current demand

Of the six clubs playing in Stafford which responded to consultation requests, membership equates to 333 people. This can be seen broken down by club in the table below.

Table 8.4: Current club membership for bowls clubs in Stafford

Club name	Senior males	Senior females	Juniors	Total
Alstom BC	**-**	**-**	**-**	**80**
Amasal BC	*Unknown*			
Barlaston BC	25	14	-	**39**
Burton Manor BC	25	28	1	**54**
Little Stoke BC	*Unknown*			
Littleworth BC	*Unknown*			
Meyer Panelco BC	*Unknown*			
Rowley Park BC	*Unknown*			
Stafford BC	*Unknown*			
Staffs County Officers BC	28	22	-	**50**
Stafford Walton Phoenix BC	*Unknown*			
Stone BC	*Unknown*			
Stonefield Park BC	*Unknown*			
Tittensor BC	*Unknown*			
The Plume of Feathers BC	34	21	1	**56**
Trentham BC	30	24	-	**54**
Victoria Park BC	*Unknown*			
Wedgwood BC	*Unknown*			
			Total	**333**

Future demand

Using ONS projections (2017-2040)[31], the number of persons aged 65 and over living in Stafford is likely to increase continuously from 29,113 in 2014 to 40,725 in 2040, representing an increase of 40%. Due to this age band being the most likely to play bowls, demand for bowling greens is likely to increase slightly in the future or at least remain static.

In addition, the table below identifies a substantial amount of future demand expressed by clubs through consultation.

Table 8.5: Club future demand aspirations

Club name	Future growth
Alstom BC	No immediate plans to increase membership
Barlaston BC	10 senior members
Burton Manor BC	6 senior members
Staffs County Officers BC	10 senior members
The Plume of Feathers BC	10 senior and 10 junior members
Trentham BC	No immediate plans to increase membership

Where quantified through consultation, clubs report ambitions for an additional 36 senior members and 10 junior members across Stafford.

Latent demand

Sport England's Market Segmentation Tool[32] 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 1,148 people who would like to participate in the sport within Stafford, with the most dominant segment being 'Frank – Twilight Years Gent with 265 people.

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

8.4: 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 or evening when a popular league operates but may be unused for the rest of the week. However, in many cases greens are used during the afternoons by club members who bowl socially.

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

[31] ONS projections do not take into account housing growth and a result, projections may result in an under-estimate of future demand.
[32] See Appendix 2

Table 8.6: Current and future capacity analysis of bowling greens now and with future demand (where known)

Site ID	Site name	Analysis area	Number of greens	Clubs	Number of players	Capacity rating	Future demand	Future capacity
54	Little Stoke Cricket Club	East	1	Little Stoke BC	-	60	-	60
75	Rowley Park Stadium	Stafford	1	Rowley Park BC, Burton Manor BC	54	60	6	-
108	Stonefield Park	North	1	Stonefield Park BC	-	60	-	60
117	Victoria Park	Stafford	1	Victoria Park BC	-	60	-	60
123	Wedgwood Sports Ground	North	1	Wedgwood BC	-	60	-	60
151	Meaford Business Park	North	1	Barlaston BC	39	60	10	11
161	Meyer Panelco	North	1	Meyer Panelco BC	-	60	-	60
162	Plume of Feathers	North	1	Plume of Feather BC	56	60	20	-16
163	Tittensor Village Hall	North	1	Tittensor BC	-	60	-	60
164	Stone Crown Bowling Green	East	1	Stone BC	-	60	-	60
165	Stafford Bowling Green	Stafford	1	Stafford BC	-	60	-	60
167	Amasal Sports & Social Club	Stafford	1	Amasal BC	-	60		60
168	Littleworth Green	Stafford	1	Littleworth BC	-	60	-	60
169	Trentham Garden	North	1	Trentham BC	54	60	-	6
177	Windsor Road	Stafford	1	Staffs County Officers BC	50	60	10	-
178	GEC Sports and Social Club	Stafford	3	Alstom BC	80	180	-	100
179	Riverway Sports Complex	Stafford	2	Stafford Walton Phoenix BC	-	120	-	120

8.5: Supply and demand analysis

As seen in the table below analysis suggests that there is enough capacity at present to cater for current in the Borough, however, only greens from clubs which responded to consultation have been analysed. Furthermore when factoring future demand the North Analysis Area only has minimal capacity remaining.

Table 8.7: Supply and demand analysis of bowling greens in Stafford from consultation

Analysis area	Current demand	Current capacity	Current total	Future demand	Future Total
North	149	180	31	30	**1**
East	-	-	-	-	**-**
West	-	-	-	-	**-**
Stafford	184	300	116	16	**100**
Total	**333**	**480**	**147**	**46**	**101**

Based on responding clubs, no greens are currently overplayed. When factoring in future demand the bowling greens at Windsor Road and Rowley Park Stadium become at capacity whereas the green at The Plume of Feathers becomes marginally overplayed. Nevertheless, no demand for additional greens has been identified by clubs using these sites.

Further consultation is required with non responding clubs to obtain a clear analysis of bowls across Stafford. Additionally, there is a need to secure tenure for Alstom BC at GEC Sports and Social Club.

Bowls summary

- **Analysis suggests that there is enough capacity at present to cater for current in the Borough, however, only greens from clubs which responded to consultation have been analysed.**
- **Furthermore when factoring future demand this spare capacity remains although only marginal capacity remains in the North Analysis Area.**
- There are 20 bowling greens in Stafford located across 17 sites. All of the bowling greens are normal crown greens and are considered to be available for community use**.**
- Across the Borough there are three sites which have previously hosted bowling greens these are Stafford Grammar School, Doxey Sports and Social Club, Corporation Street and The Crown Hotel.
- The Council currently owns and manages five bowling greens across four sites in the Borough, these are; Littleworth Green, Riverway Sports Complex, Stonefield Park and Victoria Park.
- Alstom BC is in the process of negotiating a new lease at GEC Sports and Social Club.
- Following a non-technical assessment of greens in Stafford and consultation with the Clubs,12 greens are assessed as good, four as standard quality and four as poor quality.
- The Plume of Feathers, Burton Manor and Barlaston bowling clubs indicate the ancillary facilities they access at Plume of Feathers, Rowley Park Stadium and Meaford Business Park, respectively to be poor quality.
- Of the six clubs playing in Stafford which responded to consultation requests, membership equates to 333 people.
- Where quantified through consultation, clubs report ambitions for an additional 36 senior members and 10 junior members across Stafford.

PART 9: TENNIS

9.1: Introduction

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

Consultation

There are six tennis clubs identified in Stafford. All six replied to consultation requests resulting in an 100% response rate.

9.2: Supply

There are 66 tennis courts identified in Stafford across 19 sites, with 46 courts available for community use. The courts unavailable for community use are all located at education sites; Blessed William Howard Catholic High School, King Edward VI High School, Walton High School and the Weston Road Academy.

