



EAST STAFFORDSHIRE

PPG17 OPEN SPACE, SPORT & RECREATION STUDY

OUTDOOR SPORTS ASSESSMENT

JUNE 2009

Integrity, Innovation, Inspiration

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PART 1: INTRODUCTION

This is the Outdoor Sports Assessment prepared by Knight Kavanagh & Page (KKP) and forms part of a wider PPG17 Open Space, Sport & Recreation Study. It focuses on reporting the findings of the extensive research, consultation, site assessment, data analysis and GIS mapping that underpins the study.

This factual report provides an audit based assessment of both quantitative and qualitative sport and recreation facilities in accordance with Planning Policy Guidance Note 17 and the Companion Guide entitled “Assessing Needs and Opportunities” published in September 2002. The specific objectives of this audit and assessment are to provide:

- ◀ A comprehensive audit of existing provision of different types of sport and recreation facilities detailing quantity, quality, accessibility and wider value to the community.
- ◀ An accurate assessment of supply and demand for sport and recreation facilities.
- ◀ A robust evidence base to enable East Staffordshire Borough Council (ESBC) to develop planning policies as part of the Local Development Framework (LDF) and other local development documents.

Report structure

Sports facilities

This report incorporates an assessment of pitch and non pitch sports facilities in accordance with methodologies provided by Sport England. It provides a quantitative summary for the provision of sports facilities in East Staffordshire and as such is complimentary and adds value to existing sports facilities plans. The following facilities are included, as recommended within PPG17 and Towards A Level Playing Field. The report is structured as follows:

- ◀ Part 2: General issues
- ◀ Part 3: Playing pitch assessment
- ◀ Part 4: Football pitches
- ◀ Part 5: Cricket pitches
- ◀ Part 6: Rugby pitches
- ◀ Part 7: Hockey pitches
- ◀ Part 8: Athletics tracks
- ◀ Part 9: Bowling greens
- ◀ Part 10: Tennis courts
- ◀ Part 11: Golf courses

Open spaces

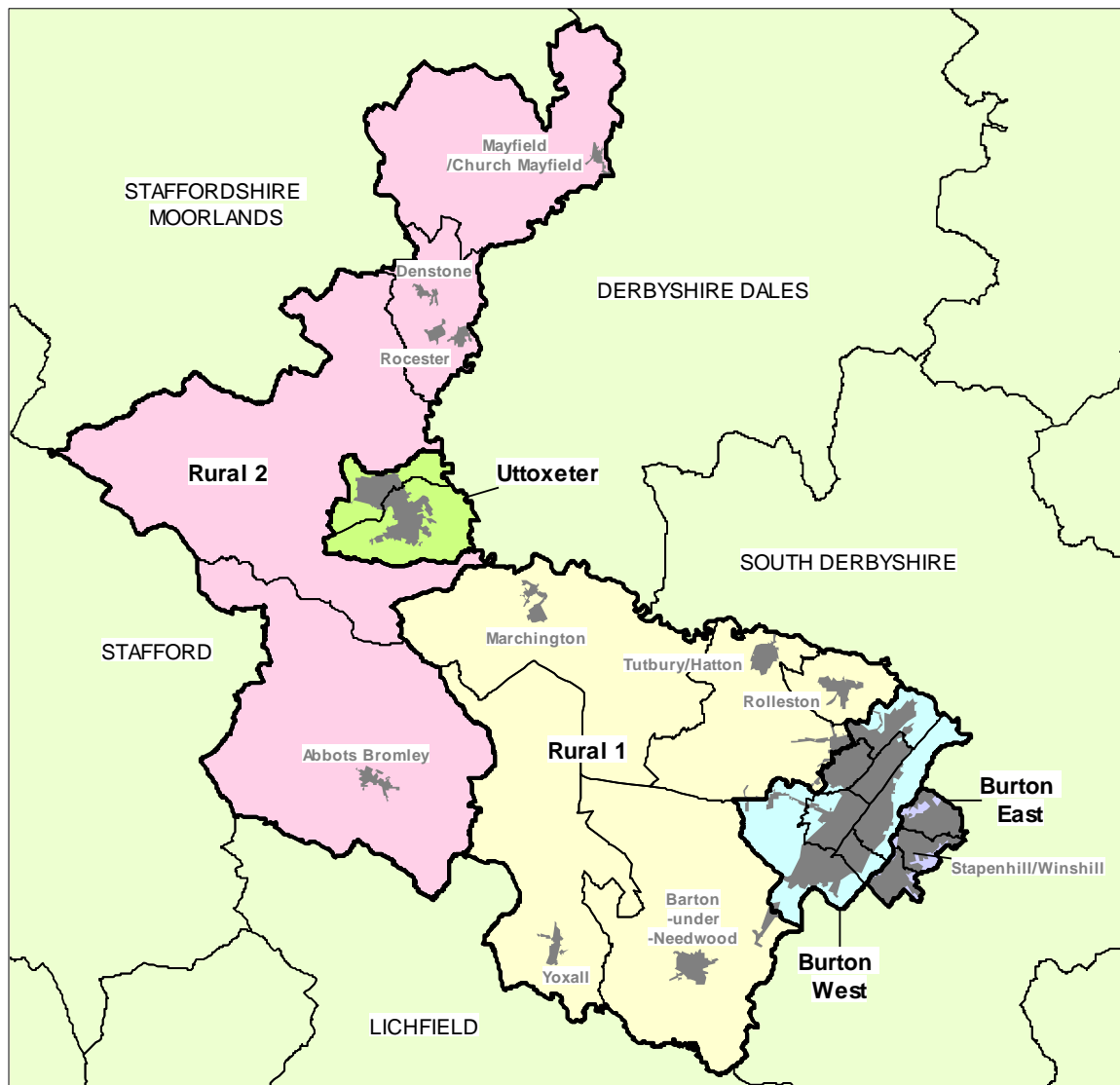
The study also incorporates an assessment of open spaces considering the supply and demand issues for provision in East Staffordshire. Each part contains relevant typology specific data. This can be found separately in a report entitled ‘Open Space Assessment’.

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Analysis areas

For the purposes of this report, East Staffordshire has been divided into five analysis areas (shown below) to create a more localised assessment of provision and for examination of facility surplus and deficiencies at a local level. The use of analysis areas allows local circumstances and issues to be taken into account.

Figure 1.1: Analysis areas in East Staffordshire



PART 2: GENERAL SPORTS ISSUES

Introduction

Consultation with users and non-users of sports facilities across East Staffordshire covered many issues with regard to facilities in the area. Sport and facility specific issues are covered in the relevant sections of this report. This section sets out generic issues that cut across more than one sport/facility, including summary of the citizens panel survey.

Active People

The Active People Survey 2005/06 (AP1) was a survey of over 360,000 adults aged 16 and over living in England. At least 1,000 telephone interviews were carried out in every local authority in England. Sport England developed a diagnostic tool (APD) to help use the results of the survey.

It gathered data on the type, duration and intensity of people's participation in different types of sport and active recreation, as well as information about volunteering, club membership, tuition from an instructor or coach, participation in competitive sport and satisfaction with local sports provision.

It was repeated with smaller sample sizes, between October 2007 and 2008 (AP2). The difference between the results for AP1 and AP2 are not statistically significant for East Staffordshire and the AP2 results are not yet available to use on APD. Therefore, the results displayed below are based on AP1.

Nationally, AP2 results highlight:

- ◀ Over two million adults in England (age 16 and over) volunteer in sport for at least one hour a week. This has increased by 125,000 between 2005/6 and 2007/8 (from 1.92 million adults to 2.04 million adults).
- ◀ There has been no change in the percentage of the adult population who receive tuition between 2005/6 and 2007/8.
- ◀ Between 2005/6 and 2007/8 there has been a statistically significant decrease in the percentage of the adult population that take part in organised competition, and the percentage of the adult population that are members of a club where they play sport.
- ◀ Satisfaction with local sports provision has significantly declined from 2005/6 to 2007/8

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East Staffordshire

Table 2.1 below shows the AP2 survey results for the East Staffordshire local authority in comparison to the England and the Sport England Region of the West Midlands; as well as those for the nearest neighbours¹. The results are discussed in more detail below.

Table 2.1 AP2 results

Area	KPI 1	KPI 2	KPI 3	KPI 4	KPI 5	KPI 6	Walk	Cycle
	%	%	%	%	%	%	%	%
National	21	4.7	25.1	18	15	69.5	20	7.8
West Midlands	19.3	4.7	23.5	16.4	13.9	69.1	18.4	6.7
Crewe & Nantwich	19	4.8	24	14.9	14.7	74	18.9	7.8
Kettering	19.3	6.3	22.6	15.6	13.9	65.8	20.3	7.7
NW Leicestershire	22	6.4	22.9	18.7	15.9	74.1	23.1	8.3
East Staffordshire	22.8	5.2	27.3	18.6	14.3	71.7	20.7	8.1
KPI 1	At least 3 days a week x 30 minutes moderate participation							
KPI 2	At least 1 hour a week volunteering to support sport							
KPI 3	Club member							
KPI 4	Received tuition from an instructor or coach in last 12 months							
KPI 5	Taken part in organised competitive sport in last 12 months							
KPI 6	Satisfied with local sports provision							
Walk	At least one recreational walk lasting 30 minutes at moderate intensity							
Cycle	At least one recreational cycle for at least 30 minutes at moderate intensity							

AP1 found that 23% of those people surveyed in East Staffordshire participated in sport at least three days a week for 30 minutes at a moderate level, which places the local authority in the middle 50% of national participation; above the national average.

Walking at least three times a week for 30 minutes was found in AP1 to be higher in East Staffordshire (21%) than the comparable areas, with the exception of North West Leicestershire, as shown in table 2.1 above.

Of those surveyed, almost three quarters (72%) of people were satisfied with local sports provision, which is above the national average (69.5%) and higher than the majority of the comparable areas. However, levels of satisfaction were found to be marginally lower by AP2 (67%). The community consultation, as discussed later in the report, helps to shed some light on the causes of the dissatisfaction.

The APD also illustrates the 'expected' participation rate. This means that a broad range of socio-demographic variables are taken into account and allowed for. This information

¹ According to www.cipfastats.net East Staffordshire's top three nearest neighbours are Crewe and Nantwich, Kettering, and North West Leicestershire.

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can enable those developing and promoting sport locally to assess their relative levels of participation compared with what might be expected. By doing so it provides an opportunity to identify areas delivering levels of participation above what would be expected and to learn from their experience. Local authority areas can be assessed in three different ways, as shown in figure 2.11 below:

- ◀ According to their actual sport participation rates (as measured in the AP1) (blue bars).
- ◀ According to their expected sport participation rates (red bars). This is the sport participation rate a local authority area is expected to achieve, given its socio-economic profile. In this way for example, high income areas (positive influence) might be expected to have higher sport participation than low income areas.
- ◀ According to the variation between the actual and expected sport participation rates (white bars).

Figure 2.1: expected versus actual participation

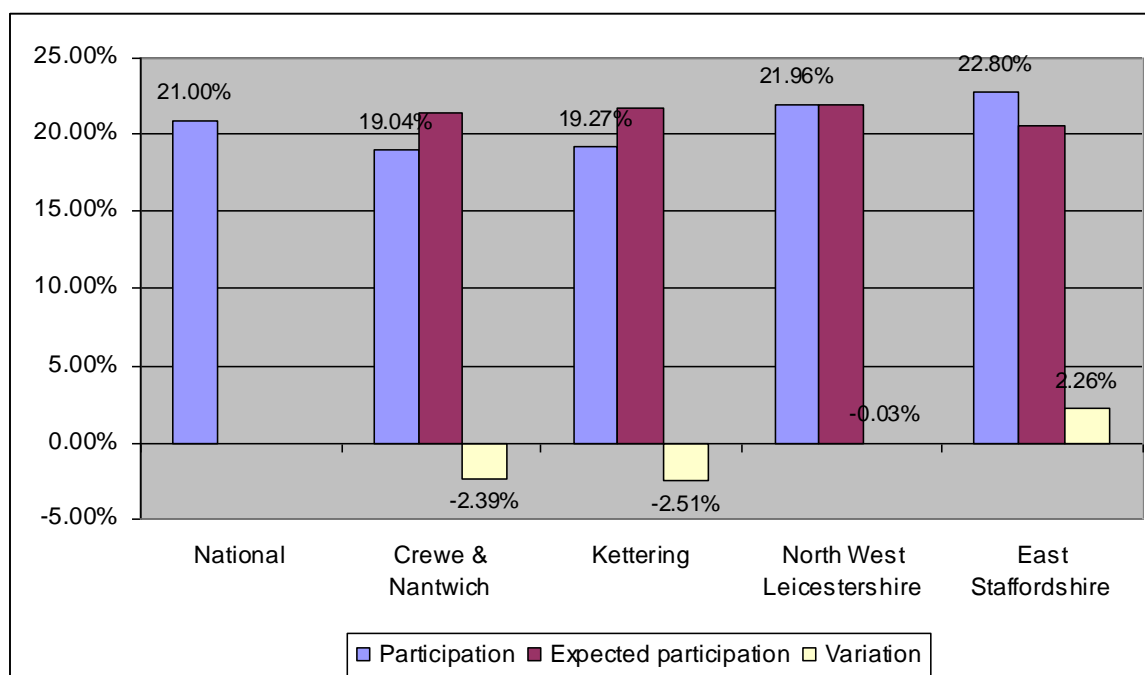


Figure 2.11 above shows that East Staffordshire has a participation level which is above the expected level by just over 2% which is a positive result, and more favourable than its comparable authorities. This means that the local authority should not only continue with current initiatives/programs but also build on current delivery to drive up participation.

Clubmark

'Playing to Win' is the Government's plan to get more people participating simply for the 'love of sport'. Its stated vision is to give more people of all ages the opportunity to participate in high quality competitive sport through developing an integrated and sustainable sporting system which will nurture and develop sporting talent, underpinned by a high quality club and competition structure.

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Sports clubs, and, in particular, Clubmark clubs directly support this aim for young people. Clubmark accredited clubs are externally assessed to ensure they achieve minimum operating standards, regardless of the NGB to which they affiliate. Evidence collected independently of NGBs suggests that they have, over the past two years, increased junior participation, raised the number of active, qualified coaches and improved levels of coach qualification, thus making them, in their own view and that of the evaluators, more effective and sustainable community sports clubs.

East Staffordshire has 20 Clubmark clubs plus a further 17 'working towards'. This is equivalent to just over 4% of the regional total of 539 Clubmark clubs. This is a reasonable contribution to the region's total.

General issues

There has been a significant reduction in the availability of sports provision in East Staffordshire, particularly in Burton through the loss of industrial sports and social clubs for example, BTR, Pirelli and Burton Hospital and Forest of Needwood School. This is a continuing problem, with current applications including Foxes Biscuits in Uttoxeter hoping to secure development of one football pitch. However, the potential development of sports facilities affects a range of sports from bowling greens to tennis courts to playing fields.

Open space owned by Burton College in Rolleston is currently under utilised due to a lack of access granted by the College. ESBC Leisure and East Staffordshire Sports Council have pressed the college over several years to allow access to this land for community use but the College has not co-operated. Local demand currently exists for tennis court provision and for junior football pitches (these are explored further within the relevant section of the Report).

There is a significant amount of under utilised education related playing fields across East Staffordshire. Community use of school sites is sporadic and highly dependent upon the approach taken by school personnel. Schools with particularly good levels of community use of their grass playing fields include: Abbott Bayne and Paget High School. However, this is not without problems, particularly in relation to access to changing accommodation. In addition, Robert Sutton and Thomas Alleynes have good community use of their astro turf facilities.

A significant quantity of playing field space exists on private school land, including Denstone College and Abbotsholme School for example. School fixtures tend to reduce the capacity of pitches to cater for community use, however, there is some spare capacity due to the high standard of pitch quality and this should be explored further if demand for more pitches is identified.

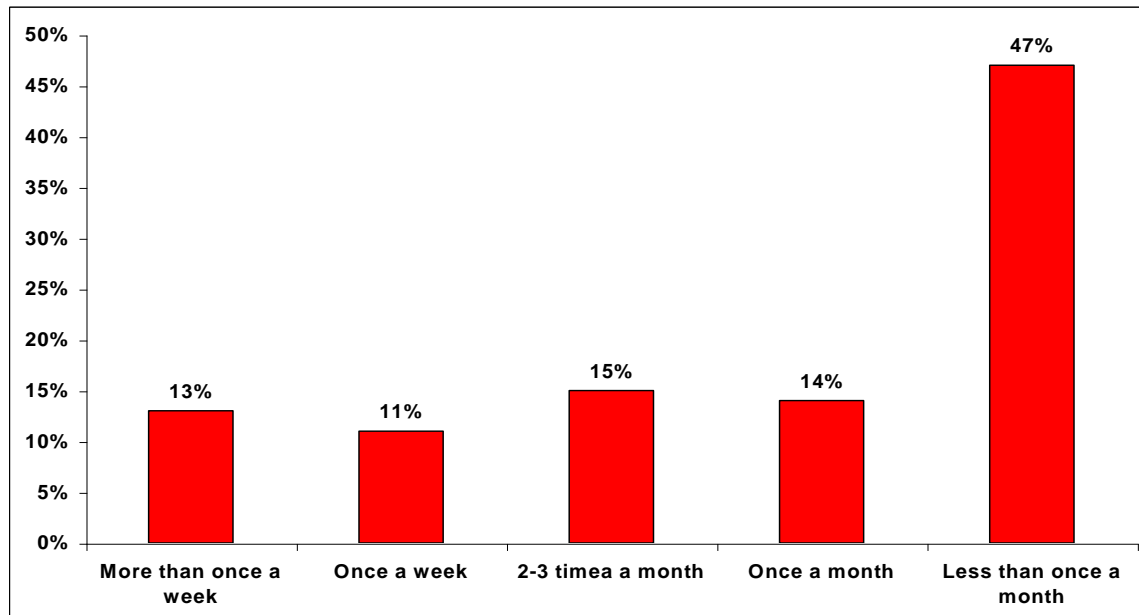
This report explores the current and future demand for provision on a sport by sport basis and adds value to the evidence required to determine the need for these facilities.

Usage

Less than half (45%) of respondents in East Staffordshire have used outdoor sports facilities in the last 12 months, one quarter (24%) of whom do so at least once a week or more often. 52% of all users are aged 25 – 44. There is also a difference in usage by gender 62% of respondents using facilities are male and 38% are female.

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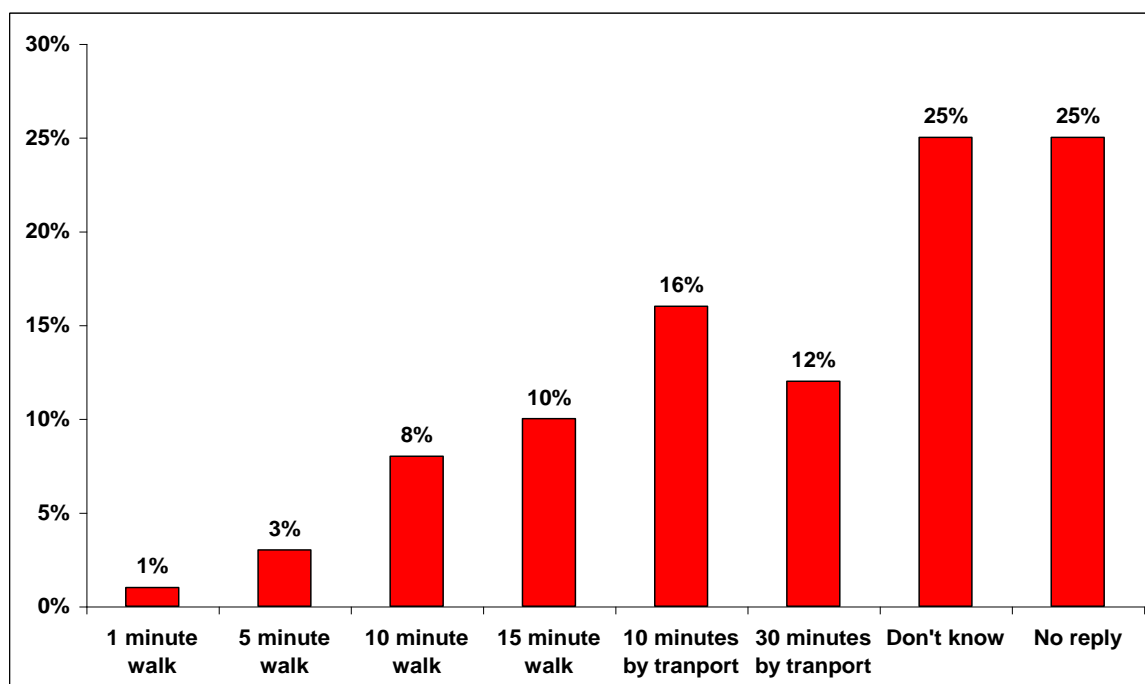
Figure 2.2: Frequency of visits to outdoor sports facilities in the previous 12 months



Accessibility

Despite 50% being unable to comment on preferred travel times, the largest proportion of respondents (16%) will travel by car or bus to reach outdoor facilities. This illustrates the need for adequate parking/transport links to outdoor sports facilities.