Table 9.1: Summary of tennis courts across Stafford

Analysis area	Number of courts available for community use	Number of courts unavailable for community use	Total
North	13	-	**13**
East	7	14	**21**
West	10	-	**10**
Stafford	16	6	**22**
Total	**46**	**20**	**66**

As seen in the table above, the highest number of courts are found in the Stafford Analysis Area, whilst the fewest number are found in the West Analysis Area albeit there are less available for community use in the East Analysis Area. There are no courts which are unavailable for community use in the North or West analysis areas.

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

Figure 9.1: Location of tennis courts in Stafford

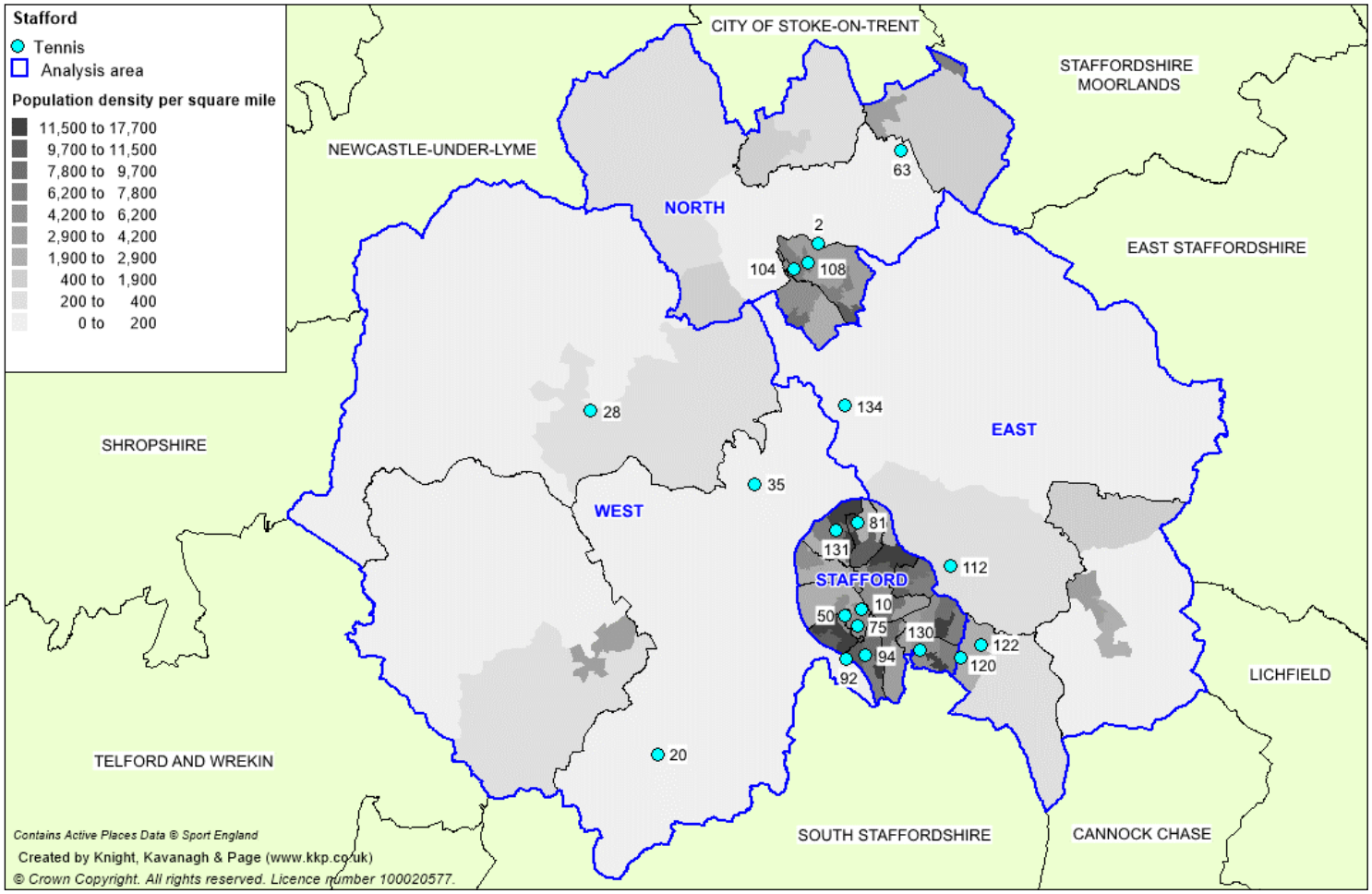


Table 9.2: Summary of provision site by site

Site ID	Site name	Analysis area	Management	Community use?	No. of courts	Floodlit?	Court type
2	Alleyne's Sports Centre	North	Commercial	Yes	4	No	Macadam
10	Blessed William Howard Catholic High School	Stafford	Education	No	2	No	Macadam
20	Church Eaton Tennis Club	West	Sports Club	Yes	2	No	Macadam
28	Eccleshall Tennis Club	West	Sports Club	Yes	2	Yes	Macadam
35	Great Bridgeford Tennis Club	West	Sports Club	Yes	2	Yes	Macadam
50	King Edward VI High School	Stafford	Education	No	4	No	Macadam
63	Moddershall Oaks Health Spa	North	Commercial	Yes	1	Yes	Macadam
75	Rowley Park Stadium	Stafford	Commercial	Yes	4	No	Macadam
81	Sir Graham Balfour High School	Stafford	Education	Yes	4	No	Macadam
92	Stafford Grammar School	West	Education	Yes	4	No	Macadam
94	Stafford Manor High School (Baseline Tennis Centre)	Stafford	Education	Yes	6	Yes	Macadam
104	Stone Lawn Tennis & Squash Club	North	Sports Club	Yes	3	Yes	Clay
					3	Yes	Artificial
108	Stonefield Park	North	Council	Yes	2	No	Macadam
112	The Weston Road Academy	East	Education	No	8	No	Macadam
120	Walton High School	East	Education	No	6	No	Macadam
122	Walton Tennis Club	East	Sports Club	Yes	4	Yes	Macadam
130	Wildwood Park	Stafford	Council	Yes	1	No	Macadam
131	Woodlands Road	Stafford	Council	Yes	1	No	Macadam
134	Yarlet School	East	Education	Yes	3	No	Macadam

Loss of provision

As part of the development of the new sports centre at Westbridge Park a total of three macadam tennis courts were built upon in 2018. The courts are to be mitigated with a floodlit multi use games area (MUGA). It should be noted that the loss of the courts needs to demonstrate compliance with Sport England's exception policies and National Planning Policy Framework.

Ownership and management

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

Great Bridgeford TC rents the tennis courts at Great Bridgeford Village Hall, with part of this agreement leaving the tennis club responsible for maintenance. Similarly, Church Eaton TC leases its tennis courts from the local diocese, with the Club again responsible for maintenance.

Both Walton TC and Eccleshall TC own their facilities, whilst Stone TC operates as a limited company under the name Stone Lawn Tennis Club Ltd, which in turn owns its courts.

Baseline Tennis Centre was founded as a result of a partnership between Stafford Manor High School and the LTA in September 2010. The LTA initially invested in the provision with the development of three permanent indoor and six floodlit outdoor courts. This provision is currently operated by the School; however, the LTA retains a 15-year clawback allowing it to take full ownership of the tennis provision should the School want to reallocate it to other sporting demand, thus protecting the longevity of the tennis courts. The indoor courts operate in an independent building allowing for community usage throughout the day with only the outdoor courts being limited to evenings due to curricular usage.

The remaining courts are predominately managed either through the local authority, parish council or by schools. That being said, although Rowley Park Stadium is a council site, it is managed by a third-party operator; Freedom Leisure.

Table 9.3: Courts available for community use by ownership

Council	Club	Commercial	Education
4	16	9	37

Floodlighting

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

In Stafford, the majority of clubs are serviced by some level of floodlit provision, with 15 floodlit courts existing across the Borough. These are located across the following sites:

- Eccleshall Tennis Club
- Great Bridgeford Tennis Club
- Moddershall Oaks Health Spa

- Stafford Manor High School (Baseline Tennis Centre)
- Stone Lawn Tennis & Squash Club
- Walton Tennis Club

The only club not serviced by floodlit provision is Church Eaton TC. The Club has demand for floodlit courts to be provided in order to facilitate additional play on the courts. In addition, Great Bridgeford TC is currently exploring options to convert its current floodlights to LED floodlights in order to improve the quality.

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

Court type

The majority of courts in Stafford have a macadam surface (87%). The estimated lifespan of a macadam court is ten years, depending on levels of use and maintenance levels. To ensure courts can continue to be used beyond this time frame, it is recommended that a sinking fund is put into place for eventual refurbishment. The LTA reports that this should cost £1,200 a year per macadam court (which includes on-going maintenance costs). In comparison it indicates an approximate sinking fund of £1,800 needed to refurbish an artificial court surface or one floodlit macadam court.

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

Table 9.5: Summary of court type at community available sites

Analysis area	Macadam	Grass	Artificial turf	Clay
North	7	-	3	3
East	7	-	-	-
West	10	-	-	-
Stafford	16	-	-	-
Total	**40**	**-**	**3**	**3**

Quality

Following a non-technical assessment, of the 46 community available courts, 26 were assessed as good quality, 11 as standard quality and nine as poor quality.

Table 9.6: Summary of community available court quality

Good	Standard	Poor
26	11	9

Poor quality courts are located at the following sites:

- Church Eaton Tennis Club
- Stonefield Park
- Woodlands Road

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

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

With the exception of Church Eaton Tennis Club, the five remaining clubs are serviced by standard or good quality courts. The courts at Stafford Manor High School (Baseline Tennis Centre are standard quality, whilst the courts at Eccleshall, Great Bridgford, Stone and Walton tennis clubs are good quality.

Great Bridgeford Tennis Club contains two good quality macadam courts, whilst Stone Tennis Club contains six good quality courts. The former was awarded LTA loan funding in 2016 to support resurfacing, whilst the latter received two separate LTA loan awards. The first award came in 2016 and was used to resurface the three artificial courts; the second was made in 2017 to convert the three macadam courts to clay.

Walton Tennis Club also recently received an LTA loan and grant in 2017. This finance was provided to upgrade the lighting on all of the courts and for refurbishment work on two of the courts.

Table 9.7: Site by site quality ratings of community available courts

Site ID	Site name	Analysis area	No. of courts	Court type	Floodlit?	Court quality
2	Alleyne's Sports Centre	North	4	Macadam	No	Poor
20	Church Eaton Tennis Club	West	2	Macadam	No	Poor
28	Eccleshall Tennis Club	West	2	Macadam	Yes	Good
35	Great Bridgeford Tennis Club	West	2	Macadam	Yes	Good
63	Moddershall Oaks Health Spa	North	1	Macadam	Yes	Good
75	Rowley Park Stadium	Stafford	4	Macadam	No	Good
81	Sir Graham Balfour High School	Stafford	4	Macadam	No	Standard
92	Stafford Grammar School	West	4	Macadam	No	Good
94	Stafford Manor High School (Baseline Tennis Centre)	Stafford	6	Macadam	Yes	Standard
104	Stone Lawn Tennis & Squash Club	North	3	Clay	Yes	Good
			3	Artificial		
108	Stonefield Park	North	2	Macadam	No	Poor
122	Walton Tennis Club	East	4	Macadam	Yes	Good
130	Wildwood Park	Stafford	1	Macadam	No	Standard
131	Woodlands Road	Stafford	1	Macadam	No	Poor
134	Yarlet School	Stafford	3	Macadam	No	Good

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

Ancillary provision

The ancillary facilities servicing the tennis clubs in Stafford is mixed; with both Church Eaton TC and Eccleshall TC noting that changing facilities at their respective sites are of poor quality. The former uses the clubhouse at Church Eaton Cricket Club for its ancillary facilities, with the Club instead aspiring to have its own building closer to its courts to encourage additional usage.

In addition, Great Bridgeford TC currently uses Great Bridgeford Village Hall as its pavilion as part of its rental agreement. This building provides no dedicated changing facilities, resulting in members currently using the disabled toilet.

Despite reporting good quality ancillary facilities, Walton TC also has plans to improve its clubhouse in the near future. This is in order to provide bigger facilities as well as modernising existing facilities.

Baseline Tennis Centre and Stone TC report no issues with ancillary provision.

For non-club courts, the ancillary provision is generally considered to be problematic. Only Rowley Park Stadium offers changing facilities whilst other sites either do not provide changing facilities or provide them too far away from courts to be realistically used. Often, the facilities predominately service football and cricket pitch users and therefore are not readily available or suited to tennis court users. Insight from the LTA indicates good quality

ancillary facilities such as toilets, changing rooms and cafes, encourage players to visit community available provision and stay for extended periods of time. Therefore, a potential way to increase usage of such provision would be to invest and sustain suitable ancillary amenities.

9.3: Demand

There are six tennis clubs in Stafford. For these clubs, combined membership equates to 950 members, which is derived from 644 senior members and 306 junior members. The largest club is Baseline Tennis Centre, with 283 total members, closely followed by Stone TC with 250 members. The smallest club is Church Eaton TC, catering for 57 members.

Table 9.8: Summary of club membership

Name of club	Number of members		
	Seniors	Juniors	Total
Church Eaton TC	47	10	57
Eccleshall TC	100	-	100
Great Bridgeford TC	30	30	60
Stone TC	170	80	250
Walton TC	150	50	200
Baseline Tennis Centre	147	136	283
Total	**644**	**306**	**950**

Eccleshall TC lists no junior members; however, the Club offers a family membership which includes two adults and two under 21s. This makes the actual membership figures and usage difficult to record.

Participation trends

Church Eaton and Great Bridgeford tennis clubs report that senior membership has decreased over the previous five years. Both clubs report that this is due to an ageing demographic. Walton TC reports that membership numbers have been consistent for the last five years whilst Stone and Eccleshall tennis clubs as well as Baseline Tennis Centre have seen an increase in senior membership over the same time period.