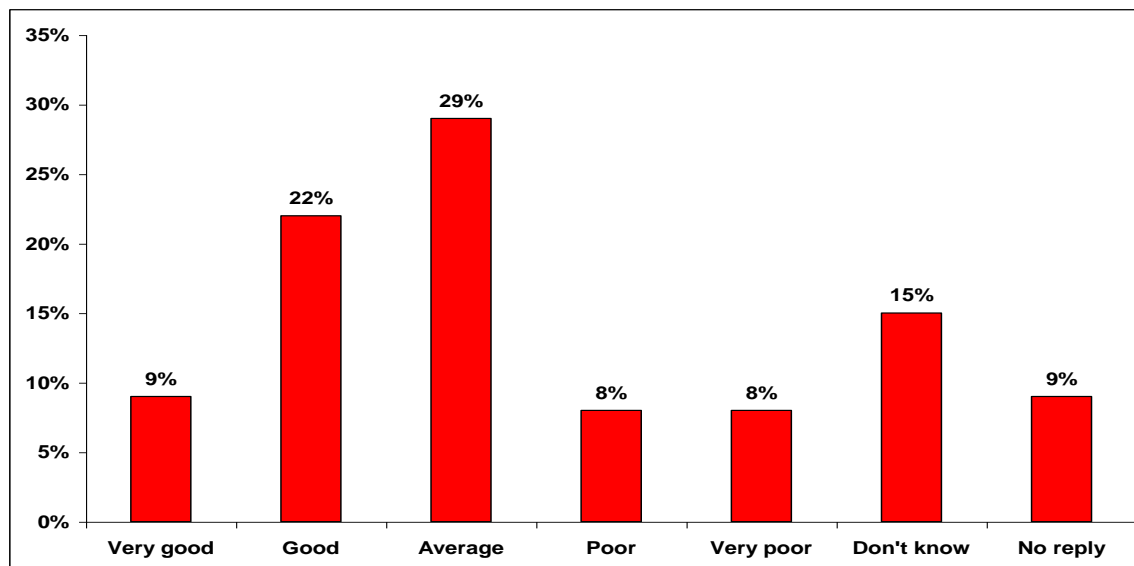
Figure 2.3: Time prepared to travel to access outdoor sports facilities



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A half (51%) of respondents consider the availability of outdoor sports facilities to be average or good. However, 16% of respondents think the availability is poor or very poor, 53% of whom are female and 62% are aged 45 – 64.

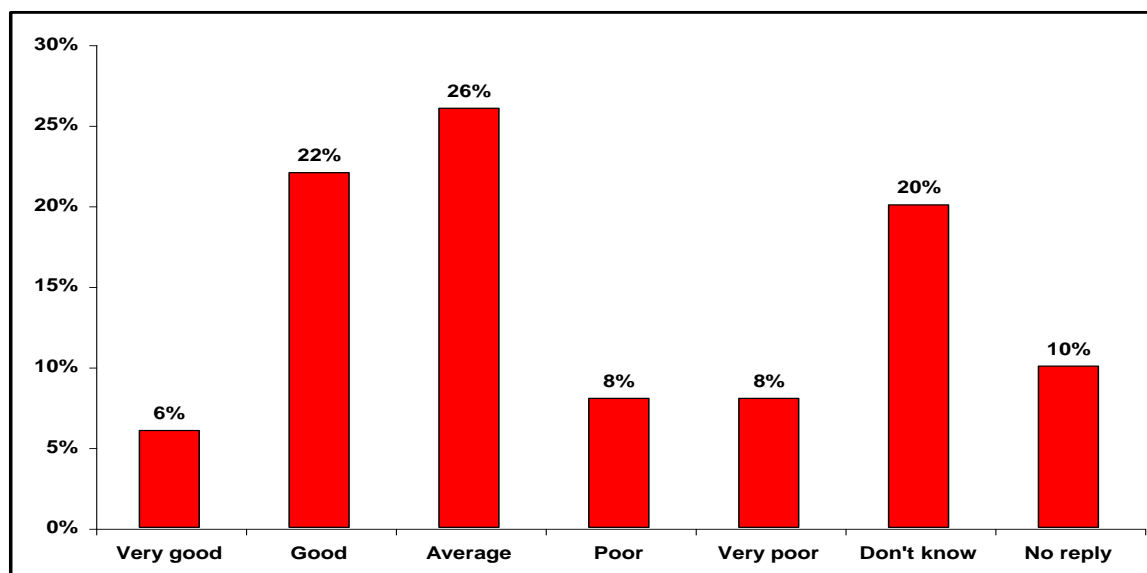
Figure 2.4: Availability of outdoor sports facilities



Quality

Outdoor sports facilities in East Staffordshire are considered by just over half (54%) of respondents to be average/good. Reflecting where the majority of provision exists, the majority of residents from Burton East and West rate quality of provision as average (56%). When asked to state the two most important ways in which outdoor sports can be improved, citizens panel respondents identified a wide range of improvements. The main ways identified include providing more provision and better/more maintenance of pitches.

Figure 2.5: Quality of provision of outdoor sports facilities



PART 3: PLAYING PITCH ASSESSMENT

Introduction

This section of the assessment report is the Playing Pitch Assessment and covers outdoor sports facilities. It predominately focuses on reporting the findings of the extensive research, consultation, site assessment, data analysis and GIS mapping work. It does not, at this stage, incorporate provision standards or site-specific recommendations (in relation to meeting deficiencies and dealing with surpluses). Once the facts outlined in this report (including site information, number of teams etc.) have been agreed, a strategy and action plan will be developed.

National context

Planning Policy Guidance (PPG) 17

PPG 17 defines outdoor sports facilities as those with either natural or artificial surfaces and either publicly or privately owned and includes:

- ◀ Sports pitches.
- ◀ Tennis courts.
- ◀ Bowling greens.
- ◀ School and other institutional playing fields.
- ◀ Other outdoor sports areas.

As outlined in the introduction to the accompanying 'Open Spaces Assessment Report', PPG 17 recognises the value of outdoor sports facilities along with other types of open spaces in delivering the following broad Government objectives:

- ◀ Supporting an urban renaissance.
- ◀ Supporting rural renewal.
- ◀ Promotion of social inclusion and community cohesion.
- ◀ Health and well-being.
- ◀ Promoting more sustainable development.

Assessing Needs & Opportunities: A Companion Guide to PPG 17

The Companion Guide states the long-term outcomes, which PPG 17 aims to deliver as:

- ◀ Networks of accessible high quality open spaces and sport and recreation facilities, in both urban and rural areas, which meet the needs of residents and visitors, are fit for purpose and economically and environmentally sustainable.
- ◀ An appropriate balance between new provision and the enhancement of existing provision.
- ◀ Clarity and reasonable certainty for developers and landowners in relation to the requirements and expectations of local planning authorities in respect of open space and sport and recreation provision.

In order to deliver these aims, each local authority needs to establish local needs and opportunities and develop and apply provision standards in a way, which is equitable to both developers and local communities.

The Companion Guide outlines a five-step approach to deliver the aims:

- ◀ Step 1: Identifying local needs.
- ◀ Step 2: Auditing local provision.
- ◀ Step 3: Setting provision standards.
- ◀ Step 4: Applying provision standards.
- ◀ Step 5: Drafting policies.

Towards a Level Playing Field

The aims and objectives outlined in Planning Policy Guidance 17 (PPG 17) and the Companion Guide are reiterated in the Sport England playing pitch strategy methodology, 'Towards a Level Playing Field' (February 2003).

It should be noted that 'Towards A Level Playing Field' only deals with the assessment of playing pitch provision and does not cover assessments for other outdoor sports facilities. However, the principles and basic methodology can be applied to the assessment of these other sports.

The benefits of having a playing pitch strategy are identified as follows:

Corporate and strategic

- ◀ It ensures a strategic approach to playing pitch provision.
- ◀ It provides robust evidence for capital funding.
- ◀ It helps deliver government policies.
- ◀ It helps demonstrate the value of leisure services.
- ◀ It helps the Best Value process.

Planning

- ◀ It provides a basis for establishing new pitch requirements arising from new housing developments.
- ◀ It is one of the best tools for the protection of pitches.
- ◀ It provides a holistic approach to open space improvement and protection.

Operational

- ◀ Can result in more efficient use of resources.
- ◀ Quality of provision can be enhanced.

Sports development

- ◀ It helps identify where community use of school sports pitches is most needed.
- ◀ It provides better information to residents and other users of sports pitches.
- ◀ It promotes sports development and can help unlock latent demand.

The approach and guidance outlined in 'Towards A Level Playing Field' are fully endorsed by Sport England and the Central Council for Physical Recreation (CCPR) as the appropriate methodology to provide detailed local assessments of playing pitch requirements and as such have been used in this study.

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Fields In Trust (FIT) previously National Playing Fields Association (NPFA)

Both PPG 17 and 'Towards A Level Playing Field' identify the need to develop local standards of provision for playing pitches and other outdoor sports facilities. Traditionally, the 'Six Acre Standard' (reviewed in 2007 by FIT) has been used. This recommends a minimum standard of 1.6 hectares (four acres) per 1,000 people for outdoor sports. Within this, there is to be a specific allocation of at least 1.2 hectares (three acres) of land for pitch sports. The balance (i.e. 0.4 hectares or one acre) is required for non-pitch sports including athletics, tennis and bowls. In addition, children's play areas make up the remaining 0.8 hectares per 1,000 population or two acres.

However, PPG 17 now requires local authorities to undertake detailed local assessments to provide evidence as a basis for developing a local standard, taking into account the quality, capacity and accessibility of outdoor sports facilities rather than just the quantity.

'Towards A Level Playing Field' does not give definitive instruction on how to calculate local standards for sports pitches but advises that the following need to be taken into consideration:

- ◀ Only pitches available for community use should be included.
- ◀ Quality of pitches.
- ◀ Provision of changing facilities.
- ◀ Pitch capacity.
- ◀ Future population estimates.

Playing pitch strategy methodology

The assessment and analysis in this report are based on Sport England's (SE) playing pitch strategy methodology, 'Towards A Level Playing Field' (2003). This document outlines specific criteria for assessing the quantity, quality, capacity and accessibility of playing pitches and ancillary facilities. These criteria and the principles of the assessment have also been applied to outdoor sports facilities other than pitches.

'Towards A Level Playing Field' provides clear guidance on the assessment of supply and demand for sports pitches and the types and levels of analysis, which need to be carried out in order for the local authority to plan effectively to meet local needs. These include:

- ◀ The playing pitch model (PPM).
- ◀ Team generation rates (TGRs).
- ◀ Local standards for provision.

Playing Pitch Model (PPM)

The PPM is a temporal supply and demand analysis and is largely used as a numerical, model. There are three main ways in which the model is used:

- ◀ To reflect the existing situation using data on existing teams and pitches.
- ◀ To test the adequacy of current provision by manipulating the variables in the model.
- ◀ To predict future requirements for pitches, by incorporating planned pitches and projected changes in population and participation.

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An eight-stage process is outlined to produce the PPM:

- Stage 1: Identify teams/team equivalents.
- Stage 2: Calculating home games per team per week.
- Stage 3: Assessing total home games per week.
- Stage 4: Establishing temporal demand for games.
- Stage 5: Defining pitches used/required on each day.
- Stage 6: Establishing pitches available.
- Stage 7: Assessing the findings.
- Stage 8: Identifying policy options and solutions.

The first seven stages of this process are covered in this report. Stage 8 will be covered in the final report.

The 'electronic toolkit', which accompanies 'Towards A Level Playing Field', provides tools for collecting some of the information above.

Teams have been identified via consultation with leagues, local authority officers (pitch booking records), as well as with governing bodies of sport (NGBs) and clubs.

'Team equivalents' refers to use of pitches by groups other than those playing formal matches. This includes school games lessons, club and school training sessions, sports development sessions etc. By including these in the 'demand equation' a more accurate picture is presented. Information from schools and clubs is collected using the electronic toolkit school and club questionnaires.

Establishing the number of pitches that are available is largely achieved through site visits. All local authority playing pitch sites have been visited by KKP, either accompanied by local area grounds maintenance managers or unaccompanied. All secondary schools have also been visited. Audit information for private and voluntary sector clubs was gathered in a variety of ways:

- ◀ Face to face consultation/site visit.
- ◀ Postal questionnaire.
- ◀ Telephone questionnaire.

Community use

The term community use has been adopted to determine those facilities with 'secured community use' and includes:

- ◀ All local authority facilities.
- ◀ School facilities where they are subject to formal community use agreements.
- ◀ Other institutional facilities that are available to the public as a result of formal community use agreements.
- ◀ Any facilities that are owned, used or maintained by clubs/private individuals and which, as a matter of policy and practice, are available to large sections of the public through membership of a club or through an admission fee.

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Pitch quality information

It should be noted that the club and school questionnaires and the non-technical pitch assessment sheet in the electronic toolkit all have different scales for rating the quality of pitches and ancillary facilities. On this basis, KKP uses the 'non-technical pitch assessment sheet' to assess all pitches in order that consistent information is presented.

The pitch assessment sheet is a 'tick box' assessment, which rates various elements of pitch quality with a separate assessment sheet for changing accommodation. It should be noted the pitch assessment also takes into account whether changing rooms and car parking exist on the site. However, the total pitch score is not significantly affected.

This information is scored, converted into a percentage (of the highest score possible) and also into a qualitative rating. The qualitative ratings for pitch quality are:

- ◀ 90% + An excellent pitch
- ◀ 64-90% A good pitch
- ◀ 55-64% An average pitch
- ◀ 30-54% A below average pitch
- ◀ Less than 30% A poor pitch

For ease of analysis KKP has reduced this to a three-point scale. In this report pitches are rated as:

- ◀ An excellent pitch or good pitch = good quality.
- ◀ An average pitch = adequate quality.
- ◀ A below average pitch or poor pitch = poor quality.

The qualitative ratings for changing accommodation quality are listed as:

- ◀ 90% + Excellent
- ◀ 60-89% Good
- ◀ 40-59% Average
- ◀ 30-39% Poor
- ◀ Less than 30% Very poor

Copies of the assessment sheets can be found in the appendices.

Capacity

KKP has developed a capacity rating for each pitch site i.e. football and rugby based on the quality rating given to pitches on the site and the number of teams currently playing at the site (identified through league handbooks, local authority booking sheets and consultation with clubs). These capacity ratings assist with the identification of sites for improvement/development, rationalisation etc.

Play refers to temporal demand or when the teams play. A figure of 1.0 in this column for instance would be representative of two teams using that pitch on a home and away basis (every other week). This means that that pitch is receiving one game at that time every week. This is taken from the 2004/05 season.

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Calculation of capacity is based on the qualitative ratings. Taking into consideration SE guidelines on capacity the following was concluded:

- ◀ If a pitch is rated as 'good' its capacity is specified as two matches per week.
- ◀ If a pitch is rated as 'acceptable' its capacity is specified as one match per week.
- ◀ If a pitch is rated as 'poor' its capacity is specified as one match every other week.

A colour coded rating is then given by comparing the above information:

- ◀ Red - the pitch is being used over capacity.
- ◀ Amber - the pitch is played to capacity.
- ◀ Green - the pitch is being used under capacity.

Where it is indicated that the level of provision is 'sufficient', this indicates that none of the pitches in the area (for the particular sports), are rated as poor quality and/or played 'over capacity', nor has any latent demand been identified by users. This is not to say that improvements to sites are not required. Conversely, where an insufficient level of provision has been identified this is because one or more sites/pitches have been rated as poor quality and/or are being over-played and/or latent demand has been expressed.

Following consultation with league secretaries it is noted that U15, U16 and U17 teams play on senior sized football pitches. The capacity rating does not take into account this type of play i.e. juniors playing on senior pitches. Where a large number of junior/mini teams play on a site, particularly if they are playing on senior pitches this can result in pitches being overplayed on the capacity rating. Many pitches can withstand more mini/junior matches than the equivalent number of senior games.

There are a number of provisos that need to be taken into account as there may be some discrepancies between the visual rating and the consultation comments:

Schools may have been rated as poor via the SE rating and acceptable/good through consultation. This may arise as the SE quality assessment increases rating if there is changing accommodation available. A number of the schools however, do not make changing accommodation available for community use.

Team generation rates (TGRs)

TGRs indicate how many people in a specified age group are required to generate one team based on current population and participation. TGRs for each pitch sport and each age group have been calculated.

TGRs can be used with the PPM for modelling purposes, e.g., by looking at population projections, future TGRs can be estimated. If these are entered into the PPM, it is possible to predict whether current supply would meet future demand.

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Consultation

A variety of consultation methods have been used to collate information about leagues, clubs, county associations and national/regional NGBs.

They are generally as follows:

Consultee	Method of consultation
Local authority officers	Face to face interview
League/county association representatives	Face to face/ telephone interview
Football clubs	Face to face, postal questionnaire, telephone interview
Cricket/rugby/hockey/tennis clubs	Face to face, postal questionnaire, telephone interview
Bowls clubs	Postal questionnaires, telephone interview
Secondary schools	Postal questionnaire/telephone interview
Primary and junior schools	Postal questionnaire
Regional governing body officers	Face to face, telephone interview

Local sports development officers, county associations and regional NGBs officers gave advice about which clubs should be included in the face-to-face consultation. Issues identified by football clubs returning questionnaires were also followed up by telephone or face-to-face interviews.

Sports specific summary

The following sections summarise the local administration of the main outdoor sports in East Staffordshire.

This section provides a quantitative summary of provision and a map showing the distribution of facilities. It also provides information about the availability of facilities to the local community and, the NGB of each sport and regional strategic plans (where they exist). Details of local leagues are provided in order to outline the competitive structure for each sport. The findings of club consultation and key issues for each sport are summarised.

KKP has covered all sports for which there is currently organised, structured play on outdoor facilities. It is recognised that additional outdoor sports could also be developed on facilities in East Staffordshire. Therefore, the sports covered are as follows:

- ◀ Part 4: Football
- ◀ Part 5: Cricket
- ◀ Part 6: Rugby
- ◀ Part 7: Hockey
- ◀ Part 8: Athletics
- ◀ Part 9: Bowls
- ◀ Part 10: Tennis
- ◀ Part 11: Golf

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PART 4: FOOTBALL

Introduction

The Staffordshire County Football Association (SCFA) is responsible for the development and administration of football in East Staffordshire. However, due to the proximity of some clubs to other county boundaries there is some affiliation to other County FA's such as Birmingham and Derbyshire. The majority of clubs in Burton for example, affiliate to Birmingham County FA.

A large number of leagues operate in the area providing football from Under 7's through to open age, predominately servicing senior men and junior boys. The majority play in the Burton Junior Football League.

There is a variety of pitch ownership and management across East Staffordshire from ESBC to parish councils such as Anglesey Parish Council and private industrial sports and social clubs such as Marston's Sports and Social Club. The majority of clubs do not own their own facilities and this creates some issues around security of tenure, as is further detailed later in this section.