Three of the six tennis clubs based in Stafford report a decrease in junior membership over the previous five years. These are Church Eaton, Great Bridgeford and Eccleshall tennis clubs. Stone and Walton tennis clubs report a consistent membership base whilst Baseline Tennis Centre is the only club to demonstrate an increase.

Latent demand

Sport England's Market Segmentation Tool enables an analysis of 'the percentage of adults that would like to participate in tennis within Stafford but are not currently doing so'. The tool identifies latent demand of 2,428 people, 340 (14%) of which are within the segment 'Tim – settling down males'.

Latent demand across the borough of Stafford is actually higher than current levels of active participation. This suggests that there is a large body of players that would like to play if a number of barriers were addressed. LTA insight suggests that 18% of the five million players that pick up a racket nationally each year would play more often if key barriers such as poor promotion of opportunities to get on court, unclear booking journeys (especially those that

are 'off line') and low quality facilities were addressed. Therefore, there is a potential opportunity to work with the Council to address these barriers at council operated sites, whilst also bettering understanding of court usage at these sites.

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

Future demand

Of the clubs which responded to consultation, three indicate plans to increase membership, equating to an additional 80 junior and 90 senior members.

Table 9.9: Potential future demand identified by clubs

Club	Senior future demand	Junior future demand	Total future demand
Baseline Tennis Centre	50	50	**100**
Stone TC	30	20	**50**
Walton TC	10	10	**20**
Total	**90**	**80**	**170**

The remaining three clubs state no plans to increase membership, with focus instead on sustaining current numbers.

Parks tennis

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

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

There is a parks tennis league set-up in Stafford which is ready to begin as soon as there is enough interest. As of the writing of this report, this has yet to come to fruition.

Tennis for Kids[33]

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

[33] https://clubspark.lta.org.uk/tennisforkids

There are currently no Tennis for Kids programmes operating in Stafford, with the nearest programmes running from Telford Tennis Centre and Lichfield Friary Tennis Club.

Tennis for Free[34]

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

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

There are currently no Tennis for Free sessions operating in Stafford, with the nearest session operating in Hednesford Park, Cannock.

Great British Tennis Weekend[35]

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

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

There are currently no open days operating in or around Stafford.

Informal tennis

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

The venue management software Clubspark, developed by Sportslabs in partnership with the LTA could be explored at education and park sites in order to track court usage. This is not currently in place at any sites within Stafford.

[34] https://www.tennisforfree.com/index.php
[35] www.lta.org.uk/gbtw.

LTA Clubspark Programme

LTA insight has identified unclear, lengthy or analogue booking journeys to be a significant barrier to people getting on court more often. As a result, it has recently developed a venue management system called Clubspark in order to improve the customer journey for people wanting to get on court at club, community and education sites.

Instead of providing open access, an online booking system (Clubspark) allows members and pay and play users access through the use of a fob or access code system via electronic gates. Not only does this deter misuse use of courts but it also allows genuine tennis participation to be more effectively tracked and monitored, thus providing data on how well and how often courts are being accessed and used. This online booking system sends an automated email as evidence as part of a self-policing system for managing court bookings.

Nationally, the LTA reports that over 2,000 hours of court time were booked in 2016 by a database of over 2,000 people held on Clubspark. Another advantage of securing access is to make tennis courts revenue generating rather than open access, with the income generation forming a sinking fund for the repair and eventual resurfacing of the courts at each site, thus making courts more sustainable in the long-term.

Pay and play

All clubs are asked to provide information in regard to whether their courts are available for pay and play when they register with the LTA. Using this, in Stafford, only Great Bridgeford TC and Baseline Tennis Centre offer pay and play. This is featured on the LTA's Find a Court Tool, typically used by non-club members to identify local opportunities to play. The LTA strongly encourage tennis clubs to ensure that this information is kept up to date.

It should be noted that clubs which offer pay and play tennis can generate additional income and usage of courts, as well as helping them attract potential future members.

9.4: Supply and demand analysis

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

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

Table 9.10: Summary of supply and demand

Site ID	Site name	Analysis area	Current demand	Future demand	Site capacity	Capacity rating
20	Church Eaton Tennis Club	West	57	-	80	23
28	Eccleshall Tennis Club	West	100	-	120	20
35	Great Bridgeford Tennis Club	West	60	-	120	60
94	Baseline Tennis Centre	Stafford	283	100	960	577
104	Stone Tennis Club	North	250	50	360	60

Site ID	Site name	Analysis area	Current demand	Future demand	Site capacity	Capacity rating
122	Walton Tennis Club	East	200	20	240	20

As seen in the table above, there is a sufficient supply of courts at all club sites across Stafford, based on both current and future demand. The East Analysis Area has the least amount of spare capacity in the Borough, with capacity to cater for an additional 20 members.

All remaining publicly available non-club courts are deemed to have spare capacity. When this is accompanied by the substantial amount of expressed latent demand there is a clear need to actualise further usage of these courts. As such, the focus should be on improving quality, both in terms of the courts and the accompanying ancillary facilities, as well as providing a smoother booking system for potential users. Initiatives such Tennis for Kids, Tennis for Free and the Great British Tennis Weekend can also be used at such sites to encourage the increase of tennis participation.

Tennis summary

- **There is a sufficient supply of courts to accommodate club based demand.**
- **There is also spare capacity existing on non-club courts, meaning the focus should be on improving quality and encouraging further usage.**
- There are 66 tennis courts identified in Stafford across 19 sites, with 46 courts available for community use.
- In addition, there are five permanent indoor courts in Stafford, with three located at Baseline Tennis Centre and two located at St Dominic's Priory School.
- Church Eaton TC is the only club not serviced by floodlit provision, although floodlit provision at non-club courts is extremely limited.
- Great Bridgeford TC is currently exploring options to upgrade its floodlights.
- The majority of courts in Stafford have a macadam surface (87%), whilst the remaining courts have either an artificial turf surface or are clay based.
- Of the community available courts, 26 were assessed as good quality, 11 as standard quality and nine as poor quality.
- Church Eaton TC and Eccleshall TC note that their changing facilities are of poor quality, whilst Great Bridgeford TC has no access to changing facilities.
- Changing facilities are also a key issue in relation to non-club courts, with provision often of a poor quality or situated too far away from the courts to be used.
- There are six tennis clubs in Stafford with a combined membership equating to 950 members, which is derived from 644 senior members and 306 junior members.
- Latent demand across the local authority is actually higher than current levels of active participation, suggesting that there is a large body of players that would like to play if a number of barriers were addressed.
- Of the clubs which responded to consultation, three indicate plans to increase membership, equating to an additional 80 junior and 90 senior members.
- The majority of clubs across Stafford do not actively offer pay and play at their venues, whereas it is not recorded at non-club sites.

PART 10: ATHLETICS

10.1: Introduction

Athletics is administered across the United Kingdom by UK Athletics, including responsibility for developing and implementing the rules and regulations of the sport, anti-doping protocol, health and safety, facilities and welfare, training and coach education and permitting and licensing.

Locally, the sport is governed through England Athletics via a team consisting of an area manager and coach/club support officers. However, England Athletics is due to re-structure in the near future and will no longer have area managers or club coach co-ordinators. Instead, it will have one Club Support Manager for various areas, with 12 existing across the Country.

Sport England's Active Design

Published in 2015, Active Design[36] is Sport England guidance which examines opportunities to encourage and promote physical activity through the design and layout of built environments to assist in the change to a healthier and more active lifestyle. It is supported by Public Health England and promotes principles set in "Everybody Active, Every Day" to create active environments which make physical activity the easiest and most practical option in everyday life. The guidance (Active Design) is based on the following 10 principles;

- Activity for all
- Walkable communities
- Connected walking and cycling routes
- Co-location of community facilities
- Network of multifunctional open space
- High quality street and spaces
- Appropriate infrastructure
- Active buildings
- Activity promotion and local champions
- Management, maintenance, monitoring and evaluation

As one of its 10 principles, Active Design prioritises the establishment of integrated safe, high quality walking and cycling routes between all destinations. This is particularly crucial for the creation of any new developments such as housing or sporting facilities.

Consultation

There is one athletics club within Stafford; Cannock & Stafford Athletic Club, in addition to two prominent running clubs are Stafford Harriers and Stone Master Marathoners. Of these clubs, Cannock & Stafford Athletic Club responded to requests for consultation, whereas information for both running clubs has been gathered through online research.

10.2: Supply

There is one athletics track in Stafford, which is located at Rowley Park Stadium.

The facility at Rowley Park Stadium is an eight lane, synthetic 400m track that is fully floodlit. As well as track disciplines, the site also caters for field events including throwing events and jumping events, with a throwing cage and sand pits for long jump and triple jump.

[36] https://www.sportengland.org/media/3964/spe003-active-design-published-october-2015-high-quality-for-web-2.pdf

Ownership/management

Rowley Park Stadium is a Council owned site which is managed by Freedom Leisure. It is then rented to Cannock & Stafford Athletic Club on an annual basis.

Quality

The track at Rowley Park Stadium is assessed as good quality as the track was refurbished in 2014. No issues were identified from the site assessments or via consultation.

Ancillary provision

Cannock & Stafford Athletic Club accesses the clubhouse at Rowley Park Stadium, which was refurbished in 2012. The Club reports no issues with the facilities and are currently happy with the ancillary provision on site.

10.3: Demand

Stafford has one athletics club; Cannock & Stafford Athletic Club, and two running clubs; Stafford Harriers and Stone Master Marathoners Club. In addition to these clubs, there are also numerous events being held in the Borough such as the Stafford 10k and the Stafford Half Marathon as well as various RunTogether groups.

Cannock & Stafford Athletic Club

Cannock and Stafford Athletic Club currently has a total of 283 members, which is split evenly between senior members (142) and junior members (141). Membership has increased at the Club at senior level by approximately 20 members over the last three years, whilst the junior section has remained relatively static. That being said, there are currently 10 junior members on a waiting list, with the Club planning to integrate these members in the near future.

The Club currently cites its main issue as a lack of voluntary assistance and would therefore benefit from an increased number of volunteers, particularly those with coaching qualifications.

Running clubs

There are two prominent running groups operating within Stafford which are Stafford Harriers and Stone Master Marathoners.

Stafford Harriers currently has about 400 members spread across its junior and senior groups. A year-long membership for the club is £20 for juniors and students and £40 for adults; however, they welcome anyone interested in road or cross country running to come and try the Club for a few weeks before having to join. The Club is based at Stafford Cricket & Hockey club and offers regular scheduled running sessions suitable for runners of all abilities.

Stone Master Marathoners currently has 204 members across its junior and senior bases. Membership ranges from £36 to £46 per season; however, shorter term membership options are also available. The Club is based at Stone Tennis Club, with official runs taking place on Wednesdays or Thursdays and additional, more casual runs and training sessions taking place throughout the week.

Stafford 10k

An annual 10k run takes place in Stafford, which was previously organised by the Council but is now operated by Freedom Leisure. In 2018, the event took place on September 23rd. The route passed Stafford Leisure Centre before making its way towards Beaconside, then taking in sections of the Isabel Trail, and entering Victoria Park before returning to the finish in Market Square. A total of 1,980 runners took part in the race, a slight decrease on the 2,271 participants in 2017.

Parkrun

Parkrun is a series of weekly five kilometre (k) runs held on Saturday mornings in areas of parks and open space across 850 locations in 12 countries including the UK. They are open to all, free, and are safe and easy to take part in. Parkrun events are all ability runs open to all aged 14 years and older, whilst there are shorter 2k Junior Parkrun events available on Sunday mornings for runners aged four to fourteen years old. In order to take part, runners must first register online in order to receive a printed barcode which gives them access to all Parkrun events.

Parkrun actively promotes local clubs as part of its weekly events in order to advertise them to runners who may potentially be interested in joining a club, whilst approximately 10% of current Parkrun participants are already associated to running clubs. It is common for local clubs to also support Parkrun events through volunteering.

At present, there is one Parkrun event in Stafford Borough every week which takes place at Isabel Trail. The event is reasonable new with only being hosted five times since its inception in late 2018. It has managed to attract a total of 840 runners with its biggest attendance to date is 310.

There are no Junior Parkrun events currently taking place within Stafford Borough with the nearest event are located in Stoke-on-Trent.

Couch to 5k

Couch to 5k is a national health initiative promoted by the National Health Service (NHS) to encourage absolute beginners get into running as part of establishing and maintaining and active and healthy lifestyle including regular exercise. The plan consists of three runs per week and a day of rest in between, with a different schedule for each of the nine weeks to completion. It starts with a mix of running and walking, to gradually build up fitness and stamina, in order to create realistic expectations and a sense of achievability to encourage participants to stick with it. The end goal of the plan is for the participant to be able to run 5k.

Through the Couch to 5k plan the NHS particularly promotes the health benefits of running and regular exercise which underpin the initiative, such as improved heart and lung health, weight loss and possible increases in bone density which can help protect against bone diseases such as osteoporosis. This also includes mental benefits of running through goal setting and challenge setting, which can help boost confidence and self-belief. Furthermore, running regularly has been linked to combating depression.

It is believed that an increase in people running through the Couch to 5k plan may increase interest and possibly have a knock-on effect leading to increased demand at running groups and clubs as people may wish to continue develop their running further.

RunTogether

RunTogether is an official England Athletics recreational running project which aims to get the whole nation running. The role of RunTogether is to provide enjoyable, supportive and inclusive running opportunities across England in the form of set routes, running groups and access to programmes such as Find a Guide and Mental Health Ambassadors.

In Stafford, the aforementioned Stone Master Marathoners as well as a group known as Baswich Run4Fun operate registered RunTogether groups.