Playing Pitch Strategy 2002

The 2002 East Staffordshire Playing Pitch Strategy found that:

- ◀ There are 142 football teams playing in the Borough.
- ◀ There are additional pitches identified that do not currently accommodate secured public use. The majority of these are school pitches, which often accommodate school use only.
- ◀ Mini pitches are at full capacity and often accommodate up to 3 games on one day. There is a small deficiency of junior pitch provision to meet peak demand. There is a healthy surplus of senior football pitches to meet peak demand.
- ◀ No toilets or changing rooms at 6 sites. Changing room only at some sites – in some cases this was vandalised and not secure. Some sites, particularly provision as part of Industry Sports and Social Clubs have excellent changing and social facilities.

Current provision

Table 4.1: Summary of pitches available for community use and teams by analysis area

Analysis area	No. of available pitches			No. of teams				
	Senior	Junior	Mini	Senior men's	Senior women's	Junior boys	Junior girls	Mini-soccer
Burton East	13	1	-	12	-	19	-	1
Burton West	12	18	6	1	1	58	39	87
Rural 1	11	1	1	6	-	14	2	1
Rural 2	5	4	1	7	-	13	-	-
Uttoxeter	4	-	-	8	-	4	-	-
EAST STAFFORDSHIRE	45	24	8	34	1	108	41	89

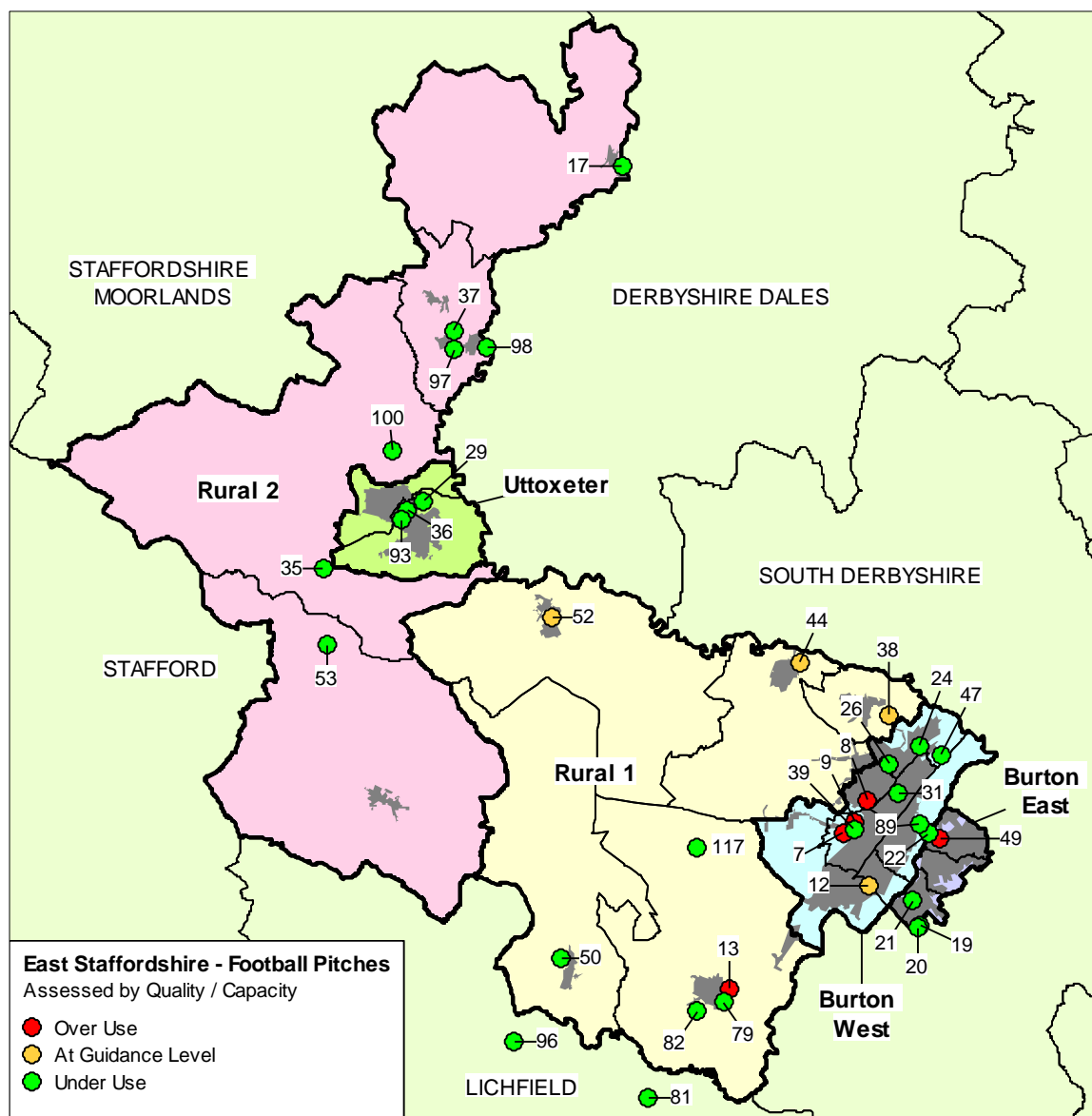
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Shobnall Leisure Complex provides the largest number of pitches in the Borough, including 10 junior football pitches. Belvedere Park Sports & Social Club also provides a significant number, including seven junior pitches.

The total number of football teams playing in East Staffordshire has increased from 142 teams in 2002 to almost double (273 in 2009). This is mainly due to increases in mini and junior football.

There has been a decline in the number of pitches available for use in East Staffs as pitches on works sites have been sold or work sites have closed. There has been a significant reduction in the availability of sports provision, particularly through the loss of industrial sports and social clubs for example, BTR, Pirelli and Burton Hospital and Forest of Needwood School.

Figure 4.1: Location of football pitches in East Staffordshire



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Key to map

Site name	KKP ref	Analysis area	Community use	Senior pitches	Junior pitches	Mini pitches
Abbot Beyne School	49	Burton East	Yes	3		
Burton Albion Football Club	112	Burton East	No	1		
Edgehill Recreation Ground	19	Burton East	Yes	1		
Eton Park Junior School	59	Burton East	No		1	
Eton Road Community Park	31	Burton East	Yes	1		
Heath Road Community Park	21	Burton East	Yes		1	
Hillfield Playing Fields	24	Burton East	Yes	2		
Meadow Lane	47	Burton East	Yes	1		
Newton Road Recreation Ground	22	Burton East	Yes	2		
Stapenhill Football Club	20	Burton East	Yes	1		
Tower View Primary School	78	Burton East	No			2
Washlands Sports Club	89	Burton East	Yes	2		
William Shrewsbury Primary	77	Burton East	No			1
Anglesey Community Park	12	Burton West	Yes	1		
Belvedere Junior School	73	Burton West	No		2	
Belvedere Park Sports & Social Club	8	Burton West	Yes	1	7	
Horninglow Community Park	26	Burton West	Yes	1		
Marstons Sports Club	7	Burton West	Yes	1		4
Shobnall Leisure Complex	9	Burton West	Yes	4	10	2
Shobnall Sports & Social Club	39	Burton West	Yes	3		
St Mowden's Catholic Primary School	69	Burton West	No	2		
Alrewas Recreation Ground	81	Rural 1	Yes	2		
Cornmill Lane	44	Rural 1	Yes	1		
Craythorne Playing Fields	38	Rural 1	Yes	3		
Dogshead Lane	82	Rural 1	Yes	1		
Holland Sports Club	13	Rural 1	Yes	2		
John of Rolleston Primary	71	Rural 1	No		1	
Needwood CE VA Primary School	61	Rural 1	No		1	
Rangemore Playing Fields Complex	117	Rural 1	Yes	1		
Richard Wakefield CE Primary School	60	Rural 1	No			3
Silver Lane Playing Fields	52	Rural 1	Yes	1		
St Augustine's CE First School	65	Rural 1	No		1	
The Show Field	96	Rural 1	Yes	1		
Thomas Russell Junior School	79	Rural 1	Yes	1	1	1
Weaverslake Sports Field	50	Rural 1	Yes	1		
Yoxall St Peters Primary School	70	Rural 1	No		1	
Conygree Lane	17	Rural 2	Yes	1		

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Site name	KKP ref	Analysis area	Community use	Senior pitches	Junior pitches	Mini pitches
Kingstone Playing Field	53	Rural 2	Yes	1		
Lakeside Club	97	Rural 2	Yes	2	1	
Loxley Hall School	35	Rural 2	Yes		1	
Richard Clarke First School	76	Rural 2	No			1
Rocester FC	98	Rural 2	Yes	1		
Ryecroft Middle School	37	Rural 2	Yes		1	1
Stramshall Playing Field	100	Rural 2	Yes		1	
The Henry Prince First School	63	Rural 2	No		1	
Elkes Sports & Social Club	36	Uttoxeter	Yes	1		
Oldfield Sports & Social Club	93	Uttoxeter	Yes	1		
Oldfields Hall Middle School	62	Uttoxeter	No	1	1	2
Pennycroft Community Park	29	Uttoxeter	Yes	2		
Picknalls First School	66	Uttoxeter	No		1	1
Thomas Alleyne's High School	58	Uttoxeter	No	2	1	2
Windsor Park Middle	74	Uttoxeter	No		1	

Club development

The SCFA Strategy was launched in July and contributes to the delivery of The FA's National Game Strategy, which sets out the vision, key priorities and targets for investment into grassroots football until June 2012. Staffordshire FA's vision is 'Making a Difference Through Football' The Strategy sets out four strategic goals and three key enablers to address over the next four years:

- ◀ Growth and Retention – sustaining and increasing the number of players
- ◀ Raising Standards and addressing abusive behaviour – creating a safe and positive environment
- ◀ Developing Better Players – focusing on the 5-11 age group
- ◀ Running the game effectively – leading and governing the game

The key enablers to ensure the FA reaches its strategic goals are:

- ◀ A skilled workforce – recruiting and developing a highly skilled, diverse, paid and voluntary workforce
- ◀ Improved facilities – improving the access and quality of training and playing facilities
- ◀ Marketing and PR – clear communications to everyone involved in the game

In particular, the Strategy identifies that in East Staffordshire there is a need to with Ryecroft Middle, Oldfields Middle, Windsor Park Middle and Thomas Alleyne's High to create a minimum of one new girls team at Rocester Elkes Eagles FC.

The County Strategy will be followed by a County action plan which will prioritise future investment.

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Charter standard

There are eight Charter Standard clubs in East Staffordshire, including four that affiliate to Birmingham FA and four that affiliate to Staffordshire FA:

Staffordshire FA:

- ◀ Burton Albion FC.
- ◀ Rocester Elkes Eagles FC.
- ◀ Rocester Juniors FC.
- ◀ Uttoxeter Juniors FC.

Birmingham FA:

- ◀ Barton Rovers FC.
- ◀ Belvedere Park Junior FC.
- ◀ Burton Albion Ladies.
- ◀ Winhill FC.

Consultation identifies that several of these large clubs utilise a number of different sites to accommodate their many teams. SCFA comment that charter standard clubs are increasing the number of teams and may, as a result, need access to more pitches.

Key issues for football

Management

The main site specific issue across East Staffordshire appears to relate to management and ownership of playing fields. As stated earlier, ownership varies from parish councils to private industrial sites and the majority of clubs do not own or have long terms leases on their home grounds. This is particularly difficult for those playing on sports and social grounds/industrial sites. Although clubs tend to carry out their own maintenance/upkeep, applying for funding to substantially improve sites can be difficult, and is near impossible for the ones that do not have security of tenure.

Belvedere Seniors FC for example, plays on Belvedere Sports & Social Club and is concerned that the long term future of the site is unstable and about the possibility that the current owners are looking to sell. Winhill JFC plays at two sites, both with issues that could be resolved if the Club had security of tenure in order to pursue the development of the facilities: Newton Road Recreation Ground has no changing accommodation and Abbot Bayne School has no access to changing accommodation and poor pitch quality. As well as being a Charter Standard club, there is little reason why it could not seek to secure funds to make improvements if it had security of tenure. The Club has previously explored opportunities to buy its own land.

ESBC inspects its pitches at Shobnall Leisure Complex on a weekly basis, and tries to cancel pitches as early as possible. If there is any uncertainty, the decision is left to the referee. Other sites are hired by ESBC directly to a league, which then manages pitch bookings and informs clubs of any cancellations.

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Grounds maintenance of pitches is contracted to English Landscape (at the time of the audit, just over two years are left on the contract). Its schedule of works includes spiking and rolling pitches at least once a month. Consultation with users suggests that spiking and rolling is not carried out as regularly as required. In order to improve this, contractors now sign in at Shobnall before maintenance begins.

Junior/mini football

The Burton Junior Football League (BJFL) is the main league servicing East Staffordshire. It operates mini, junior, youth and girls divisions and utilises central venues for its mini soccer and girls divisions up to U15. It fields 337 teams from 87 clubs, providing grass roots football for around 5,000 players. Over the previous four years, it has grown by 117 teams, particularly at mini soccer level.

Central venues matches are played at Belvedere Park Sports & Social Club, Shobnall Sports Complex and Marstons Sports & Social Club. Junior teams must secure their own access to pitches and operate home and away fixtures. Robert Sutton School has a relatively new 3rd generation astro turf facility and accommodates U10 boy's fixtures.

The League has a long term aspiration to own/manage one central venue site large enough to cater for all its fixtures with access to indoor/outdoor training, clubhouse/changing rooms and pitches.

Women and girls' football

Junior girls' football is strong in East Staffordshire in the context of the County, and is well catered for in terms of a competitive structure. There is a County Women's League, which has been operating for around six years. However, there is no specific local women's league. As a result, there is a significant drop off at U16 and only one women's team currently playing in East Staffordshire; Burton Albion Ladies. Where girls do feed through to women's teams, they have to travel further to play fixtures and retention in the sport is poor.

According to SCFA, there has been a slight drop off in participation at U14 and U15 girls. This has probably contributed to the BJFL U16 girls division disbanding. SCFA is trying to tackle this through development work with the Schools Girls League. This is also being further addressed by Staffordshire FA which has recently established an U16 County Girls League.

The East Staffordshire Girls School League is aimed at secondary schools with two divisions catering for girls in years 7/8 and years 9/10. Currently, Thomas Alleyne, Robert Sutton, John Taylor, Paget and Paulet schools all take part. It operates out of a central venue at Robert Sutton School on the astro turf.

Adult football

There has been a general decline over the last five years in Saturday senior football. The Burton & District Saturday Football League is no exception and its membership has declined over the previous three years.

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In comparison, in the Uttoxeter & District Football League (which plays on a Sunday) membership levels have remained constant over the previous three years. It would like to add another division, but this would require at least an additional six teams, all needing regular access to pitches.

The League reports demand for football pitches in the Uttoxeter area. This season (2008/09) it was approached by around four teams wanting to join, but was unable to secure access to facilities. The main site in Uttoxeter, Pennycroft Playing Fields is already played to capacity. In addition, local pub teams reportedly, always struggle to gain access to suitable pitches and are seen as being a low priority as they only provide one team.

Demand

Demand for junior/mini pitches is high across East Staffordshire. Primarily, this is due to a strong junior league structure, providing opportunity for competitive participation for all age groups from mini football level through to U17's. Demand continues to grow and BJFL predicts growth of approximately 10 - 15% next year.

The League has aspirations to operate one central venue site for all its divisions. Centralising demand for junior pitches could assist clubs, which have difficulty finding suitable sites, and often use multiple sites to accommodate all teams. Winshill FC for example, struggles to accommodate all its junior teams locally due to limited access and the quality of provision. Its long term aspiration is to secure access to one site with access to changing accommodation and good pitch quality.

As a result of the strong junior league structure, and possibly a lack of central venue provision elsewhere, players and teams tend to travel into East Staffordshire to play, creating additional pressure on provision. BJFL attracts teams from clubs in Birmingham, Leicestershire, Derbyshire, Shropshire and Northamptonshire. It believes it will also attract teams playing in other junior leagues such as Derby City and Derby Community League as well as Lichfield and Tamworth. This is due to it being able to provide football at every age group from mini football level through to U17's.

U17's this season will form an U18's next season. The League is in discussion with Burton Saturday, and Burton Sunday football leagues about development of a feeder process for its juniors. This may help senior football in the area to expand over the coming years.

Latent demand is defined as the number of teams that could be fielded, were access to sufficient pitches available. Consultation reveals that several clubs currently consider themselves to have latent demand, which they cannot meet due to lack of access to good quality facilities. It is not surprising given the anecdotal evidence, that a high level of latent demand was recorded for junior pitches; eight in total. In addition, clubs identify a need for more, good quality, ancillary facilities to allow them to develop more teams, including servicing demand for girls provision through Rolleston FC playing at Craythorne Playing Fields and Marchington FC playing at Silver Lane Playing Fields.

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Pitch quality

Quality issues still remain at the largest sites in East Staffordshire (Shobnall Leisure Complex and Belvedere Park). Waterlogging was noted on a number of pitches during site assessments and this was confirmed to be a problem through consultation with users. Both sites operate at capacity and there is clearly expressed demand for access to more pitches. Quality at Shobnall was raised as an issue on several occasions during consultation with users, particularly with regard to public access and resultant litter/dog fouling.

Clubs report that dog fouling regularly impinges on the quality of sites, particularly those owned by parish or ESBC. Publicly accessible sites tend to be most affected, for example Pennycroft Playing Fields. However, this problem is not only confined to public recreation grounds. Leagues appreciate that it is a difficult issue to tackle and suggest that greater enforcement and education is the only way to help minimise the problem.

Ancillary facilities

A programme of changing room upgrade/instalment has been carried out by ESBC over the previous few years. This is summarised below:

Site	Year installed	Quality
Edge Hill	2003	Adequate
Eton Rd	2008	New – good quality
Heath Rd	2004	Adequate
Meadow Lane	2007	Good quality
St Lukes	2007/2008	New – good quality

The main issue for local authority provision is the lack of changing facilities at Newton Recreation Ground. There are also no changing facilities at parish council owned sites Silver Lane Playing Fields, Anglesey Park and Craythorne Field. In partnership with ESBC, Anglesey Parish Council is currently exploring funding opportunities to install new provision and address pitch drainage issues. In addition, there is poor quality changing accommodation at Pennycroft, Uttoxeter and at Shobnall Fields.

There are no stringent league requirements in East Staffordshire, in relation to provision of changing room accommodation. Leagues recognise that this would affect too many clubs and impact on membership. Adult leagues suggest that generally, access to changing facilities is poor across East Staffordshire, particularly at school sites.

Training

The provision of a new 3rd generation turf pitch at Robert Sutton School has helped to accommodate the training needs of clubs in East Staffordshire. The BJFL is considering hiring the facility to accommodate fixtures cancelled in the junior divisions at the end of a season. A similar facility provided at Pingle School (outside the Borough) is also accessed by teams playing in East Staffordshire.

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The new FA National Centre is located in East Staffordshire (Rangemoor). As plans currently stand, is due to open in 2010. However, it is not thought that this will be made available to local users/clubs and will not, as a result, have any impact on local provision.

Provision of football pitch sites assessed by quality and capacity

Calculation of *capacity* is based on the qualitative ratings. As noted earlier, taking into consideration SE guidelines on capacity the following was concluded:

If a pitch is rated as 'good' its capacity is specified as two matches per week.	Green
If a pitch is rated as 'acceptable' its capacity is specified as one match per week.	Amber
If a pitch is rated as 'poor' its capacity is specified as one match every other week.	Red

The following section presents the current pitch stock available for football in East Staffordshire. It illustrates:

- ◀ Number of pitches rated as good (G), average (A) and poor (P) on each site.
- ◀ The type of pitch(es) on the site (senior, junior, mini).
- ◀ The column entitled 'matches per week' is split into three sections – play, capacity and rating:
 - ◀ The current level of play per week (0.5 for each match played at the site, assuming half of matches will be played 'away').
 - ◀ The capacity of the pitches on each site.
 - ◀ The rating of the pitches, which indicates if pitches are played under capacity (green), played at capacity (amber) or played over-capacity (red).