Future demand

England Athletics reports that there is generally a current growth being experienced in relation to athletics and running. In addition, it is to be expected that the popularity of the Parkrun events, as well as demand for RunTogether groups, will increase in the future following national trends.

Sport England's Market Segmentation Tool enables an analysis of 'the percentage of adults that would like to participate in athletics within Stafford but are not currently doing so'. The tool identifies latent demand of 2,747 people, 449 (16.3%) of which are within the segment 'Tim – settling down males'.

As mentioned earlier, Sport England's Active Design indicates to actualise this future demand there is a need integrate any new developments with integrated safe walking and cycling routes to help people to become more active.

10.4: Supply and demand analysis

It is thought that in order for an athletics track to be sustainable, a club membership of 200 is required; however, a number of other factors should also be considered and a feasibility study should take place before determining whether a facility could be lost. As Cannock & Stafford Athletic Club is operating above this threshold with 283 members, the track at Rowley Park Stadium requires protection.

In addition to the track, precedence should also be placed on sustaining and increasing the popularity of the numerous running events taking place within Stafford as well as exploring the creation of a ParkRun event.

Athletics summary

- **There is a need to protect the track located at Rowley Park Stadium.**
- **Precedence should also be placed on sustaining and increasing the popularity of the numerous running events taking place within Stafford.**
- There is currently one athletics track in Stafford located at Rowley Park Stadium.
- The track at Rowley Park Stadium is assessed as good quality as the track was refurbished in 2014, whilst the accompanying changing rooms were also recently refurbished, in 2012.
- There is one athletics club in Stafford; Cannock and Stafford Athletic Club, which currently has a total of 283 members.
- In addition, there are two running clubs in Stafford; Stafford Harriers (approximately 400 members) and Stone Master Marathoners (204 members).
- There are no Parkrun events located in Stafford.
- Stafford 10k is an annual running event which takes place in Stafford Town Centre; it attracts 1,980 runners in 2018.
- In Stafford, Stone Master Marathoners and Baswich Run4Fun operate registered RunTogether groups.
- Sport England's Segmentation Tool identifies latent demand of 2,747 across Stafford of those who would like to participate in athletics but are not currently doing so.
- There is generally a current growth in relation to athletics and running and it is to be expected that the popularity of the Parkrun events, as well as demand for RunTogether groups, will increase in the future.

APPENDIX 1: SPORTING CONTEXT

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

National context

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

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

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

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

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

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

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

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

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

National Planning Policy Framework (2018)

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

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

The 'promoting healthy communities' theme identifies that planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. Specific needs and quantitative or qualitative deficiencies or surpluses in local areas should also be identified. This information should be used to inform what provision is required in an area.

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

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

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

The FA National Football Facilities Strategy (2018-28)

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

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

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

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

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

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

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

Local Football Facility Plans

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

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

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

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

The FA: National Game Strategy (2018-2021)

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

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

Through these five pillars, The FA's objectives are to:

- Increase the number of male affiliated and recreational players by 10%.
- Double the number of female affiliated and recreational players via a growth of 75%.
- Increase the number of disability affiliated and recreational players by 30%.
- Ensure affiliated Futsal is available across the country in order to increase the number of Futsal affiliated and recreational players.

The sustainable football facilities should provide support to an agreed portfolio of priority projects that meet National Football Facility Strategy (NFFS) investment priorities.

England and Wales Cricket Board (ECB) 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 Strategic Plan (2017-2021)

The RFU has released its new strategic vision for rugby in England. The strategy is based on four main elements which are; Protect, Engage, Grow and Win. It covers all elements of rugby union ranging from elite rugby to grassroots, although the general relevancy to the PPS is centred around growing the game.

The RFU exists to promote and develop rugby union in England and ensure the long-term sustainability of clubs by growing player numbers and retaining them across all age groups. Responding to wider marker influences, work will continue on developing new ways to take part in all forms of the game, without comprising the sports traditions. This will ensure a lasting legacy from elite success by attracting new players and encouraging current male and female adult players to play.

The four key aims to ensure long term sustainability are to:

- Improve player transition from age grade to adult 15-a-side rugby
- Expand places to play through Artificial Grass Pitches (AGPs)
- Engage new communities in rugby
- Create a community 7's offering

***England Hockey (EH)* - A Nation Where Hockey Matters (2013-2017)**

EH have a clear vision, a powerful philosophy and five core objectives that all those who have a role in advancing Hockey can unite behind. With UK Sport and Sport England's investment, and growing commercial revenues, EH are ambitious about how they can take the sport forward in Olympic cycles and beyond.

"The vision is for England to be a 'Nation Where Hockey Matters'. A nation where hockey is talked about at dinner tables, playgrounds and public houses, up and down the country. A nation where the sport is on the back pages of our newspapers, where children dream of scoring a goal for England's senior hockey team, and where the performance stirs up emotion amongst the many, not the few"

England Hockey aspires to deepen the passion of those who play, deliver and follow sport by providing the best possible environments and the best possible experiences. Whilst reaching out to new audiences by making the sport more visible, available and relevant and through the many advocates of hockey.

Underpinning all this is the infrastructure which makes the sport function. EH understand the importance of volunteers, coaches, officials, clubs and facilities. The more inspirational people can be, the more progressive Hockey can be and the more befitting the facilities can be, the more EH will achieve. The core objectives are as follows:

- Grow our Participation
- Deliver International Success

- Increase our Visibility
- Enhance our Infrastructure
- Be a strong and respected Governing Body

England Hockey has a Capital Investment Programme (CIP), that is planned to lever £5.6 million investment into hockey facilities over the next four years, underpinned by £2m million from the National Governing Body. With over 500 pitches due for refurbishment in the next 4-8 years, there will be a large focus placed on these projects through this funding stream. The current level of pitches available for hockey is believed to be sufficient for the medium-term needs, however in some areas, pitches may not be in the right places in order to maximize playing opportunities.

'The right pitches in the right places[37]'

In 2012, EH released its facility guidance which is intended to assist organisations wishing to build or protect hockey pitches for hockey. It identifies that many existing hockey AGPs are nearing the end of their useful life as a result of the installation boom of the 90's. Significant investment is needed to update the playing stock and protect the sport against inappropriate surfaces for hockey as a result of the rising popularity of AGPs for a number of sports. EH is seeking to invest in, and endorse clubs and hockey providers which have a sound understanding of the following:

- Single System – clubs and providers which have a good understanding of the Single System and its principles and are appropriately placed to support the delivery.
- ClubsFirst accreditation – clubs with the accreditation are recognised as producing a safe effective and child friendly hockey environment.
- Sustainability – hockey providers and clubs will have an approved development plan in place showing their commitment to developing hockey, retaining members and providing an insight into longer term goals. They will also need to have secured appropriate tenure.