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Table 4.2: Football provision and level of community use

KKP ref	Site name	Analysis area	Senior			Junior			Mini			Matches per week			Consultation comments	
			G	A	P	G	A	P	G	A	P	play	capacity	rating		
19	Edgehill Recreation Ground	Burton East	1										1.0	2.0		Good quality site with some spare capacity. Used by Waterside FC.
20	Stapenhill Football Club	Burton East	1										0.5	2.0		Semi-pro club with perimeter fence, floodlights, spectator stands and dugouts.
21	Heath Road Community Park	Burton East				1							-	2.0		No teams use the junior pitch at present. However, from Sept 2009 there will be teams using the pitch.
22	Newton Road Recreation Ground	Burton East	2										1.0	4.0		Senior pitches used by juniors. Although assessed as overall good quality pitches, waterlogging can be an issue at this site. Changing accommodation is now disused due to poor quality.
24	Hillfield Playing Fields	Burton East	2										3.0	4.0		Owned by Stretton Parish Council containing floodlit training facilities used by Stretton RS, Stretton Eagles Junior FC and Stretton Spartans and two pitches used by Stretton Spartans, Stretton Wanderers and Stretton Monks Bridge.
31	Eton Road Community Park	Burton East	1										1.0	2.0		This site is used the Burton & District Sunday League teams but has spare capacity. The changing rooms are a metal cabin, brick clad to satisfy residents.
47	Meadow Lane	Burton East	1										1.5	2.0		ESBC pitch rented to Stretton Eagles JFC and Edge Hill FC. Clubs raised waterlogging as an occasional issue.
49	Abbot Beyne School	Burton East			3								3.0	3.0		Formal use agreement with Winshill JFC for use of pitches. Overplayed due to poor quality pitches and lack of access to changing accommodation. The school has extensive playing fields with capacity for at least for 3 more pitches.

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KKP ref	Site name	Analysis area	Senior			Junior			Mini			Matches per week			Consultation comments
			G	A	P	G	A	P	G	A	P	play	capacity	rating	
89	Washlands Sports Club	Burton East	2									0.5	4.0		Private sports and social club. Good quality pitches with some spare capacity.
7	Marstons Sports Club	Burton West	1						4			18.0	10.0		Central venue site for BJFL. Good quality pitches played over capacity due to the number of matches accommodated.
8	Belvedere Park Sports & Social Club	Burton West	1			7						20.0	16.0		Central venue site for BJFL. Good quality pitches played over capacity due to the number of matches accommodated.
9	Shobnall Leisure Complex	Burton West	4			10			2			49.5	32.0		Central venue site for BJFL. Good quality pitches played over capacity due to the number of matches accommodated.
12	Anglesey Community Park	Burton West		1								1.0	1.0		Site is played to capacity but investment in pitch quality could improve this. Club expresses latent demand at this site.
14	The Marlpit	Burton West	1									2.0	1.0		Adjoins Shobnall Complex and leased from ESBC to Belvedere Football Club. The Club expresses latent demand for access to more pitches.
26	Horninglow Community Park	Burton West	1									-	2.0		Although available for community use, we have no record of teams currently playing at this site.
39	Shobnall Sports & Social Club	Burton West		3								0.5	3.0		Private sports and social club adjoining Shobnall Leisure Complex and is currently under utilised.
48	Paget School	Burton West	1			1						2.0	4.0		Used by Stapenhill Swifts FC. However, the site does have spare capacity.
13	Holland Sports Club	Rural 1	2									4.5	4.0		Good quality pitches, only slightly played over capacity. Home to Cricket, football, rugby and tennis. Better quality changing rooms are required at this site.

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KKP ref	Site name	Analysis area	Senior			Junior			Mini			Matches per week			Consultation comments	
			G	A	P	G	A	P	G	A	P	play	capacity	rating		
38	Craythorne Playing Fields	Rural 1		3									3.0	3.0		Site owned by Rolleston on Dove Parish Council and used by Rolleston FC. Site is played to capacity but investment in pitch quality could improve this. Club expresses latent demand at this site. There are changing rooms at this site, further reducing the capacity of pitches.
44	Cornmill Lane	Rural 1	1										2.0	2.0		Site is owned by Tutbury Parish Council and used by various local teams. Site is played to capacity but investment in pitch quality could improve this.
50	Weaverslake Sports Field	Rural 1	1										0.5	2.0		Leased by Yoxall Rangers FC from Yoxall Parish Council. Good quality facility with some spare capacity.
52	Silver Lane Playing Fields	Rural 1		1									1.0	1.0		Leased by Marchington FC from Marchington Parish Council. Changing facilities are not available at the site and would help to attract more players if available.
79	Thomas Russell Junior School	Rural 1		1			1			1			0.5	1.5		Large playing fields, currently only used by one team of Barton Rovers JFC.
82	Dogshead Lane	Rural 1		1									-	1.0		We have no record of teams currently playing at this site. Pitch is located in the middle of field.
17	Conygree Lane	Rural 2	1										2.0	2.0		Owned by Mayfield Panthers Junior FC, this site is played to capacity and the Club expresses latent demand for access to more pitches.
35	Loxley Hall School	Rural 2					1						0.5	1.0		Used only by one Rocester FC team. Site has plenty of spare capacity.
37	Ryecroft Middle School	Rural 2				1			1				3.5	8.0		This is the main site for Rocester Juniors FC. The Club suggests that the site is actually played to capacity.

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KKP ref	Site name	Analysis area	Senior			Junior			Mini			Matches per week			Consultation comments
			G	A	P	G	A	P	G	A	P	play	capacity	rating	
53	Kingstone Playing Field	Rural 2	1									0.5	2.0		One of the sites utilised by Abbots Bromley JFC which expresses latent demand for access to more pitches.
97	Lakeside Club	Rural 2	2			1						2.5	6.0		Dovefields JCB is the junior section of Dovefields FC and play their home games at JCB Lakeside. Due to lack of support the ladies section has been disbanded.
98	Rocester FC	Rural 2	1									1.5	2.0		Good quality facility leased to Rocester FC and used only by the senior teams.
100	Stramshall Playing Field	Rural 2					1					-	1.0		We have no record of teams currently playing at this site.
29	Pennycroft Community Park	Uttoxeter		2								3.0	4.0		This is the main ESBC site in Uttoxeter and is used by various local teams. Dog fouling was a particularly issue raised by users of this site. Uttoxeter Juniors expresses latent demand for access to more pitches at this site.
36	Elkes Sports & Social Club	Uttoxeter	1									1.5	2.0		Used by Elkes FC and Rocester FC junior teams. Owned by Fox's Biscuits, planning permission has been granted on the site (one junior size pitch will be retained). However, the decision to go ahead will not be made until 2010.
93	Oldfield Sports & Social Club	Uttoxeter	1									1.5	2.0		Private sports and social club with good quality pitch/facilities used by Uttoxeter Town FC.

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Shortfall, adequacy and requirement

Summary of current demand

The table below lists the sites in each area that are currently being played beyond their capacity. Site capacity is calculated by applying the carrying capacity (i.e. matches per week) that should be played on the pitch based on its current quality.

Table 4.3: Summary of pitch overplay by analysis area

Site	Analysis area	Weekly overplay of matches
Abbot Beyne School	Burton East	2
Marstons Sports Club	Burton West	8
Belvedere Park Sports & Social Club	Burton West	4
Shobnall Leisure Complex	Burton West	17.5
Holland Sports Club	Rural 1	0.5
Total		32 matches

In total, there is an overplay of 32 matches per week on pitches in East Staffordshire. However, in the main, pitches have spare capacity. Sites that are significantly overplayed (Marstons Sports Club, Belvedere Park Sports & Social Club and Shobnall Leisure Complex) are central venue sites at which the pitches are generally able to accommodate more than the applied two matches per week for a good quality pitch (guidance as provided by Sport England).

A handful of sites are currently not in use and it is unclear why teams do not play at them. These include, Heath Road Community Park, Horninglow Community Park, Dogshead Lane and Stramshall Playing Field. It is likely that they require some form of investment in infrastructure, including changing accommodation or pitch quality.

A number of sites are not currently played to capacity. Where possible, it is recommended that overplay (as indicated above) is directed to these sites (where ancillary facilities are able to cope with additional usage). These recommendations will be included in the Strategy and Action Plan document and will be site specific. Additionally, the pitches at Anglesey Community Park Craythorne Playing Fields Cornmill Lane and Silver Lane Playing Fields are currently played to capacity. Any further play will impact upon quality and ancillary facility capacity i.e. car parking.

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Latent demand

Latent demand is defined as the number of teams that could be fielded were access to sufficient pitches available. Consultation reveals that several clubs currently consider themselves to have latent demand, which cannot be met due to lack of access to good quality facilities.

Table 4.4: Summary of latent demand expressed by clubs

Club	Site	Analysis area	Latent demand	Pitch requirement
TS Sports	Shobnall Complex	Burton West	U12 – U16	2 junior pitches
Mayfield Panthers	Conygree	Rural 2	4 junior teams	2 junior pitches
Rolleston FC	Craythorne Playing Fields	Rural 1	2 youth teams	1 senior pitches
Belverdere Park JFC	Marlpit	Burton West	4 junior teams	2 junior pitches
Uttoxeter Juniors	Pennycroft Playing Fields	Uttoxeter	U13 and U16	1 junior pitches
Abbots Bromley JFC	Abbots Bromley	Burton West	2 junior teams	1 junior pitches
Total				1 senior pitch 8 junior pitches

This level of additional demand is assessed against current levels of overplay.

Football team generation rates (TGRs)

TGRs indicate how many people in a specified age group are required to generate one team. TGRs are derived by dividing the appropriate population age band in the area by the number of teams playing within that area in that age band. Calculating TGRs enables a comparison of participation to be made between different analysis areas and where similar studies have been undertaken. TGRs can help to quantify where and why to target sports development activities at a particular area where participation may be low.

The following current TGRs have been calculated for each of the analysis area based on the current supply and demand. Where no TGR is shown this indicates that no teams operate at that age group, for football, in that area.

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Table 4.5: Football TGRs

Analysis area	Senior men (16-45)	Senior women (16-45)	Junior boys (10-15)	Junior girls (10-15)	Mini soccer (6-9) mixed
Burton East	1:725	-	1:97	-	1:2,369
Burton West	1:4,341	1:3,602	1:15	1:21	1:14
Rural 1	1:526	-	1:48	1:343	1:921
Rural 2	1:248	-	1:33	-	-
Uttoxeter	1:314	-	1:125	-	-
EAST STAFFORDSHIRE	1:601	1:16,742	1:40	1:103	1:63
NATIONAL AVERAGE	1:452	1:19,647	1:195	1:4,038	1:431

Relative to the national average, participation rates are high, particularly at junior level, reflecting the strong junior league structure in place in East Staffordshire. The lack of junior/mini participation in some analysis areas is reflective of the use of central venue sites for junior girls/mini soccer.

Where there are no TGRs for senior women's football, this is indicative of the fact that play is still at a developmental level rather than formally competitive in the majority of areas. However, this is the case across the Country, and is not just an issue for East Staffordshire.

Playing Pitch Model (PPM) modelling

Sport England's PPM is used to assess whether supply of pitches is sufficient to meet peak time demand. A summary of current surpluses and deficiencies is shown below.

Table 4.6: PPM summary

Analysis area	Football		
	Senior pitches	Junior pitches	Mini football
Burton East	7.5	-9.5	-0.5
Burton West	10.0	-11.0	-37.5
Rural 1	6.0	-4.0	0.5
Rural 2	2.5	-3.5	1.0
Uttoxeter	1.0	-2.0	0
EAST STAFFORDSHIRE	27.0	-30.0	-36.5

It should be noted that these surplus/deficit predications should not be used in isolation and should be considered within the context of other report findings/outcomes. For example, it is anticipated that there will be a significant surplus of senior pitches, but a significant deficit of junior football pitches. The deficit of junior pitches broadly equates to the surplus of senior pitches, as the majority of juniors play on senior pitches. The lack of designated junior pitches is further exaggerated by the latent demand expressed for a further eight junior pitches. Therefore, the current playing pitch stock should be protected and

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consideration should be given to changing the designation of some senior pitches to cater for junior football. After taking into account latent demand, there is a current need to provide more junior and mini pitches across the Borough.

Football summary

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

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PART 5: CRICKET

Introduction

Staffordshire Cricket Board (SCB) is responsible for the development and governance of cricket in Staffordshire. The Burton & District Youth Cricket League (BDYCL) is the main provider of opportunity for junior cricket in the area. The Derbyshire County Cricket League (DCCL) services both Derbyshire and Staffordshire counties and is the main provider for senior cricket in East Staffordshire. The Burton & District Cricket League disbanded in 2007. The DCCL affiliates to Derbyshire Cricket Board due to its proximity to the Cricket Board boundaries. 16 cricket clubs currently play in East Staffordshire from Wootten Cricket Club offering friendly, recreational cricket to Barton Under Needwood providing competitive opportunities for all age groups, including girls (and Clubmark accredited).

Pitch ownership and management across East Staffordshire varies from parish councils such as Yoxall and Alrewas parish councils to private industrial sports and social clubs such as Marston's Sports and Social Club. The majority of clubs do not own their own facilities and this creates issues with security of tenure, as further detailed later in this section.

Playing Pitch Strategy 2002

The 2002 East Staffordshire Playing Pitch Strategy found that:

- ◆ There were 18 East Staffordshire based cricket clubs playing league cricket.
- ◆ Current pitch supply was adequate to meet demand.
- ◆ There was little provision in the north of the Borough.
- ◆ The majority of clubs predicted a rise in membership over the next few years.
- ◆ There was a perceived deficiency in publicly accessible pitches for newly formed teams.
- ◆ There were some issues with the quality of ancillary facilities at some of the industry sports grounds.

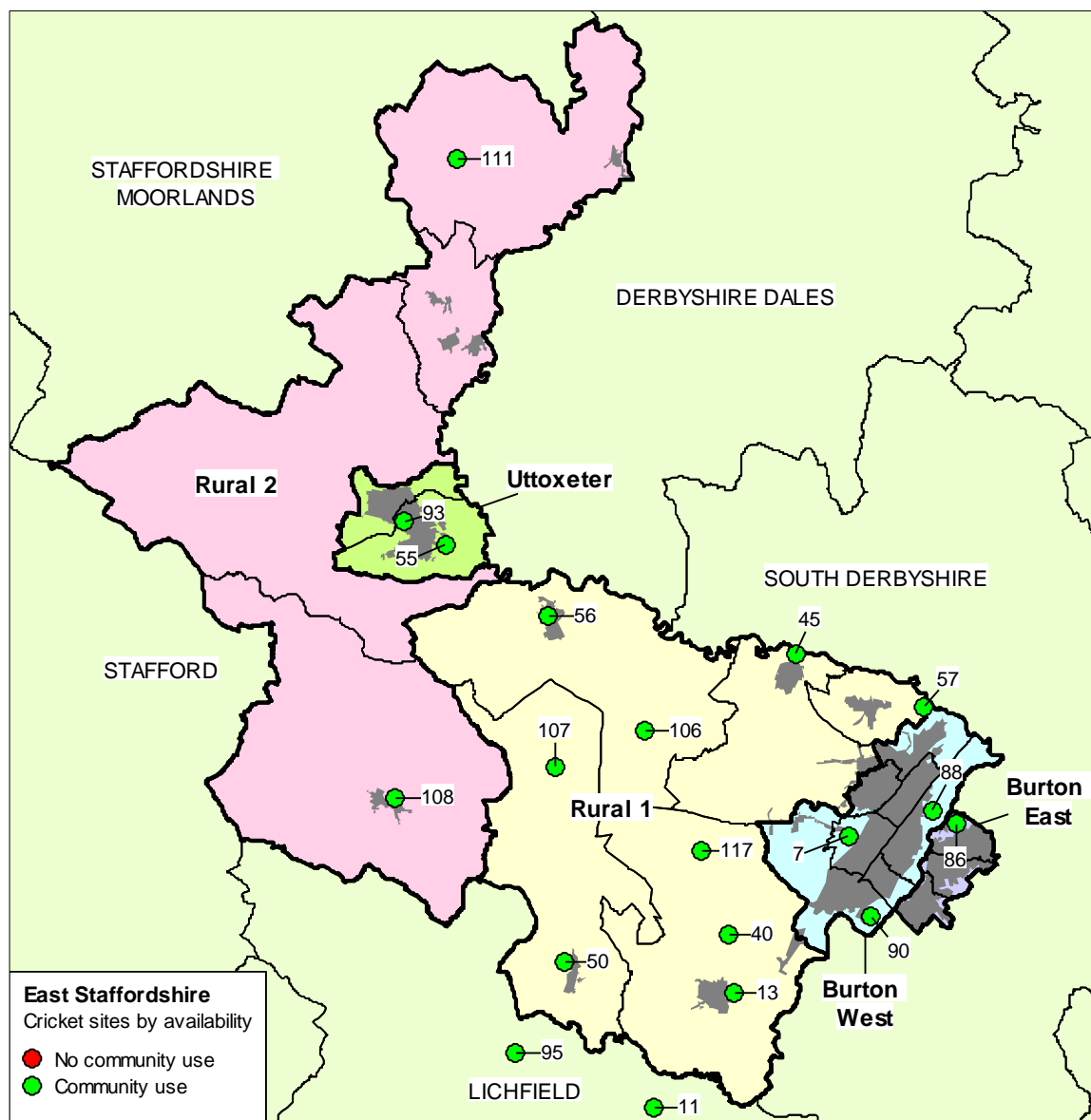
Current provision

Table 5.1: Summary of pitches available for community use and teams by analysis area

Analysis area	No. of available pitches	No. of teams		
		Senior men's	Senior women's	Juniors
Burton East	2	5	-	5
Burton West	3	8	-	7
Rural 1	9	19	-	28
Rural 2	2	4	-	1
Uttoxeter	2	5	-	2
EAST STAFFORDSHIRE	18	41	-	43

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Figure 5.1: Location of cricket pitch sites in East Staffordshire



Key to map

Site name	KKP ref	Analysis area	Community use	Cricket pitches
Burton Cricket Club	88	Burton East	Yes	1
Eton Park Junior School	59	Burton East	No	1
Winhill Cricket Club	86	Burton East	Yes	1
Marstons Sports Club	7	Burton West	Yes	1
Trentside Cricket Club	90	Burton West	Yes	1
Alrewas Cricket Ground	11	Rural 1	Yes	1
Draycott and Hanbury Cricket Club	106	Rural 1	Yes	1

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Site name	KKP ref	Analysis area	Community use	Cricket pitches
Dunstall Cricket Club	40	Rural 1	Yes	1
Holland Sports Club	13	Rural 1	Yes	2
John of Rolleston Primary	71	Rural 1	No	1
King's Bromley Cricket Club	95	Rural 1	Yes	1
Marchington Cricket Club	56	Rural 1	Yes	1
Meynell Cricket Club	107	Rural 1	Yes	1
Rangemore Playing Fields Complex	117	Rural 1	Yes	1
Rolleston Cricket Club	57	Rural 1	Yes	1
Tutbury Cricket Club	45	Rural 1	Yes	1
Weaverslake Sports Field	50	Rural 1	Yes	1
Anglesey Ground	108	Rural 2	Yes	1
Wootton Recreation Ground	111	Rural 2	Yes	1
Oldfield Sports & Social Club	93	Uttoxeter	Yes	1
Thomas Alleynes High School	58	Uttoxeter	No	1
Uttoxeter Cricket Club	55	Uttoxeter	Yes	1

Club development

In terms of development work Staffordshire is split into 11 county development groups (CDG's). The aim of each is to increase participation and improve the standard of cricket within the local community by producing a development plan and sharing good practice. Consultation reports that the East Staffordshire Cricket Development Group (ESDG) has representation from clubs, SCB and local authority sports development staff and is well attended by approximately 80% of the local clubs in East Staffordshire.

SCB employs one full time and two part time community coaches based in the South, North and Central areas of the County. They work closely with East Staffordshire Schools Sports Partnership to identify what areas are in need of delivery work.

Junior development

Junior cricket development is particularly strong in East Staffordshire; the vast majority of clubs now provide junior teams.