England Hockey Strategy

EH's new Club Strategy will assist hockey clubs to retain more players and recruit new members to ultimately grow their club membership. EH will be focusing on participation growth through this strategy for the next two years. The EH Strategy is based on seven core themes. These are:

1 Having great leadership
2 Having Appropriate and Sustainable Facilities
3 Inspired and Effective People
4 Different Ways to Play
5 Staying Friendly, Social and Welcoming
6 Being Local with Strong Community Connections
7 Stretching and developing those who want it

37 http://englandhockey.co.uk/page.asp?section=1143&sectionTitle=The+Right+Pitches+in+the+Right+Places

2015-2018 British Tennis Strategy

The LTA is currently in the process of developing its new Strategy. However, this strategy is presented in a concise one page framework that includes key strategies relating to three participation "focus" areas, six participation "drivers" and three participation "enablers". To achieve success, the 12 strategy areas will need to work interdependently to stem the decline and unlock sustainable growth.

The three participation “focus” areas are where tennis is consumed:

- Deliver great service to clubs
- Build partnerships in the community, led by parks
- Enhance the tennis offer in education

The six participation "drivers" are the areas that will make the biggest difference where tennis is consumed. They must all be successful on a standalone and interconnected basis and include:

- Becoming more relevant to coaches
- Refocusing on recreational competition
- Providing results orientated facility investment
- Applying best in class marketing and promotion
- Jump starting the peak summer season
- Establishing a "no compromise" high performance programme with focus

The final layer is comprised of three participation "enablers" that underpin our ability to be successful. These enablers are rooted in how the LTA will get better; how the entire network of partners must be harnessed to work together and the need to raise more financial resources to fund our sport's turnaround. They include:

- Becoming a more effective and efficient LTA
- Harnessing the full resource network
- Generating new revenue

British Crown Green Bowling Association

Please note there is no current facility guidance provided by British Crown Green Bowling Association responsible for crown green bowls in England.

http://bcgba.org.uk/index.html

England Athletics: Strategic Plan for 2017 and beyond

The England Athletics plan has a mission to grow opportunities for everyone to experience athletics and running, to enable them to reach their full potential.

The vision of the strategic plan is:

“Athletics and running will be the most inclusive and popular sport in England, led by a network of progressive clubs and organisations and supported by a sustainable, respected and trusted governing body”.

To enable this, the following strategic priorities are set out:

- To expand the capacity of the sport by supporting and developing its volunteers and other workforce
- To sustain and increase participation and performance levels in our sport.
- To influence participation in the wider athletics market.

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 its 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

Growing the Game of Golf in England (2017-2021)

In 2014, England Golf developed its first national strategy to help golf in England rise to some serious challenges. Membership was declining, many clubs were facing financial and business problems and the perception of the game was proving damaging. As such, it decided to set out recommendations for actions that would help "raise the game".

The 2014 strategy helped achieve the following:

- 427,111 people being introduced to golf for the first time.
- 31,913 new members for England's golf clubs from national initiatives.
- Over £25 million generated for golf clubs through new members.

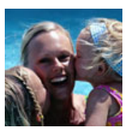
- Four counties to merge their men's and women's unions associations.
- Support for 15,200 national, regional and county squad players.
- Over 150 championships and events organised across the country.

Following the above strategy, England Golf is now setting out to "grow the game" of golf through seven strategic objectives. Developed in consultation with the golfing community, six of these are developed from the previous work in 2014, whilst one (being customer focussed) is brand new and intends on boosting the impact of them all.

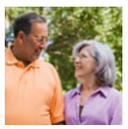
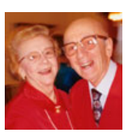
The objectives are:

- Being customer focussed
- Stronger counties and club
- Excellent governance
- Improve image
- More members and players
- Outstanding championships, competitions and events
- Winning golfers

APPENDIX 2: SPORT ENGLAND MARKET SEGMENTATION

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30 3x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
	Ben Competitive Male Urbanites Also known as Josh, Luke, Adam, Matesuz, Kamil	Male, recent graduates, with a 'work-hard, play-hard' attitude. *Graduate professional, single.*	18-25	ABC1	69% 39%	4.9%	Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising.		Ben is a very active type and takes part in sport on a regular basis. He is the sportiest of the 19 segments. Ben's top sports are football (33%), keep fit/ gym (24%), cycling (18%), athletics including running (15%) and swimming (13%).
	Jamie Sports Team Lads Also known as Ryan, Nathan, Ashley, Adeel, Pawel	Young blokes enjoying football, pints and pool. *Vocational student, single.*	18-25	C2DE	59% 31%	5.4%	Jamie is a prolific mobile phone user and as uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and SMS text information services.		Jamie is a very active type that takes part in sport on a regular basis. Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%).
	Chloe Fitness Class Friends Also known as Nisha, Sophie, Lauren, Charlotte, Lucy	Young image-conscious females keeping fit and trim. *Graduate professional, single.*	18-25	ABC1	56% 23%	4.7%	Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.		Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%).
	Leanne Supportive Singles Also known as Hayley, Kerry, Danielle, Nisha, Saima	Young busy mums and their supportive college mates. *Student or PT vocational, Likely to have children.*	18-25	C2DE	42% 17%	4.3%	Leanne is a light internet user and a heavy mobile phone user, using this instead of a landline to contact friends. She uses SMS text services and also entertainment features on her mobile. Leanne's mobile is likely to be pay-as-you-go and she responds to text adverts.		Leanne is the least active segment of her age group. Leanne's top sports are keep fit/ gym (23%), swimming (18%), athletics including running (9%), cycling (6%) and football (4%).
	Helena Career Focused Female Also known as Claire, Tamsin, Fiona, Sara, Joanne	Single professional women, enjoying life in the fast lane. *Full time professional, single.*	26-45	ABC1	53% 19%	4.6%	Helena always has her mobile and PDA on hand so that she is contactable for work and social calls. She is a heavy internet user, but mainly from home, and uses this as her primary source of information.		Helena is a fairly active type that takes part in sport on a regular basis. Helena's top sports are keep fit/ gym (26%), swimming (22%), cycling (11%), athletics including running (9%), and equestrian (3%).
	Tim Settling Down Males Also known as Simon, Jonathan, Jeremy, Adrian, Marcus	Sporty male professionals, buying a house and settling down with partner. *Professional, may have children, married or single.*	26-45	ABC1	62% 27%	8.8%	Tim's main source of information is the internet - he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services.		Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/ gym (20%), swimming (15%), football (13%) and golf (7%).
	Alison Stay at Home Mums Also known as Justine, Karen, Suzanne, Tamsin, Siobhan	Mums with a comfortable, but busy, lifestyle. *Stay-at-home mum, children, married.*	36-45	ABC1	55% 20%	4.4%	Alison is a medium TV viewer and may have a digital package, but is unlikely to respond to TV advertising. She is a medium internet user and is unlikely to respond to internet advertising, but will use it as a source of information to aid her decision-making. She has a pay-as-you-go mobile for emergencies, but prefers to use her landline.		Alison is a fairly active segment with above average levels of participation in sport. Alison's top sports are: keep fit/ gym (27%), swimming (25%), cycling (12%), athletics including running (11%0, and equestrian (3%).

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30 3x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
	Jackie Middle England Mums Also known as Andrea, Cheryl, Deborah, Jane, Louise	Mums juggling work, family and finance. *Vocational job, may have children, married or single.*	36-45	C1C2D	47% 16%	4.9%	Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas, and has Freeview digital channels. She is a light and cautious internet user, but has been encouraged by her children's prolific usage and is becoming more confident herself.		Jackie has above average participation levels in sport, but is less active than other segments in her age group. Jackie's top sports are keep fit/ gym (22%), swimming (20%), cycling (9%), athletics including running (6%), and badminton (2%).
	Kev Pub League Team Mates Also known as Lee, Craig, Steven, Tariq, Dariusz.	Blokes who enjoy pub league games and watching live sport. *Vocational job, may have children, married or single.*	36-45	DE	43% 17%	5.9%	Kev is a heavy TV viewer, likely to have a digital or cable package for extra sports coverage. He is a heavy radio listener and is likely to favour local commercial stations. Kev uses his mobile phone for social reasons but will not respond to text advert.		Kev has above average levels of participation in sport. Kev's top sports are keep fit/ gym (14%), football (12%), cycling (11%), swimming (10%) and athletics including running (6%).
	Paula Stretched Single Mums Also known as Donna, Gemma, Shelley, Tina, Tammy	Single mums with financial pressures, childcare issues and little time for pleasure. *Job seeker or part time low skilled worker, children, single.*	26-45	DE	36% 13%	3.7%	Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package. Paula does not have internet access at home, and is a heavy mobile phone user, although this is likely to be pay-as-you-go.		Paula is not a very active type and her participation is lower than that of the general adult population. Paula's top sports are keep fit/ gym (18%), swimming (17%), cycling (5%), athletics including running (4%) and football (3%).
	Philip Comfortable Mid Life Male Also known as Graham, Colin, Keith, Stuart, Clive	Mid-life professional, sporty males with older children and more time for themselves. *Full time job and owner occupied, children, married.*	46-55	ABC1	51% 20%	8.7%	Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener. Philip is comfortable purchasing over the phone and internet, but is unlikely to respond to SMS text alerts.		Philip's sporting activity levels are above the national average. Philip's top sports are cycling (16%), keep fit/ gym (15%), swimming (12%), football (9%), and golf (8%).
	Elaine Empty Nest Career Ladies Also known as Carole, Sandra, Penelope, Julie, Jacqueline	Mid-life professionals who have more time for themselves since their children left home. *Full time job and owner occupied, married.*	46-55	ABC1	43% 12%	6.1%	Elaine is a light TV viewer, loyal to mainstream terrestrial channels. Elaine is a medium radio listener, likely to prefer BBC Radio 2 or 4 and Classic FM. A moderate internet user, she browses news and lifestyle sites. Elaine reads broadsheets, such as the Daily Telegraph, and women's lifestyle magazines. She would not respond to sms text alerts, nor to cold-calling.		Elaine's sporting activity levels are similar to the national average. Elaine's top sports are keep fit/ gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%).
	Roger & Joy Early Retirement Couples Also known as Melvyn, Barry, Geoffrey, Linda, Susan, Patricia	Free-time couples nearing the end of their careers. *Full-time job or retired, married.*	56-65	ABC1	38% 10%	6.8%	Roger and Joy are medium TV viewers and heavy radio listeners. They regularly read the Times of Daily Telegraph, and a local paper. They have increased their use of the internet and may now have access to it at home.		Roger and Joy are slightly less active than the general population. Roger and Joy's top sports are keep fit/ gym (13%), swimming (13%), cycling (8%), golf (6%), and angling (2%).

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30 3x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
	Brenda Older Working Women Also known as Shirley, June, Maureen, Janet, Diane	Middle aged ladies, working to make ends meet. *Part-time job, married.*	46-65	C2DE	29% 8%	4.9%	Brenda is a heavy TV viewer and is likely to respond to TV advertising. She is a medium radio listener, preferring local commercial stations. Brenda rarely has access to the internet, and is an infrequent mobile user. She enjoys reading the Mirror or the Sun.		Brenda is generally less active than the average adult. Brenda's top sports are keep fit/ gym (15%), swimming (13%), cycling (4%), athletics including running (2%) and badminton (1%).
	Terry Local 'Old Boys' Also known as Derek, Brian, Malcolm, Raymond, Michael	Generally inactive older men, low income, little provision for retirement. *Job Seeker, married or single.*	56-65	DE	26% 9%	3.7%	Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports coverage. He reads the tabloids on a daily basis. Terry does not use the internet, and does not feel he is missing out. He is unlikely to have a mobile phone.		Terry is generally less active than the average adult. Terry's top sports are keep fit/ gym (8%), swimming (6%), cycling (6%), angling (4%), and golf (4%).
	Norma Late Life Ladies Also known as Pauline, Angela, Irene, Denise, Jean	Older ladies, recently retired with a basic income to enjoy their lifestyles. *Job seeker or retired, single*.	56-65	DE	23% 6%	2.1%	Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. Most new technology has passed her by, having no internet access or mobile phone, but she uses her landline to call her family.		Norma is generally less active than the average adult. Norma's top sports are keep fit/ gym (12%), swimming (10%), cycling (2%), bowls (1%) and martial arts/ combat (1%).
	Ralph & Phyllis Comfortable Retired Couples Also known as Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie	Retired couples, enjoying active and comfortable lifestyles. *Retired, married or single.*	66+	ABC1	28% 9%	4.2%	Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They are unlikely to have access to the internet, although it is something they are considering. They read the newspaper daily: either the Daily Telegraph or Times.		Ralph and Phyllis are less active than the average adult, but sportier than other segments of the same age group. Ralph and Phyllis' top sports are keep fit/ gym (10%), swimming (9%), golf (7%), bowls (4%), and cycling (4%).
	Frank Twilight Years Gent Also known as Roy, Harold, Stanley, Alfred, Percy	Retired men with some pension provision and limited exercise opportunities. *Retired, married or single*	66+	C1C2D	21% 9%	4.0%	Frank is a heavy TV viewer and enjoys watching live sport and notices TV advertising, which he is influenced by. He does not use the internet and is nervous of computers. Frank reads a newspaper most days, either the Daily Mail or Express. He does not have a mobile phone.		Frank is generally much less active than the average adult. Frank's top sports are golf (7%), keep fit/ gym (6%), bowls (6%), swimming (6%) and cycling (4%).
	Elsie & Arnold Retirement Home Singles Also known as Doris, Ethel, Gladys, Stanley, Walter, Harold	Retired singles or widowers, predominantly female, living in sheltered accommodation. *Retired, widowed.*	66+	DE	17%	8.0%	Elsie and Arnold are heavy TV viewers, enjoying quiz shows, religious programmes and old films. They generally do not have access to the internet or use a mobile phone, and only use their landline to call family		Elsie and Arnold are much less active than the average adult. Their top sports are keep fit/ gym (10%), swimming (7%), bowls (3%), golf (1%) and cycling (1 %).