Focus clubs have been identified strategically by the SCB as those committed to long-term junior development. This includes the adoption of a development plan and achieving (or working towards) Clubmark accreditation. In return, clubs receive support, (both technical and financial), from the SCB. They have also been identified as priority clubs in terms of facility improvements for the development of cricket. East Staffordshire Council has three focus clubs:

- ◆ Alrewas CC.
- ◆ Barton under Needwood CC.
- ◆ Tutbury CC.

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Key issues for cricket

Women's and girls' cricket

Barton under Needwood is the only club in East Staffordshire to field a specific girl's team. SCB identifies this is an issue and is trying to address this by encouraging development of a women and girls team through East Staffordshire Cricket Development Group with the aim to compete against other development group teams in the County. Ancillary facilities is one inhibitor to clubs developing girls teams, as segregating changing accommodation is not readily available at many grounds.

Indoor training facilities

There are no indoor designated cricket centres in East Staffordshire. Such provision would help to prioritise access to good quality provision and would reduce travel costs associated with clubs having to travel outside the Borough to access provision. Indoor nets are available at Abbotsholme School, Uttoxeter Leisure Centre and John Taylor School East Staffordshire. However, due to high demand for provision, clubs also use Repton School and Pingle School (South Derbyshire) and Friary School (Litchfield). Meadowside Leisure Centre has previously been used, but clubs report the nets to be in a poor state of repair. Tutbury CC, in particular, reports limited availability of indoor nets for winter training.

Demand

Junior participation levels in East Staffordshire are considered by SCB to be strong within a County perspective. Burton & District Youth Cricket League is the main league offering junior competitive matches. It reports that the majority of its teams are from the Burton area, although it does attract a small number of teams from Lichfield. In total, 10 clubs compete in the League from East Staffordshire often fielding more than one junior team. Consultation identifies membership levels have increased in the previous three years; largely due to word of mouth promotion and good league organisation.

Current provision in East Staffordshire is operating at capacity; the majority of clubs run at least three senior teams and three junior teams. The following clubs already have access to two pitches: Tutbury CC (also using Marstons CC), Alrewas CC (also using Kings Bromley CC), Dunstall CC (also using Rangemore Playing Fields), Barton under Needwood CC (two pitches on home ground) and Rolleston CC (using Marchington CC). It is likely that other clubs will, in the future, also require access to two pitches, for example Uttoxeter Cricket Club.

Those clubs sharing home grounds such as Alrewas CC and Kings Bromley CC suggest that this is not ideal and would prefer to have access to additional pitches to allow for further development. For example, Alrewas CC express latent demand to accommodate a 4th senior team.

Clubs with access to a second ground, report that these are not ideally located and some teams have to travel considerable distances to play. This is an issue for Rolleston CC, where teams must travel ten miles to its second ground in Marchington. Open space owned by Burton College in Rolleston is currently under utilised due to a lack of access granted by the College. As it connects to Craythorne pitches the site could provide a

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central focus for provision, and if made available would enable Rolleston Cricket Club to be located closer to its facilities.

Dunstall CC teams also travel five miles to Rangemore to access provision, both clubs report this distance affects membership.

There has also been a gradual decrease in the availability of pitches in East Staffordshire over previous years, particularly at industrial works sites, for example, Pirelli Sports & Social Club and Belvedere Park Sports & Social Club. This has resulted in clubs disbanding, although it is not thought that this has reduced participation. However, it has resulted in current provision being played to capacity.

Apart from the future need for access to second pitches, only one club expresses latent demand for pitches (Alrewas CC). It is thought that this is because clubs already provide teams at each age group and do not have capacity to run any more teams.

Facility issues

Two major issues concern cricket clubs in East Staffordshire and ESBC is committed to working in partnership with the clubs to resolve them. The first, and with the highest priority, is Medina Cricket Club which does not currently have access to a suitable site and the second, is Uttoxeter Cricket Club whose lease expires in 2014 and will not be renewed on its home ground.

Medina Cricket Club

Currently it has no home ground and is actively seeking suitable alternatives in partnership with ESBC. It has previously used Abbot Bayne School until the pavilion suffered major fire damage and the League then deemed the ground unusable for competitions. It has two senior teams and one junior team that are now inactive. ESBC has explored opportunities to accommodate cricket on Marl pits Playing Field (adjoining the Shobnall Complex). However, the site cannot adequately accommodate a full pitch. This together with issues around ground sharing with football has forced the Club and ESBC to look for another site in Burton. This is now a priority for ESBC.

Uttoxeter Cricket Club (UCC)

It currently plays at the Racecourse Ground, Uttoxeter. The course is privately owned by Uttoxeter Leisure & Development (ULD) and is leased to UCC. However, this long term, 28 year lease ends in 2014 and will not be renewed by ULD and the Club is currently obtaining a written termination of the lease. As a result, UCC are actively looking for alternative accommodation in Uttoxeter, where the large majority of its members come from.

The Club expresses latent demand for an U11's junior team and comments that it requires access to a two cricket pitch site in order to accommodate this and to further grow/develop it. It believes that if it does not secure a site within the next few years, this may result in the Club disbanding.

It is currently in discussions with Aggregate Industries UK Ltd about a potential site located within Uttoxeter Gravel Pit site at Leasowes Farm (which is subject to wider leisure

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development opportunities). It is estimated that £400k would be needed to fully develop the site and the Club is currently exploring opportunities in partnership with ESBC, SE and the ECB.

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Pitch quality

There are no local authority owned cricket pitches in East Staffordshire (nor is there any expressed demand for provision). Pitch management is predominately carried out by clubs and is generally of a good standard/quality. Consultation with league suggests that pitch quality is generally good or excellent. Clubs concur with this assessment and only report needing minor improvements relating to ground security i.e. fencing. Clubs using pitches in recreation grounds such as Yoxall CC (Weaverslake Sports Fields), for example, report dog fouling to be an issue.

In order to maintain minimum quality standards, the main adults league, Derbyshire County Cricket League, conducts fortnightly random pitch inspections. If a club does not have the minimum requirement in place, it has three years (until the end of 2010 season) to carry out the necessary work. The League has a number of officials with pitch expertise, available to help clubs. ESCB also aims to have one fine turf pitch per club as a minimum standard in East Staffordshire.

The County has an Association of Groundsmen which formed to support the grounds men within Staffordshire. The aim of the group is to develop awareness and knowledge of cricket ground maintenance and pitch preparation. SCB reports that membership of the group has decreased in the previous three years. It is trying to encourage membership of this through ESCDG.

ECB operate a Midlands funding pot for machinery grants. This funding stream is due to open in 2009 and SCB will consult with East Staffordshire clubs to ascertain their requirements. Ground machinery is also available for clubs to loan free of charge from Stafford County Cricket Ground. However, some costs have been incurred relating to insurance and transportation. As a result, up take is slow.

Ancillary facilities

In the main, cricket clubs in East Staffordshire rate their ancillary facilities, including changing accommodation, to be good or adequate. The only planned improvements to such provision is at Barton under Needwood CC, which is seeking to extending its changing rooms in order to fully cater for juniors and girls/women's teams.

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Provision of cricket pitch sites assessed by quality and capacity

A capacity rating (as per rugby and football) is not given for cricket pitches as it is not possible to determine the number of matches that can be played on a particular pitch. This is due to the length of matches, which cannot always be determined and also differs between adult and junior matches, even though both are often played on the same pitch.

Table 5.2: Cricket provision and level of community use

KKP ref	Site name	Analysis area	Pitches	Matches				
				Sat am	Sat pm	Sun am	Sun pm	Other
11	Alrewas Cricket Ground	Rural 1	1	1.0	1.0	-	-	1.5
95	King's Bromley Cricket Club	Rural 1	1	-	1.0	-	-	-
86	Winshill Cricket Club	Burton East	1	-	1.0	0.5	-	1.5
88	Burton Cricket Club	Burton East	1	-	1.0	-	-	1.0
7	Marstons Sports Club	Burton West	1	-	0.5	1.0	-	0.5
48	Paget School	Burton West	1	-	0.5	0.5	-	1.0
90	Trentside Cricket Club	Burton West	1	-	1.0	0.5	-	2.0
13	Holland Sports Club	Rural 1	2	-	1.5	-	-	5.5
40	Dunstall Cricket Club	Rural 1	1	-	1.0	-	-	0.5
45	Tutbury Cricket Club	Rural 1	1	-	1.0	-	-	2.0
50	Weaverslake Sports Field	Rural 1	1	0.5	1.0	-	-	1.5
56	Marchington Cricket Club	Rural 1	1	-	1.0	-	-	-
57	Rolleston Cricket Club	Rural 1	1	-	1.0	-	-	2.5
106	Draycott and Hanbury Cricket Club	Rural 1	1	-	0.5	1.0	-	1.0
107	Meynell Cricket Club	Rural 1	1	-	-	0.5	-	-
108	Anglesey Ground	Rural 2	1	0.5	0.5	0.5	-	0.5

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KKP ref	Site name	Analysis area	Pitches	Matches				
				Sat am	Sat pm	Sun am	Sun pm	Other
111	Wootton Recreation Ground	Rural 2	1	-	-	0.5	-	-
55	Uttoxeter Cricket Club	Uttoxeter	1	-	1.5	-	-	1.0
93	Oldfield Sports & Social Club	Uttoxeter	1	-	1.0	-	-	-

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‘Shortfall, adequacy and requirement ’

Latent demand

Latent demand is defined as the number of teams that could be fielded given access to sufficient pitches. Only one club expresses latent demand for pitches (Alrewas CC), which is just outside the Borough, although residents in East Staffordshire do play for the Club.

Overplay

Although it is difficult to fully express overplay through calculating the capacity of cricket pitches, it would appear that through analysis of play that current pitches are operating at capacity.

Cricket team generation rates (TGRs)

TGRs indicate how many people in a specified age group are required to generate one team. They are derived by dividing the appropriate population age band in the area by the number of teams playing within that area in that age band. Calculating TGRs enables comparison of participation between different areas where similar studies have been undertaken.

The following current TGRs have been calculated for each analysis area. Where none is shown, no teams operate at that age group, for cricket, in that area.

Table 5.3: Cricket TGRs

Analysis areas	Senior men (18-55)	Senior women (18-55)	Juniors 11-17)
Burton East	1:2,166	-	1:419
Burton West	1:672	-	1:135
Rural 1	1:235	-	1:26
Rural 2	1:594	-	1:480
Uttoxeter	1:625	-	1:282
EAST STAFFORDSHIRE	1:639	-	1:112
NATIONAL AVERAGE			
	1:1,415	1:54,815	1:1,480

Participation rates are generally higher than national averages. In particular, there are high TGRs recorded, reflecting the fact that the Derbyshire League makes it mandatory to run junior teams.

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Playing Pitch Model (PPM) modelling

Sport England's PPM is used to assess whether supply of pitches is sufficient to meet peak time demand. A summary of current surpluses and deficiencies is shown below.

Table 5.4: PPM summary

Analysis area	Cricket pitches
Burton East	-0.5
Burton West	-0.7
Rural 1	-3.2
Rural 2	0.9
Uttoxeter	-0.5
EAST STAFFORDSHIRE	-4.0

It should be noted that these deficit predications should not be used in isolation. They need to be put in the context of other report findings/outcomes. For example, due to high pitch quality, consultation suggests that current provision operates at capacity and no clubs within East Staffordshire report latent demand for pitches, although there is a recognised need to provide a pitch for Medina CC. It can be said that current provision should be protected and further pitches may need to be sought in the future to ensure all clubs have access to two pitches.

Cricket summary

- ◀ There are 18 cricket pitches available for community use in East Staffordshire, accommodating 84 teams (including senior and junior).
- ◀ Pitches are, in general, played to capacity and clubs tend to require access to two pitches to accommodate all teams.
- ◀ Pitch quality is generally good or adequate. Barton under Needwood CC is seeking to extend its changing rooms in order to fully cater for juniors and girls/women's teams.
- ◀ The main site specific issue relates to security of tenure. The majority of clubs do not have security of tenure, some are at constant threat of closure and others are unable to develop facilities without external funding.
- ◀ Medina CC currently has no access to pitches, since the pavilion at its former home ground was deemed unsafe following fire damage. Partners are currently exploring opportunities to accommodate the Club in the short term before there is a significant impact on its two senior and two junior teams.
- ◀ Uttoxeter CC is seeking opportunities to develop an area of Uttoxeter Gravel Pits as a cricket site to accommodate it when the lease runs out on its current facility at Uttoxeter Racecourse in 2014.

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PART 6: RUGBY

Introduction

The Staffordshire Rugby Football Union (SRFU) administers rugby union across East Staffordshire. Three clubs play on rugby pitches provided at privately owned sports clubs, Burton RFU, Uttoxeter RFU and Barton RFU.

Playing Pitch Strategy 2002

The 2002 East Staffordshire Playing Pitch Strategy found that:

- ◀ There were three rugby union clubs in the Borough generating 21 teams playing formal matches Provision was viewed as adequate with regard to quantity but of inadequate quality.
- ◀ Burton Rugby Club identified the need for an increased number of reserve pitches of better quality.
- ◀ Uttoxeter Rugby Club will need access to more facilities in order for the club to expand.
- ◀ Ox Hay, due to its location suffers from severe flooding in extreme wet weather. Pitches can commonly be out of use for between one and four months. These pitches do not have any changing room facilities or car parking.

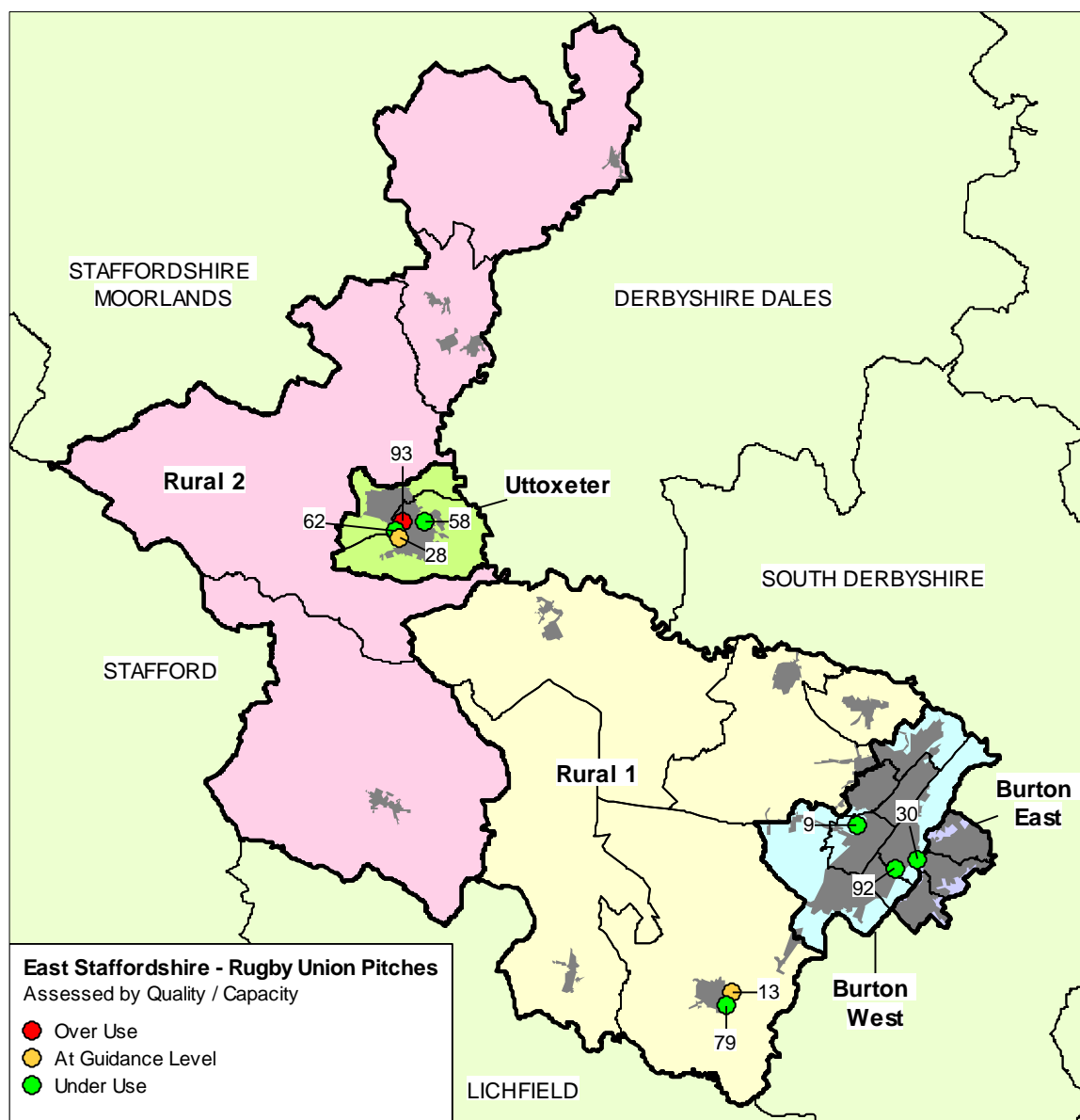
Current provision

Table 6.1: Summary of rugby union pitches available for community use and teams

Analysis areas	No. of available pitches			No. of teams				
	Senior	Junior	Mini	Senior men's	Senior women's	Junior boys	Junior girls	Mini-soccer
Burton East	4	1	-	5	-	13	-	-
Burton West	1	-	-	-	-	-	-	-
Rural 1	1	2	-	2	-	2	-	-
Rural 2	-	-	-	-	-	-	-	-
Uttoxeter	2	-	-	3	-	5	-	-
EAST STAFFORDSHIRE	8	3	-	10	-	20	-	-

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Figure 6.1: Location of rugby union pitches in East Staffordshire



Key to map

Site name	KKP ref	Analysis area	Community use	Senior pitches	Junior pitches
Burton Rugby Football Club	92	Burton East	Yes	1	
Oxhay (Washlands)	30	Burton East	Yes	3	1
Shobnall Leisure Complex	9	Burton West	Yes	1	
Holland Sports Club	13	Rural 1	Yes	1	
Thomas Russell Junior School	79	Rural 1	Yes		2
Oldfield Sports & Social Club	93	Uttoxeter	Yes	1	
Oldfields Hall Middle School	62	Uttoxeter	No		1

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Site name	KKP ref	Analysis area	Community use	Senior pitches	Junior pitches
Oldfields Park	28	Uttoxeter	Yes	1	
Thomas Alleynes High School	58	Uttoxeter	No		1

Club development

The RFU National Facility Strategy (NFS) has recently been launched. As a result of this, constituent bodies will begin work on their own county facility plans. SRFU is in the process of developing a facilities strategy for the period 2009 – 2013. This has not yet been made public.

The NFS defines the type of facility required to successfully deliver rugby at all levels. It identifies which programmes should be undertaken at which model venue and as such provides a framework for ensuring that high level activity takes place at clubs with better facilities. It reports that where a club does not meet the facility specifications for model venue (MV) 3 or 4 as defined in the NFS, but there is a requirement for such a facility, funding should be found to plug the facility gap. The clubs in East Staffordshire should comply with the following levels of facility:

- ◀ Burton – MV 3 Facility
- ◀ Barton – MV 1 Facility
- ◀ Uttoxeter – MV 1 Facility

Seal of approval

The mini and youth 'Seal of Approval' Clubmark accreditation programme is a method of examining, maintaining and improving mini and youth sections of a rugby club. The following clubs have either achieved or are working towards the accreditation:

- ◀ Burton RUFC – Achieved.
- ◀ Uttoxeter RUFC – Working towards the accreditation.

SRFU employ a community rugby coach to deliver rugby in the East Staffordshire area. The post has approximately one and a half years remaining and is part funded by East Staffordshire Schools Sports Partnership, Sport England and the RFU. Consultation suggests that this post has been instrumental in the delivery of TAG school rugby festivals aimed at primary schools ages years 5 and 6. This is delivered at primary school sites using either a rugby pitch (where this exists) or a generic grassed area. Each year, three festivals are delivered in the Uttoxeter area (using Oldfield), Dove Valley and Burton areas (using Shobnall Leisure Complex). Club sites are not used as they cannot accommodate a large number of teams.

In addition to the above school delivery work, secondary school competitions (for years 7, 8 and 9) are offered to all secondary schools in East Staffordshire School Sports Partnership. Secondary schools are invited to participate in a knock out tournament at Burton RUFC.

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Key issues for rugby union

Club summary

Burton RUFC

Burton RUFC is considered by RFU to be the largest and strongest club in Staffordshire. It has a long tradition in Burton town centre, however, with only one main pitch and access to the Washlands (Ox Hay) becoming increasingly difficult for its junior teams, the Club has been forced to seek opportunities to sell its current main ground and relocate out of Burton to a site on the outskirts of Branston. It has now purchased the land but is unable to fully develop the site without selling its main ground. It is exploring opportunities to begin to develop the pitches and start accommodating junior teams to ease the difficulties it is experiencing coordinating matches played on a weekly basis to ensure that it does not have too damaging an impact on junior membership.

Uttoxeter RUFC

The Club fields two senior teams and six junior teams. Consultation identifies that junior membership levels have increased over the previous five years by six junior teams. It's home ground is at multi sports site OS&SC which provides a rugby, football and cricket pitch.

In order to accommodate all its junior teams, it also accesses local authority pitches at Oldfields Park. It has plans to increase its teams by two junior boys and also develop junior girls, to play at either Oldfields Park or OSSC. However, analysis of pitch capacity identifies that Oldfields Park is already played to capacity and OSSC is overplayed. Increasing the quality of the pitch at Oldfields Park could enable further matches to be accommodated without affecting quality further.

Barton under Needwood RUFC

The Club fields two senior teams and has recently introduced a junior section with two teams. Its home ground is Holland Sports Club. However, the changing rooms are of poor quality and not conducive to junior development. The Sports Club, being led by Barton under Needwood Cricket Club, is seeking funding to fully upgrade and extend the changing rooms in order to fully cater for juniors and girls/women's teams.

Management

ESBC owns rugby pitches located at Shobnall Leisure Complex, Washlands (OxHay) and Oldfields Park. Uttoxeter RUFC uses pitches at Oldfields Park. Burton RUFC accesses pitches primarily at Oxhay but also utilise Shobnall (centre pitch) when OxHay is waterlogged. Over half of matches scheduled to be played at OxHay have been cancelled in the current season. There is also no access to changing accommodation and players come ready changed from the main Burton RFC site.

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Women and girls

There are no women's rugby union teams in East Staffordshire. Burton RUFC is the only club fielding two junior girls' teams (at U15 and U18). It is likely that junior girls' participation levels may increase in the future through the work delivered by the community rugby coach, employed by the RFU. Uttoxeter RUFC has plans to introduce a girls' team which will play at either Oldfields Park or Oldfield Sports & Social Club (OSSC).

Training facilities

A common issue raised during consultation was the lack of designated floodlit training areas in East Staffordshire. Clubs report preferring to train on grassed floodlit areas. The 3rd generation pitch at Robert Sutton Sports College is considered unsuitable for rugby training.

Uttoxeter RFC trains using grassed areas on the perimeter of OSSC. It reports that its main pitch to be in use at weekends for senior matches and it is thus, not possible to accommodate training on it as it will impact on the pitch quality. During the winter and spring months it trains using the parks in Uttoxeter. It reports that using parks can be problematic with issues such as dog fouling and litter at the sites. It believes if it had access to good quality, designated training areas it would run more teams. Its home ground pitch at OSSC has access to two sets of fixed floodlights and one portable set.

Provision of rugby union pitch sites assessed by quality and capacity

Calculation of *capacity* is based on the qualitative ratings. Taking into consideration SE guidelines on capacity the following was concluded:

If a pitch is rated as 'good' its capacity is specified as two matches per week.	
If a pitch is rated as 'acceptable' its capacity is specified as one match per week.	
If a pitch is rated as 'poor' its capacity is specified as one match every other week.	

The following section presents the current pitch stock available for football in East Staffordshire. It illustrates:

- ◀ Number of pitches rated as good (G), average (A) and poor (P) on each site.
- ◀ The type of pitch(es) on the site (senior, junior, mini).
- ◀ The column entitled 'matches per week' is split into three sections – play, capacity and rating:
 - ◀ The current level of play per week (0.5 for each match played at the site, assuming half of matches will be played 'away').
 - ◀ The capacity of the pitches on each site.
 - ◀ The rating of the pitches, which indicates if pitches are played under capacity (green), played at capacity (amber) or played over-capacity (red).

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Table 6.2: Rugby union provision and level of community use

KKP ref	Site name	Analysis area	Community use	Senior			Junior			Mini			Matches per week			Consultation comments	
				G	A	P	G	A	P	G	A	P	play	cap	rating		
9	Shobnall Leisure Complex	Burton West	Yes	2										-	2.0		ESBC owned pitches. Used occasionally by Burton RFC when Oxhay is out of use. One pitch is located in centre of athletics track.
13	Holland Sports Club	Rural 1	Yes	1										2.0	2.0		Home ground to Barton under Needwood RFC currently played to capacity. No current quality issues.
28	Oldfields Park	Uttoxeter	Yes		1									1.0	1.0		Used by Uttoxeter CC. Increasing quality may further increase site capacity to accommodate more teams.
30	Oxhay	Burton East	Yes			3			1					7.5	8.0		ESBC owned pitches, scoring poor quality due to waterlogging. Used by Burton RFC teams but matches often get cancelled and there is no changing accommodation.
92	Burton Rugby Football Club	Burton East	Yes	1										1.5	2.0		Main home ground for Burton RFC located in Burton Town Centre.
93	Oldfield Sports & Social Club	Uttoxeter	Yes	1										3.0	2.0		Home ground to Uttoxeter RFC overplayed by 1.0 matches per week.
79	Thomas Russell Junior School	Rural 1	Yes					2						-	4.0		Football and rugby pitches at this site are available for community use. However, there is currently no use of the rugby pitches.

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Shortfall, adequacy and requirement

Summary of current demand

The table below summarises the sites in each area that are currently being played beyond their capacity. Site capacity is calculated by applying a carrying capacity (i.e. matches per week) that should be played on the pitch based on its current quality.

Table 6.3: Summary of pitch overplay by analysis area

Site	Analysis area	Weekly overplay of matches
Oldfield Sports & Social Club	Uttoxeter	1.0 match
Total		1 matches

The majority of sites are assessed as good quality. Overplay at Oldfield Sports & Social Club largely relates to the number of juniors playing on or across senior pitches in addition to senior matches. This will, over time have an impact on pitch quality. Ideally, junior should play on properly designated pitches. Oxhay is the only site in East Staffordshire which provides a junior pitch. This decreases the quality of those pitches and the subsequent number of matches and training sessions that can be played upon them.

Summary of future/latent demand

Latent demand is defined as the number of teams that could be fielded given access to sufficient pitches. The table below summarises specific latent demand expressed by clubs for additional pitches.

Table 6.4: Summary of latent demand expressed by clubs

Club	Site	Latent demand	Pitch requirement
Uttoxeter RUFC	Oldfield Sports & Social Club	2 junior teams	1 junior pitch
Total			1 junior pitch

Rugby union team generation rates (TGRs)

TGRs indicate how many people in a specified age group are required to generate one team. They are derived by dividing the appropriate population age band in the area by the number of teams playing within that area in that age band. Calculating them enables comparison of participation to be made between different areas where similar studies have been undertaken.

The following current TGRs have been calculated for each analysis area. Where no TGR is shown this indicates that no teams operate in that area, at that age group, for rugby.

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Table 6.5: Rugby union TGRs

Analysis areas	Senior Men's (18-45)	Senior Women's (18-45)	Juniors (13-17)	Mini-rugby (8-12) Mixed
Burton East	1:1,626	-	1:114	-
Burton West	-	-	-	-
Rural 1	1:1,484	-	1:255	-
Rural 2	-	-	-	-
Uttoxeter	1:787	-	1:79	-
EAST STAFFORDSHIRE	1:1,917	-	1:168	-
NATIONAL AVERAGE				
	1:7,032	1:43,770	1:2,105	-

Consultation reports the national average TGR is currently recognised by Sport England as not representing facility needs of rugby union and is currently under review. However, TGRs are generally good across all levels. The RFU recommends designated mini/midi pitches for competitive matches as against playing across existing senior pitches.

Playing Pitch Model (PPM) modelling

Sport England's PPM is used to assess whether supply of pitches is sufficient to meet peak time demand. A summary of current surpluses and deficiencies is shown below.

Table 6.6: PPM summary

Analysis area	Rugby union pitches		
	Senior pitches	Junior pitches	Mini pitches
Burton East	2.0	-5.5	-
Burton West	1.0	0	-
Rural 1	0	1.0	-
Rural 2	0	0	-
Uttoxeter	1.0	-2.5	-
EAST STAFFORDSHIRE	4.0	-7.0	-

It should be noted that these surplus/deficit predications should not be used in isolation, but rather put in the context of other report findings/outcomes. For example, there is anticipated to be a surplus of senior pitches, but a greater deficit of junior rugby pitches. The deficit of junior pitches broadly equates to the surplus of senior pitches, as the majority of juniors play on senior pitches. Providing some designated mini pitches may also reduce the need for additional junior provision.

Rugby union summary

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

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PART 7: HOCKEY

Introduction

Governance of the sport is devolved by England Hockey (EH) at a regional and local level to regional and county associations. EH has recently (March 2009) appointed a development officer who covers Derbyshire, Leicestershire, Nottinghamshire and Staffordshire and is contact with each of the four clubs in the area, which are:

- ◀ Burton Hockey Club.
- ◀ Barton Hockey Club.
- ◀ Wulfric Hockey Club.
- ◀ Uttoxeter Hockey Club.

Playing Pitch Strategy 2002

The 2002 East Staffordshire Playing Pitch Strategy found that:

- ◀ There were three hockey clubs in the Borough and one synthetic turf pitch (STP) with full, secured community use (Shobnall Leisure Complex).
- ◀ Current provision was at capacity and did not meet all the demands for hockey on a Saturday.
- ◀ STP provision served teams from outside of the Borough, due in part to identified deficiencies in neighbouring boroughs.
- ◀ There was a small deficiency in provision when measured against the Sport England Facilities Planning Model criteria of 1 STP per 60,000 population.
- ◀ Geographically there was a need for future STP provision to be developed in the Uttoxeter area.

Current provision

There are four, full sized, sand based STPs, suitable to play competitive hockey available within East Staffordshire. These are generally provided on school sites:

- ◀ Shobnall Leisure Complex.
- ◀ Thomas Alleyne's High School.
- ◀ Denstone College.
- ◀ Abbotts Bromley School for Girls.

Shobnall STP is managed by ESBC through Shobnall Leisure Complex (Shobnall LC). The pitch is not available for community use before 5pm on weekdays as it is a dual use facility and required for curricular use by Burton College. Local clubs are given priority use for both training and matches. Allocation of pitch time for both matches and training sessions is designated at the start of each hockey season by Shobnall LC management. During the winter, Shobnall LC organises mini hockey tournaments and runs the School Hockey League. Currently the following clubs use it as their home pitch:

- ◀ Burton Hockey Club.
- ◀ Barton Hockey Club.
- ◀ Wulfric Hockey Club.

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Shobnall LC also manages the STP at Thomas Alleyne's High School. The pitch is not available for community use before 1pm at weekends and before 5pm on weekdays as it is also a dual use facility and required for curricular use. The following hockey clubs use the pitch:

- ◀ Barton Hockey Club.
- ◀ Burton Hockey Club.
- ◀ Uttoxeter Hockey Club.

STP availability at the independents schools, Abbotts Bromley School for Girls and Denstone College is restricted, and although they are used by the community, this tends to be for football training. The associated cost of hiring these facilities is thought to be the biggest issue.

Club development

Burton Hockey Club

As the largest club in the area, it is currently working towards ClubFirst junior accreditation. EH suggests that it is progressing well and should be ready for assessment in autumn 2009. It operates nine senior teams (six men's teams and three women's) and has various teams at U13, U11 and U9 levels. It has a presence in a number of leagues in the local area, including:

- ◀ East Midlands Premier Hockey League.
- ◀ East Midlands Hockey League.
- ◀ Central Hockey League.
- ◀ Derbyshire Hockey League.
- ◀ Node League (U13).

Its notional base is at Shobnall LC where the majority of teams train and play. However, due to its membership size and the extent of available STP time at Shobnall LC, the Club also uses Thomas Alleyne's School and travels to Mackworth College, Derby for some matches.

It works with secondary and primary schools in East Staffordshire and South Derbyshire. Currently, the majority of the schools are in South Derbyshire. However, consultation suggests that better partnership working with ESBC, could lead to additional funded coaching in East Staffordshire.

As the Club continues to grow, there is an intention to provide two additional junior teams (U11 and U13) within the next five years. However, the size of the senior section is limited by the availability of pitches. Latent demand was expressed equivalent to an increase to 13 senior teams.

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Barton Hockey Club

This is a mixed club with four men's teams and two women's teams. It also has provision for younger players and runs four youth teams (U15 boys, U15 girls, U18 boys and U18 girls) and has a presence in a number of leagues in the local area, including:

- ◀ East Midlands Hockey League.
- ◀ East Midlands Premier Division.
- ◀ Central Hockey League.
- ◀ Staffordshire Ladies Hockey League.
- ◀ Under 18 Girls Staffordshire League.

The Club use Shobnall LC as its primary venue for training and matches but also plays at Moorways Sports Centre, Derby, Mackworth College, Derby and Thomas Alleynes High School.

Wulfric Hockey Club

This ladies club has approximately 20 members and fields one regular team. It does not offer training, as the cost of hiring an STP with floodlights is considered prohibitive. It does not operate a junior section, as its view is that youth demand would be limited due to its ageing membership.

Four matches in the 2008/09 season were cancelled at Shobnall LC, primarily due to frozen pitches. Due to the high demand for pitch time, it can be a struggle to reschedule missed games. However, it is permissible to reverse the fixtures and play at the opponents' ground if home pitches are unavailable.

Uttoxeter Hockey Club

This ladies club has approximately 30 senior and 25 junior members. It currently fields two teams, both of which play in Staffordshire Ladies Hockey League; playing and training at Thomas Alleynes High School STP.

For UHC, the cost and availability of midweek training can be prohibitive, and use is therefore sporadic. The Club uses only two thirds of the pitch and this is thought to affect the quality of the training. However, it is not thought that more pitch space would increase club membership.

Although it does not have any official school club links it does have contacts with teachers and as such encourages pupils to join. As a result, junior membership has grown in the last five years and it is likely to provide three teams next season.

Key issues for hockey

Pitch quality

Consultation reports that the quality of STPs in East Staffordshire is generally higher than, or comparable to, those in surrounding authorities. However, it should be noted that although currently good quality, Shobnall STP is likely to deteriorate in quality over the next five years due to the fact that it is played to capacity for hockey and football.

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Maintaining the quality and condition of floodlighting has previously been an issue at Shobnall LC and Thomas Alleyne's High School. This has resulted in cancelled matches and training sessions. However, there is now a commitment to reduce the time taken to make repairs.

Vandalism/misuse of the pitches was not reported to be a problem by any hockey clubs.

Ancillary quality

Generally, changing facilities limited to outdoor provision are considered to be inadequate. However, it would appear that clubs use the internal sports hall changing rooms. The ability to use the vacant changing rooms/showers as an overflow is well received by hockey clubs.

The changing accommodation at Thomas Alleyne's School is thought to be adequate but complaints have been raised with regard to the quality of the showers and the low water pressure. Clubs also report that it is a long walk from the car park to the pitch area.

The quality of parking at Shobnall LC is generally reported to be adequate. However, consultation highlights a lack of parking availability, particularly when schools are in attendance and Saturday mornings are particularly busy because of mini football groups.

Burton Hockey Club has aspirations to see an additional STP provided at Shobnall LC to develop a premiere hockey venue with specific clubhouse facilities. It would appear that there is adequate demand in East Staffordshire to support this, from both hockey and football.

Accessibility

A number of clubs suggest that they would benefit from increased pitch time, for both training and matches in order to expand their membership, particularly Burton Hockey Club.

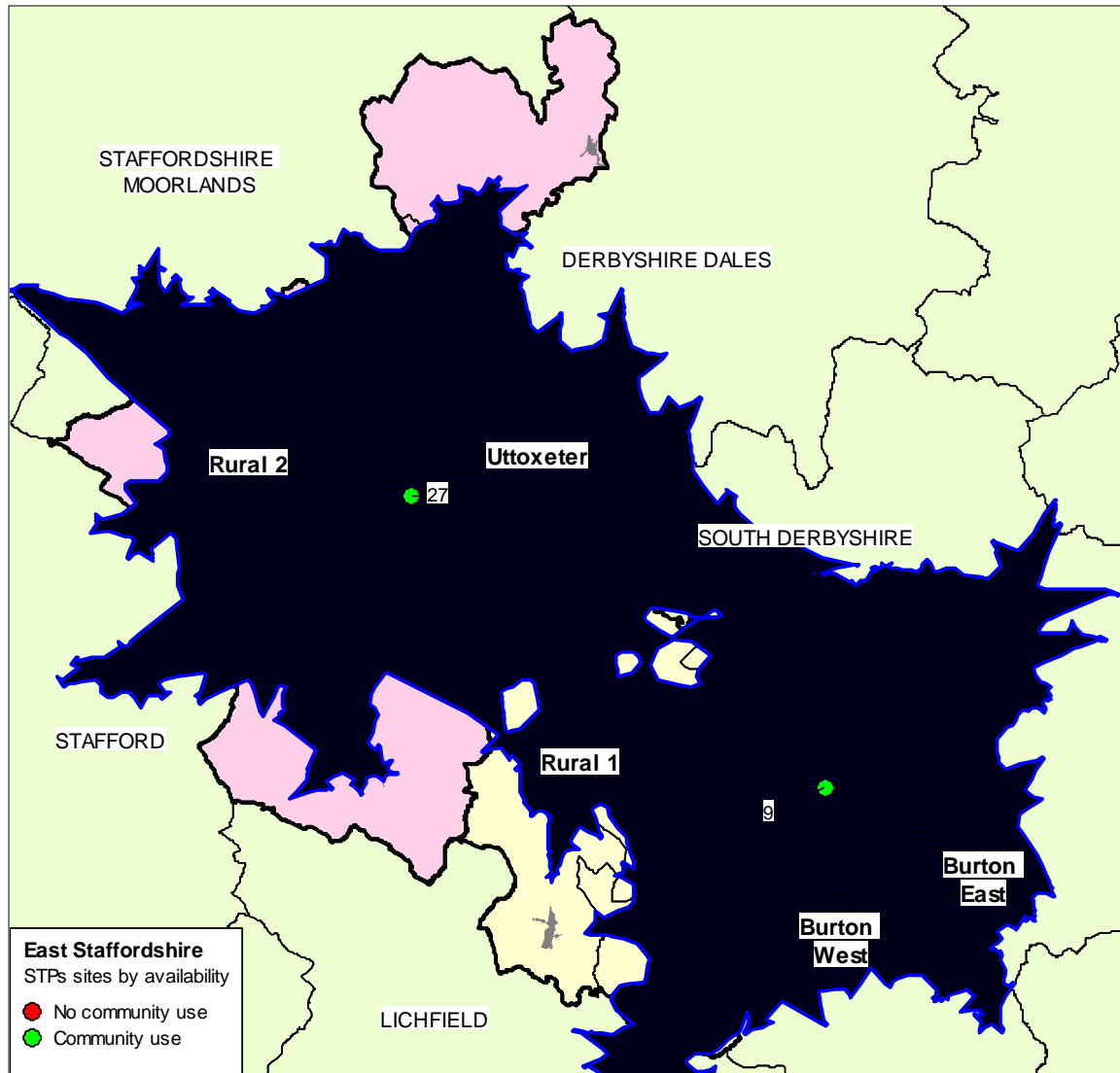
Due to the high demand for pitch time, a number of clubs use more than one venue for training and matches, and some clubs are forced to travel outside of East Staffordshire to access provision. For example, both Barton HC and Burton HC use pitches at Mackworth College, Derby for matches. Burton HC rotates teams playing at sites other than Shobnall LC so that it is not always the same players incurring higher travel costs. However, this is not deemed to be sustainable.

The catchment for some clubs stretches beyond East Staffordshire, but the majority of the membership is reported to come from a 10 – 15 mile radius of the home ground.

Sport England recommends that the drive time catchment for STPs be set at 15 minutes. This is considered by clubs to be an appropriate distance to travel to access provision in East Staffordshire. The following map shows the accessibility of Shobnall LC STP and Thomas Alleyne's High School STP with a 15 minute drive time catchment.

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Figure 7.1: Location of STPs in East Staffordshire mapped with a 15 minute drive time catchment.



Key to map:

Site name	KKP ref	Analysis area
Shobnall Leisure Complex	9	Burton West
Thomas Alleyne's High School STP	27	Uttoxeter

Hockey summary

- ◀ There are four, sand based STPs located in East Staffordshire, which are suitable for hockey. These are located at a variety of locations, including sports centres and schools.
- ◀ Participation in women's hockey is generally declining in East Staffordshire. However, junior hockey does appear to be increasing and larger clubs believe membership levels could increase if there were additional facilities.
- ◀ STPs at Shobnall and Thomas Alleynes are both operating to capacity. Although both are deemed to be good quality, it is likely that Shobnall STP will deteriorate in quality over the next five years due to being played to capacity for hockey and football.
- ◀ Access to provision at Abbots Bromley School for Girls and Denstone College is restricted and is therefore underutilised for community use. The associated cost of hiring these facilities is thought to be the biggest issue.
- ◀ Hockey clubs do travel outside of the Borough to use provision when all fixtures/training cannot be accommodated at either Shobnall or Thomas Alleynes. In the long term, it is thought that current and future demand could justify and sustain the provision of a second pitch at Shobnall.

PART 8: ATHLETICS

Introduction

The sport is governed by England Athletics (EA) which also works at a regional and local level via regional and county associations. EA has a development officer in post hosted by ESBC and working in association with East Staffordshire School Sports Partnership (ESSSP). Burton Athletics Club is the main club based at Shobnall Leisure Complex. There are also road running clubs in the area, including Hatton Darts Road, Uttoxeter and Washlands running clubs.

Playing Pitch Strategy 2002

The 2002 East Staffordshire Playing Pitch Strategy found that:

- ◀ Burton Athletic Club was the only track and field club and used Shobnall Leisure Complex as their main venue for matches.
- ◀ The track at Shobnall was the only publicly accessible synthetic athletics track in East Staffordshire.
- ◀ Current provision was adequate when measured against the UK Athletics minimum recommended levels of provision (1 outdoor synthetic track per 250,000 people within a 30-45 minute drive).
- ◀ The Club identified the need for indoor facilities for athletes and officials during meetings/competitions.

Current provision

Athletics is one of the key sports offered at Shobnall Leisure Complex (Shobnall LC). It combines full track and field facilities and includes:

- ◀ An eight lane 400 metre floodlit synthetic track.
- ◀ Two long/triple jump runways and sandpits.
- ◀ Pole vault runways.
- ◀ Practice area with discus cage and shot circle.
- ◀ Full field event facilities including high jump, hammer/discus and shot circles.
- ◀ Officials room with P.A. system.

Club development

Burton Athletics Club

Burton A.C is based at Shobnall LC and provides club membership and coaching for all ages and abilities of athlete. In addition to this, it stages a number of competitions throughout the summer. Training takes place twice a week at Shobnall LC and coaching is provide for beginners, distance racers, adult middle distance, cross country, endurance decathlon and sprints/hurdles.

It has been working towards Clubmark accreditation since 2006/07 and England Athletics is keen to progress the application and offer of additional support. This means that there is still capacity to further develop junior provision within the Club.

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Burton AC actively competes in numerous track and field leagues within the Midlands area for both sexes at U13, U15, junior, senior and veteran age groups. The Club supports open track and field meetings based at Shobnall, enabling coaches and athletes to evaluate pre/mid season performances. It also has a winter program and competes in the North Midlands Cross Country League.

Washlands Running Club

EA reports this Club to be flourishing and to be a flagship, which recently obtained Clubmark status. It is affiliated to EA but largely competes in road running, long distance events such as marathons, half marathons and 10km races and trains at Meadowside Leisure Centre, primarily using the changing facilities. The Club has been particularly proactive in the recruitment of coaches, and currently has more than 30 to call upon.

Key issues for athletics

Quality

Consultation reveals that the quality of the in field at Shobnall LC is higher than most, as it is not used for football. The hammer cage was refurbished 12 months ago and is therefore in good condition. From 2009, the track will be resurfaced. The track has some spectator seating, which is considered to be adequate but would benefit from being covered.

The quality of the changing accommodation is deemed to be particularly poor. However, it would appear that the Club is using the internal sports hall changing rooms. The option to use the vacant changing rooms/showers as an overflow is well received, but is not considered to be a sustainable option.

Accessibility

According to EA, there is sufficient provision of athletics via the existing clubs in the area but there is room for junior development at Burton AC.

The track at Shobnall LC is available for anyone to use, from the international athlete to the fun runner. The facility is open for casual use at all times, except when competitions are taking place.

The Star:track Challenge has been introduced specifically to provide the opportunity for young people (7-12 year olds) involved in the Norwich Union Star:track scheme to receive a Norwich Union shine:award. Burton AC is linked to this initiative via ESBC.

Athletics summary

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

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PART 9: BOWLS

Introduction

The British Crown Green Bowling Association is the governing body with overall responsibility for ensuring effective governance of the sport. Locally, it is administered by the following bowling associations:

- ◆ Staffordshire County Bowling Association.
- ◆ Burton-on-Trent and District Crown Green Bowls Association.
- ◆ Derbyshire County Crown Green Bowling Association.

A large number of leagues cover the County, these include:

- ◆ Uttoxeter and District Bowls League.
- ◆ Burton League.
- ◆ Midweek League.
- ◆ East Midlands Parks League.
- ◆ Veterans League.
- ◆ Burton and District Ladies Crown Green League.
- ◆ Staffordshire Ladies County Bowling Association League.

Playing Pitch Strategy 2002

The 2002 East Staffordshire Playing Pitch Strategy found that:

- ◆ There were 35 sites, comprising of a total of 43 greens. Of the 35 only two were owned by ESBC and available for casual community use.
- ◆ 100% of clubs consulted rated their green as 'very good' or 'good'. Visual Inspections undertaken at 22 of the sites confirmed this finding.
- ◆ There was a good geographical spread of facilities across the Borough.
- ◆ It was anticipated that bowls participation would increase based on consultation with clubs.

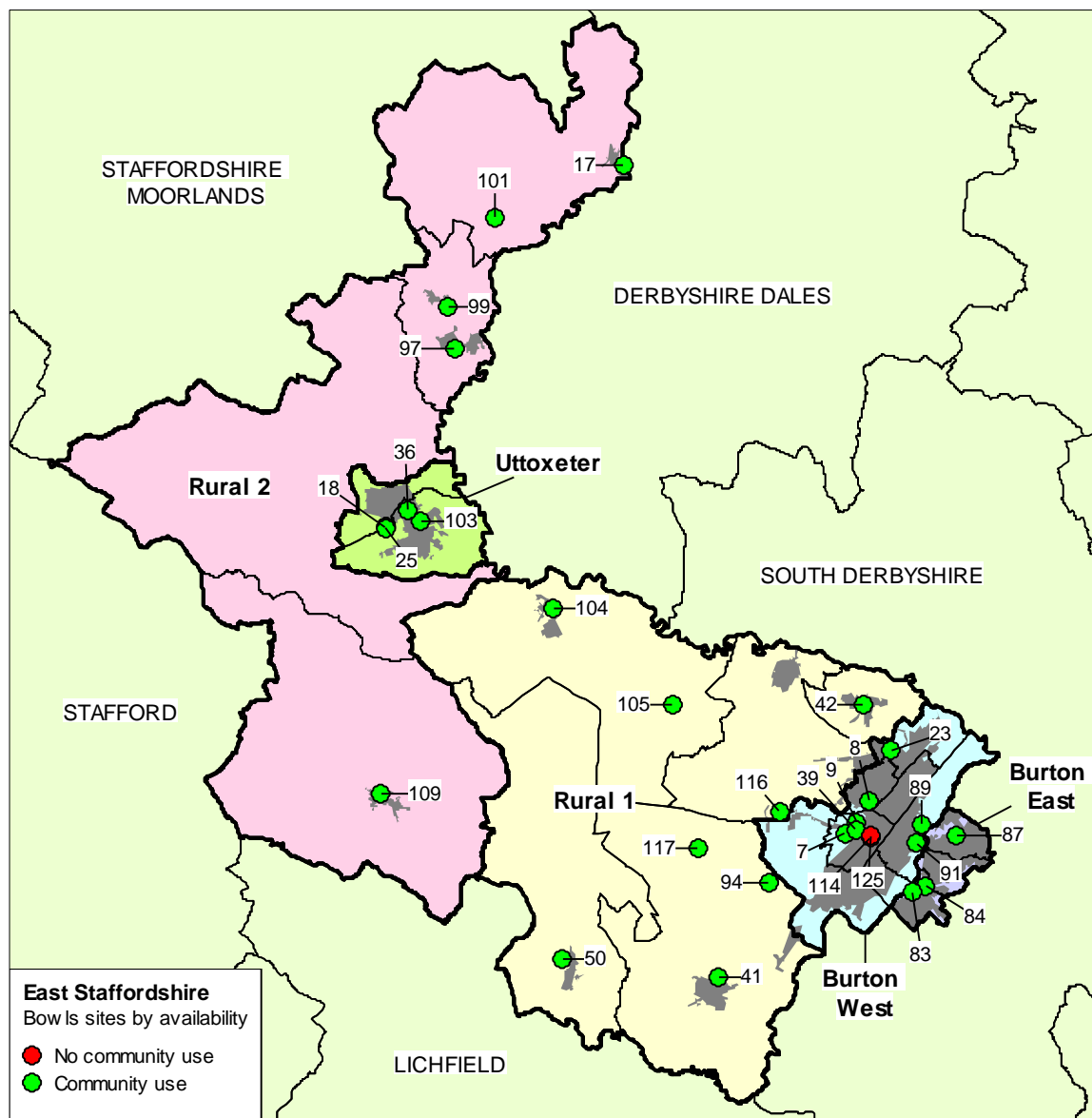
Current provision

Table 9.1: Summary of greens available for community use by analysis area

Analysis area	No. of bowling greens
Burton East	9
Burton West	7
Rural 1	9
Rural 2	5
Uttoxeter	4
EAST STAFFORDSHIRE	34

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Figure 9.1: Location of bowls greens in East Staffordshire



Key to map

Site name	KKP ref	Analysis area	Community use	No. of greens
Anglesey Arms	87	Burton East	Yes	1
Burton Constitutional Club	91	Burton East	Yes	1
Stapenhill Bowling Club	84	Burton East	Yes	1
Stretton Bowls Club Ltd	23	Burton East	Yes	2
The Gardens Hotel	83	Burton East	Yes	1
Washlands Sports Club	89	Burton East	Yes	3
Belvedere Park Sports & Social Club	8	Burton West	Yes	3
Marstons Sports Club	7	Burton West	Yes	1

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Site name	KKP ref	Analysis area	Community use	No. of greens
Shobnall Leisure Complex	9	Burton West	Yes	1
Shobnall Sports & Social Club	39	Burton West	Yes	2
St Paul's Bowling and Social Club	114	Burton West	No	1
The Grange Bowling Green	125	Burton West	No	1
Barton Bowls & Social Club	41	Rural 1	Yes	2
Hanbury and Draycott Bowls Club	105	Rural 1	Yes	1
Henhurst and District Recreation Club	116	Rural 1	Yes	2
Marchington Bowls and Tennis Club	104	Rural 1	Yes	1
Rangemore Playing Fields Complex	117	Rural 1	Yes	1
Rolleston Bowling Club	42	Rural 1	Yes	1
Tatenhill Bowls Club	94	Rural 1	Yes	1
Weaverslake Sports Field	50	Rural 1	Yes	1
Abbots Bromley Bowls Club	109	Rural 2	Yes	1
Conygree Lane	17	Rural 2	Yes	1
Ellastone Bowling Club	101	Rural 2	Yes	1
Lakeside Club	97	Rural 2	Yes	1
Tom Boden Memorial Sports Trust	99	Rural 2	Yes	1
Bradley House Club	103	Uttoxeter	Yes	1
Bramshall Park	25	Uttoxeter	Yes	1
Elkes Sports & Social Club	36	Uttoxeter	Yes	1
Jubilee Bowling Club	18	Uttoxeter	Yes	1

Club development

The information below summarises data gathered from postal questionnaires sent to bowls clubs in East Staffordshire. In total, 26 clubs responded; a 93% response rate. Consultation revealed that:

- ◀ The average playing membership per club is 45.
- ◀ The majority of players travel two to five miles to play at their home venue.
- ◀ 15 clubs comment that average levels of membership have generally stayed the same over the previous three years. Seven state that membership levels have increased but three report decreases over the last three years.
- ◀ Only one (Stapenhill Bowls Club) reports an increase in junior membership. However, nine report that they have plans to increase the number of junior members.
- ◀ Almost two thirds (65%) of clubs believe that the quality of their designated green has improved since last season; only two suggest the general quality of provision throughout East Staffordshire has improved.
- ◀ Eleven clubs have facility/development plans. Proposals to develop sites include the clubhouse refurbishment, installation of new watering systems, provision of toilets, shelters around the green and improvements to the rinks around the green.
- ◀ Only six clubs take the view that increasing the number of bowling greens in the area would increase club membership.

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Analysis of membership within clubs in East Staffordshire identifies fourteen with junior playing members. In total, 73 junior members belong to clubs in East Staffordshire. The following have some level of junior membership:

- ◀ Barton Bowls and Social Club.
- ◀ Belvedere Park Bowling Club.
- ◀ Eton Park Bowling Club.
- ◀ Gardens Hotel Bowling Club.
- ◀ Hanbury and Draycott Bowls Club.
- ◀ Marstons Bowling Club.
- ◀ Rangemore Club Bowls Club.
- ◀ Rolleston Bowls Club.
- ◀ Shobnall Sports Bowling Club.
- ◀ Stapenhill Bowls Club.
- ◀ Stretton Anglesey Bowling Club.
- ◀ Stretton Bowling Club.
- ◀ Tutbury Bowls Club.

Key issues for bowls

Demand

There are two local authority bowling greens in East Staffordshire, one at Shobnall Leisure Complex and one at Bramshall Park. These are advertised for pay and play and are available for clubs to use competitively. However, Shobnall LC is currently underutilised by local clubs for competitive matches due to poor quality coupled with a lack of local demand.

There has been a general decline in the number of bowling greens available for community use in East Staffordshire in recent years due to the loss of greens at industrial sports and social clubs, recent examples include St Paul's Bowling Club and John Carr SBK Bowling Club (located in close proximity to each other on St Paul's Square, Burton and close to Shobnall). Leagues acknowledge the decline, but do not consider there to have been a reduction in participation. St Pauls Bowling Club amalgamated with Stretton Bowling Club and John Carr SBK Bowling Club folded.

A number of bowling greens are still under threat from closure, for example, Belvedere Park (with three well used, valuable greens). If these were to close, demand at Shobnall Leisure Complex could increase if quality was improved.

The catchment area for the Burton Bowls Association includes Burton, Derby and Uttoxeter. At present there is no waiting list to join. Similarly, the Uttoxeter and District Bowls League has 18 clubs, of which six are based in East Staffordshire. It has no waiting list at present. In general, the League believes there to be no current demand for additional bowling facilities within in East Staffordshire.

The Burton Bowls Association has established the Bowls Development Group to look at ways of promoting bowls in the Burton area and increase participation in the sport. They are particularly keen to further develop junior bowls and given that there is already a good number of juniors playing in East Staffordshire, it is likely that this will increase demand for facilities in the area over time, but not necessarily result in a need for new facilities.

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Analysis of club memberships shows that over half (58%) of clubs consulted report senior membership remained static over the last three years. However, three (Marstons Bowling Club, Shobnall Sports Bowling Club and Tutbury Bowling Club) report decreased membership levels over the previous three years. To attract additional players Tutbury Bowling Club plans to increase its junior membership. Nine clubs have plans to increase the number of playing members/teams. Clubs envisage that any increases in membership will be accommodated at existing facilities.

Quality

Overall, site assessments rate the quality of the greens in East Staffordshire to be good. Volunteers and designated green keepers invest significant time and expense in greens maintenance. 11 greens score as excellent quality including Hanbury and Draycott, Barton and Rolleston bowls clubs. The remaining greens across East Staffordshire are rated as good quality, apart from the green at Shobnall which is rated as poor quality, relating to its lack of use. St Paul's and John Carr SBK greens are included in the audit but are also of poor quality due to them being unused and overgrown.

On the whole, clubs consider the general quality of greens in the area has remained the same since last season. However, nine feel the quality has decreased. Almost two thirds (65%) of clubs consulted think that the quality of their home green has improved in the last season and most attribute this to remedial work and the hard work/investment. However, a number of clubs report that the quality of provision could further improve given more investment in the greens/maintenance equipment, and advice and guidance on obtaining additional grants and maintenance practices. Despite this general opinion, only one Denstone Bowling Club feels that its green has declined in quality. It believes that this is because of overhanging trees affecting grass growth. The quality issues to emerge from consultation include:

- ◀ Worms and the presence of moles near the green.
- ◀ Shobnall Bowling Club was unable to maintain the green to a high standard due to a lack of financial resources, and as a result there is only one green at the facility at present.
- ◀ Rolleston Bowling Club reports a need to replace its 58 year old clubhouse, and an issue with moss on the green.
- ◀ Trees which hang over the green and therefore place the area in shade have been highlighted, particularly at Henhurst and Denstone Bowling Clubs.
- ◀ Lack of maintenance due to a reduction in funding/resources and available skills.

Vandalism was not considered to be an issue for the majority of clubs. However, four reported regular occurrences (Belvedere Park, Hospitals BP, Shobnall Sports and Stretton bowling clubs). Issues include misuse of greens and loitering, damage to club house/pavilion and general litter. Site assessments indicate that Marchington Bowls and Tennis Club is the only site to have issues with glass, stones or litter.

Two bowling clubs, Belvedere Park and Washlands have previously received sponsorship from local breweries. This funding has now ceased but the clubs are continuing to operate. Leagues highlight that the main issue for clubs is greens maintenance. Many are maintained by local people/players as a "hobby", and these clubs feel they would benefit from specific guidance/training.

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Accessibility

Consultation reveals that the catchment area for the Uttoxeter League stretches as far as Leek, Mayfield, and Ashbourne to the outskirts of Burton. The majority of players travel two to five miles to play at their home ground but more than one quarter only travel up to two miles to reach their club.

Only 30% of bowls clubs report no disabled access to facilities. However, the quality assessment found that 13 bowling facilities had poor disabled access. Rolleston Bowling Club reports a need to address the level of wheelchair/disabled access to its facility.

Ancillary facilities

11 clubs report facility improvement plans to be completed in the next five years. These include installation of toilet facilities and clubhouse/pavilion improvements.

A continuing issue appears to be the need to upgrade ancillary facilities; issues raised during consultation include poor quality changing rooms at Shobnall Sports and Social Club and a need for additional shelters around the edge of greens.

The following table summaries the key site specific issues raised by clubs during consultation.

Table 9.2: Summary of site specific issues

Site Name	KKP Ref	Comments
Marstons Sports Club	7	The quality assessment found the overall quality of the facility to be good. However, access for the disabled is poor and there are some signs of wear and tear to the green. There are other sports facilities on site, including football pitches, tennis courts and a cricket pitch.
Belvedere Park Sports & Social Club	8	The Club reports the following issues: water logging on the green following heavy rain which leads to the cancellation of some games, the presence of fueserium (a lawn disease) and misuse of the green by local "yobs". The third green at Belvedere Park is separated from the other two greens by a road. This means that it can be hard to water the turf, and it suffers from vandalism due to its isolated position. The quality assessment found the overall quality of the facility to be good.
Conygreen Lane	17	The resident bowls club report spending significant amounts on fertiliser in order to maintain the quality of the green. There are also reported issues with local youths using the shelters with minor damage, litter and graffiti. However, the quality assessment found the overall quality of the facility to be excellent.
Bramshall Park	25	East Staffordshire Borough Council has recently improved the pavilion on site, however, there are no toilets at the clubhouse; they are a short walk away. The quality assessment found the overall quality of the facility to be good; however, the greens are not fenced.

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Site Name	KKP Ref	Comments
Shobnall Sports & Social Club	39	There are no toilets/changing facilities on site and the green is not fenced and shows signs of wear and tear. Grass cover was also found to be lower than other facilities in the area. As a result, the quality assessment found the overall quality of the facility to be average.
Barton Bowls & Social Club	41	The Club does not have any plans for facility/green improvement but recently received funding from East Staffordshire Borough Council for repairs to the car park. The Club considers the quality of the green to have improved in the last three years due to effective maintenance. The quality assessment deems the overall quality to be excellent.
Stapenhill Bowling Club	84	Stapenhill Bowls Club has aspirations to create boules/petanque court to the rear of its current green. The Club is restricted by a lack of resources and personnel at present. It also feel that membership would increase if a second green were developed at the site. The quality assessment found the overall quality of the facility to be good, with a well maintained green, but the site is narrow in places.
Washlands Sports Club	89	The greens are not fenced. The quality assessment found the overall quality of the facility to be good and highlighted that there are three excellent greens on site. Other sports facilities on site, include tennis courts, football pitches, fishing and archery provision.
Burton Constitutional Club	91	There is no car parking on site and the clubhouse is approximately 40 yards from the green and the Club has aspirations to develop a bowls hut nearer to the greens. Overall, the Club believes the quality of the green has improved, due to the grounds maintenance team. The quality assessment found the overall quality of the facility to be good.
Ellastone Bowling Club	101	A new pavilion was built on site in 2003, which means the Club does not have any issues regarding ancillary facilities. It reports that the main expense/issue is killing weeds on the green. The quality assessment found the overall quality of the facility to be excellent. There is a tennis court adjacent to the green.
Abbots Bromley Bowls Club	109	The green is rented from the Village Hall Committee and is maintained by the Club. It states a need for better ancillary facilities, particularly toilets. The quality assessment found the overall quality of the facility to be good.
St Paul's Bowling and Social Club	114	The facility is reportedly unused and as a result shows signs of wear and tear/misuse with lots of litter and glass. The surface of the surrounding paths and quality of the ditches/boardings were also found to be poor. As a result, the quality assessment found the overall quality of the facility to be average.

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Site Name	KKP Ref	Comments
Henhurst and District Recreation Club	116	The Club would like watering facilities on the second green and it reports the greens suffer from fueserium. The quality assessment found the overall quality of the facility to be good and noted the facility had a smart clubhouse and good greens.
The Grange Bowling Green	125	The facility is reportedly unused and as a result shows signs of wear and tear/misuse with substantial quantities of litter and glass. The surface of the surrounding paths and quality of the ditches/boarding were also found to be poor. As a result, the quality assessment found the overall quality of the facility to be average.

Bowls summary

- ◀ There are 34 greens in East Staffordshire. This is a reduction of nine greens since the last assessment in 2002.
- ◀ More than half of the clubs comment that average levels of membership have generally stayed the same over the previous three years.
- ◀ There is good junior participation within clubs but this could be further developed to have junior teams competing.
- ◀ A number of bowling greens are under threat from closure, for example, Belvedere Park. If these were to close, this may increase demand on ESBC provision at Shobnall Leisure Complex (which is currently underutilised). Leagues acknowledge that there has been a decline in the number of clubs and greens, but do not consider there to have been a reduction in participation.
- ◀ Participation is likely to remain static or increase slightly (from clubs aspirations, population growth, aging population etc). However, it is unlikely that future demand for bowling facilities will result in the need for new facilities but existing greens should be protected if they are in good accessible locations or replaced in better locations.
- ◀ Shobnall Leisure Complex bowling green is rated as poor quality, and together with a lack of local demand has resulted in it being underused. If further industrial greens close in the local area, demand for its usage may increase.
- ◀ A continuing issue raised during consultation appears to be the need to upgrade ancillary facilities.
- ◀ Clubs consider the general quality of greens in the area to have remained the same since last season. However, a number report that greens are suffering from disease.

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PART 10: TENNIS

Introduction

The Staffordshire Lawn Tennis Association (SLTA) administers, and is responsible for, the development of tennis across East Staffordshire. In total, there are six formal tennis clubs playing competitively in the Borough. The main clubs are Burton Tennis Club which is Clubmark accredited and Grange Tennis Club which is currently working towards accreditation.

In addition, Ellastone Tennis Club provides recreational/social tennis for its village through provision of one tennis court. Such rural clubs contribute to overall participation in tennis even though they are not affiliated/recognised by the LTA.

The main senior league in the area is the Burton & District Tennis League (BDTL) with 19 clubs and over 100 teams. Clubs in East Staffordshire do not have to be affiliated to SLTA to compete in the League and all six competitive clubs from the Borough play in this league. The LTA does not agree with this, as its view is that it is difficult to record participation when clubs do not affiliate. One example of clubs that do not do so is Marchington Tennis Club.

Playing Pitch Strategy 2002

The 2002 East Staffordshire Playing Pitch Strategy found that:

- ◀ There were nine formal tennis clubs playing in league competitions
- ◀ There was a perceived deficiency of tennis courts in Abbey, Yoxall and Rolleston/Stretton. This deficiency was considered to be dependent upon demand for casual use courts currently available for public use.
- ◀ The quality of courts across the Borough was perceived to be poor.

Current provision

Table 10.1: Summary of courts by analysis area

Analysis area	Number of tennis courts
Burton East	7
Burton West	14
Rural 1	9
Rural 2	8
Uttoxeter	4
EAST STAFFORDSHIRE	42

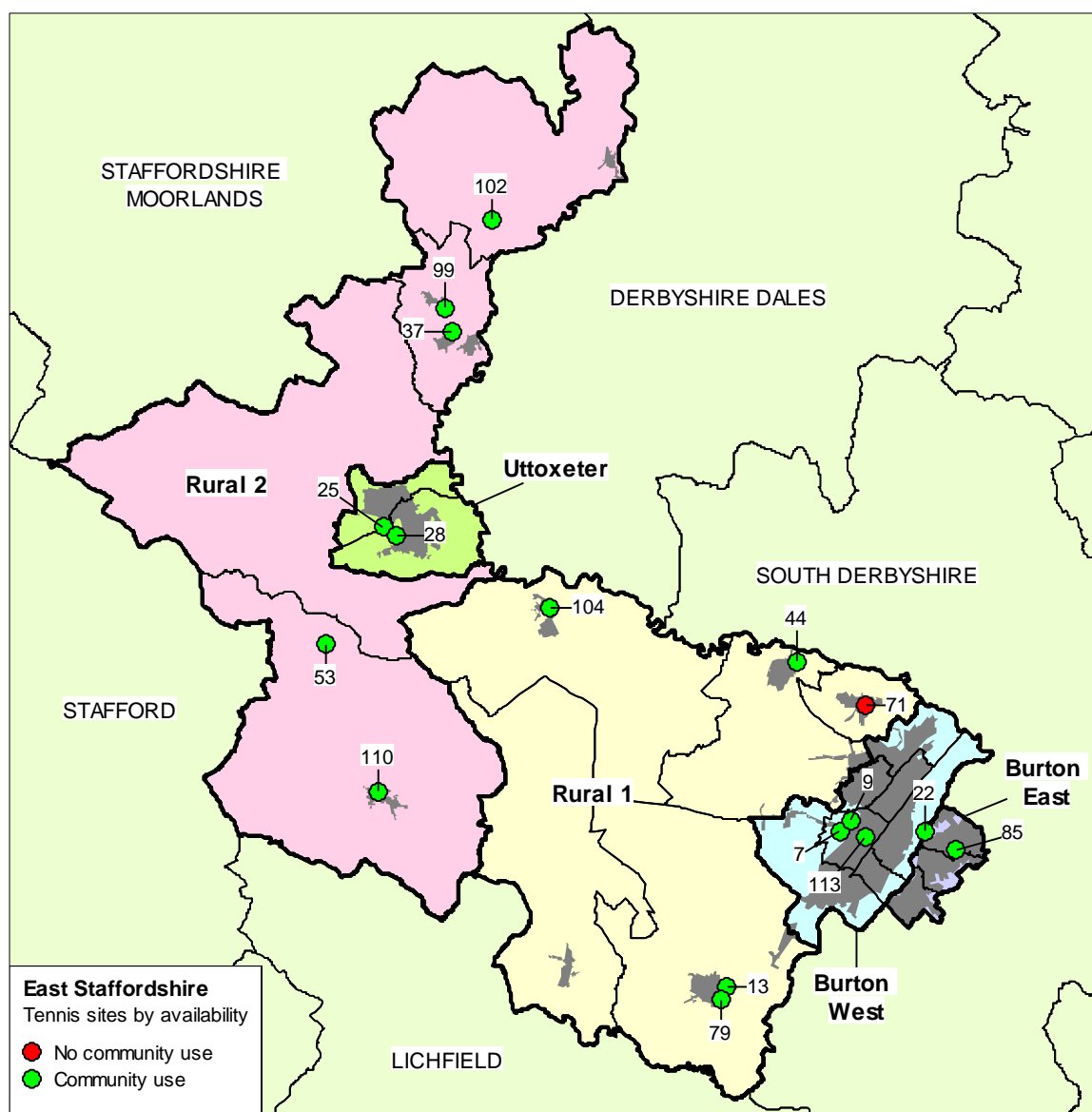
Shobnall Leisure Complex is one of the largest providers of tennis courts in East Staffordshire and is also used as a multi sports venue accommodating netball. The site has six macadam courts which are available for pay and play use, when not being used by Burton College (which shares usage of the site with ESBC).

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In addition to the above, the following sites have previously had tennis courts, which are now not available for community use and have been removed, have changed use or are being left to deteriorate in quality:

- ◀ Washlands Sports and Social Club - three grass courts now used for football and three hard courts in poor condition.
- ◀ Belvedere Sports & Social Club - two courts, fencing removed and now used for football.
- ◀ Burton Hospital – loss of two courts.
- ◀ Forest of Needwood High School, Rolleston – loss of four courts.
- ◀ Pirelli Sports and Social Club – loss of two courts.
- ◀ BTR Sports and Social Club – loss of two courts.

Figure 10.1: Location of tennis courts in East Staffordshire



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Key to map:

Site name	KKP ref	Analysis area	Community use	Tennis courts
Burton Lawn Tennis and Squash Club	85	Burton East	Yes	4
Newtown Road Recreation Ground	22	Burton East	Yes	3
Grange Tennis Club	113	Burton West	Yes	6
Marstons Sports Club	7	Burton West	Yes	2
Shobnall Leisure Complex	9	Burton West	Yes	6
Cornmill Lane	44	Rural 1	Yes	1
Holland Sports Club	13	Rural 1	Yes	2
John of Rolleston Primary	71	Rural 1	No	1
Marchington Bowls and Tennis Club	104	Rural 1	Yes	2
Thomas Russell Junior School	79	Rural 1	Yes	4
Abbots Bromley Tennis Club	110	Rural 2	Yes	2
Ellastone Tennis Court	102	Rural 2	Yes	1
Kingstone Playing Field	53	Rural 2	Yes	2
Ryecroft Middle School	37	Rural 2	Yes	1
Tom Boden Memorial Sports Trust	99	Rural 2	Yes	2
Bramshall Park	25	Uttoxeter	Yes	2
Oldfields Park	28	Uttoxeter	Yes	2

There is no club provision in Uttoxeter. However, public courts are openly available at Bramshall Park and have recently been resurfaced to a good standard.

There is no provision of courts to the north of Burton until reaching Marchington or to the West until provision outside of the Borough at Repton School.

Club development

The County runs a club forum which is open to all clubs. However, it is not particularly well attended and in order to rejuvenate it, is evaluating at different approaches to increase attendance.

SLTA provide local coaches in East Staffordshire with grants to deliver coaching activities using provision at Shobnall Leisure Complex.

Key issues for tennis

Grange Tennis Club has recently released plans to relocate. Its current facility (off St Paul's Court, Burton) is land locked by housing and it sees no potential to further develop the site. It has expressed demand for access to eight tennis courts in total (including two indoor courts) and new clubhouse. As it owns its ground, it is currently seeking opportunities to relocate close to Shobnall Leisure Complex, by selling its current facility for development. The Club and its development partner have not yet submitted a planning application, but plans to do so within the next few months.

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Analysis of current club membership (see *Table 10.4*) shows that its current site is not played to capacity (based only on total number of courts). However, quality of the grass courts is deemed to be poor and the four grass courts have limited availability, only being usable from May to September. The quality of the clubhouse is also deemed to be inadequate. It plans to increase senior membership to 100 and further increase its junior membership over the next five years. Given the proximity of the new site to Shobnall, it should also be taken into account that the courts at Shobnall are currently underused.

Demand

There is currently no reported unmet demand from clubs waiting to join Burton Tennis League. The Secretary noted the general trend towards a decrease in clubs/teams participating in the Burton area as a result of the loss of facilities at sports and social club provision as highlighted earlier.

Many clubs did not enter cup competitions or cup fixtures did not get played because they could not manage to schedule the extra matches over and above their league fixtures. Only the larger clubs seemed to be able to overcome this problem as they have access to a greater number of courts.

Rural clubs are generally prevented from growing because of the limited number of courts and the reluctance of members to travel to access additional provision. For example, Denstone Tennis Club is playing at capacity (see *Table 10.4*) but is happy to continue with access to two courts. Ellastone Tennis Club also plays at capacity but is happy to remain a social club with access to one court.

Floodlighting courts is estimated to increase the number of playing hours by 35 per cent between November and April. For instance, provision of floodlighting often allows clubs to provide structured coaching sessions for members during the evening throughout the year. The majority of club courts in East Staffordshire are floodlit. LTA guidelines state that club facilities should be able to accommodate 40 members per court and 60 members per floodlit court. The following table highlights current levels of membership at the clubs in East Staffordshire against LTA recommended capacity (this is based only on total number of courts and does not take into account quality).

Table 10.2: Demand for club courts

Site	No. of courts	LTA capacity	Current membership ¹
Burton TC (floodlit)	4	240	430
Abbots Bromley TC (floodlit)	2	120	50
Denstone TC (floodlit)	2	120	120
Marchington TC	2	80	110
Grange TC (2 floodlit)	6	280	75
Barton TC (floodlit)	4	240	90

¹ including junior members

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According to LTA guidelines, there is spare capacity at Grange, Barton and Abbots Bromley clubs to accommodate more teams if required without providing more courts. However, this may require investment in court quality. Although, floodlighting might be an option to consider at Marchington Tennis Club, the Club indicated that there is no current demand for this to be installed.

Public tennis courts

Public provision is generally underused, however, this type of provision is an intrinsic feature of many public recreation grounds and provides opportunities for casual participation, which may otherwise not be captured. Usage of public courts is particularly seasonal but good quality courts are better used. Public courts also provide strategic reserve, where clubs are operating to capacity, particularly for junior use.

Table 10.3: Summary of public provision

Site	No. of courts	Access	Quality
Oldfields Park	2	Open	Average
Newton Road	2	Open	Average
Newton Road	1	Open	Below average
Bramshall Park	2	Open	Good
Kingstone Playing Fields	2	Open	Good
Cornmill Lane	1	Open	Good
Shobnall Complex	3	Pay and play	Average
Shobnall Complex	3	Pay and play	Below average

No clubs use Oldfields Park or Newton Road Recreation Ground. In the main, this is thought to be due to quality. One court at Newton Road Recreation Ground (far court from the car park) is particularly poor in terms its surface quality. Poor location is also an issue at Newton Road Recreation Ground, which even if investment in the site could be achieved, it would not necessarily attract more use.

Shobnall Leisure Centre is used by Grange Tennis Club to accommodate mini teams. However, the courts are still underused and there is capacity to accommodate further demand if required.

Both BDTL and local residents, suggest that there is some demand for public courts to be provided in Rolleston. An interest in tennis has remained in the area where there was, at one time, a club and courts at the old Forest of Needwood School site. Rolleston Parish Council also recognises this need and is exploring potential land where this may be an option.

Junior tennis

The Burton Tennis League does not have a junior section but encourages clubs to enter junior players in the lower senior divisions, clubs such as Burton Youth and Grange TC do this successfully.

Mini tennis and junior leagues are organised by SLTA. The junior league is the Aegon Team Tennis which is a national junior league. Burton Tennis Club operates its own mini tennis events. However, mini tennis competitions are delivered outside East Staffordshire as there are no indoor tennis courts in the Borough. Burton Tennis Club did, at one time, have a seasonal 'air hall' or 'bubble', but this has been removed reportedly due to vandalism.

School courts

In the main, school provision is not available for community use. Schools report receiving very few enquires, suggesting that demand for provision is low. However, demand for school provision may be affected by perceived restrictions to access and the limited options to use changing accommodation.

Grange and Burton TC will this summer (April – June 2009) deliver a tennis school programme (LTA secured funding £3k from this from Tennis Foundation) aimed at young people of primary school ages years 3 and below attending schools around the Burton area.

School competition is delivered in the County. Primary schools delivered in years 3 via East Staffs SSP. Sec school competition is based on a fixture basis at years 7 and 8 and years nine and ten.

Quality

There are few facility requirements for entry into the BDTL apart from having access to a minimum of two courts. Changing facilities and floodlights are preferred also, but neither is essential. The league is not strict on requirements and does not inspect facilities.

The quality of both club and public courts are generally adequate or good. The main issue faces Shobnall Leisure Complex, where three of the courts are of poor quality limiting their use and capacity.

Tennis summary

- ◀ There are 41 tennis courts available for community use in East Staffordshire and six formal tennis clubs. 15 tennis courts are publicly available on either a pay and play or free casual use basis.
- ◀ Mini tennis competitions are delivered outside East Staffordshire at either Draycott Tennis Club or David Lloyd in Derby. This is because these sites both have indoor courts and there are no indoor tennis courts in East Staffordshire.
- ◀ Approximately 15 courts have been lost in the last 10-15 years and participation in BDTL has reduced as a result. Anecdotal evidence suggests that some clubs do not enter more teams due to a limited number of courts.
- ◀ According to LTA guidelines, there is some spare capacity at Grange, Barton and Abbots Bromley clubs to accommodate more teams if required without the need for more courts.
- ◀ Quality of courts in the Burton area is poor, with three at Shobnall being poor quality. The grass courts at Grange Tennis Club are also deemed to be of poor quality. It is unlikely that by increasing the quality of provision, casual usage would increase at Shobnall. Increasing the quality of courts at Grange Tennis Club would help to meet future demand expressed by the Club.
- ◀ There is little demand for additional current provision of outdoor tennis courts in the Burton or Uttoxeter areas. There is spare capacity at publicly available courts at Shobnall and Bramshall Park if required. However, there is reported demand for provision of public courts in Rolleston.
- ◀ Public provision is generally underused. No clubs use Oldfields Park or Newton Road Recreation Ground. In the main, this is thought to be due to quality. Poor location is an issue at Newton Road Recreation Ground, which even if investment in the site could be achieved, it would not necessarily attract more use.

PART 11: GOLF

Current provision

There are six golf courses in East Staffordshire. With the exception of Branston Golf Club all are privately owned. There is considerable driving range provision, with a total of five driving ranges located at Branston Golf Club, Craythorne GC, Hoar Cross Hall Health Spa Golf Academy, Burton on Trent GC and Belmont Driving Range (near Tutbury).

In addition to the golf courses, there is a nine hole crazy golf course at Shobnall Leisure Complex (open all year round).

Accessibility

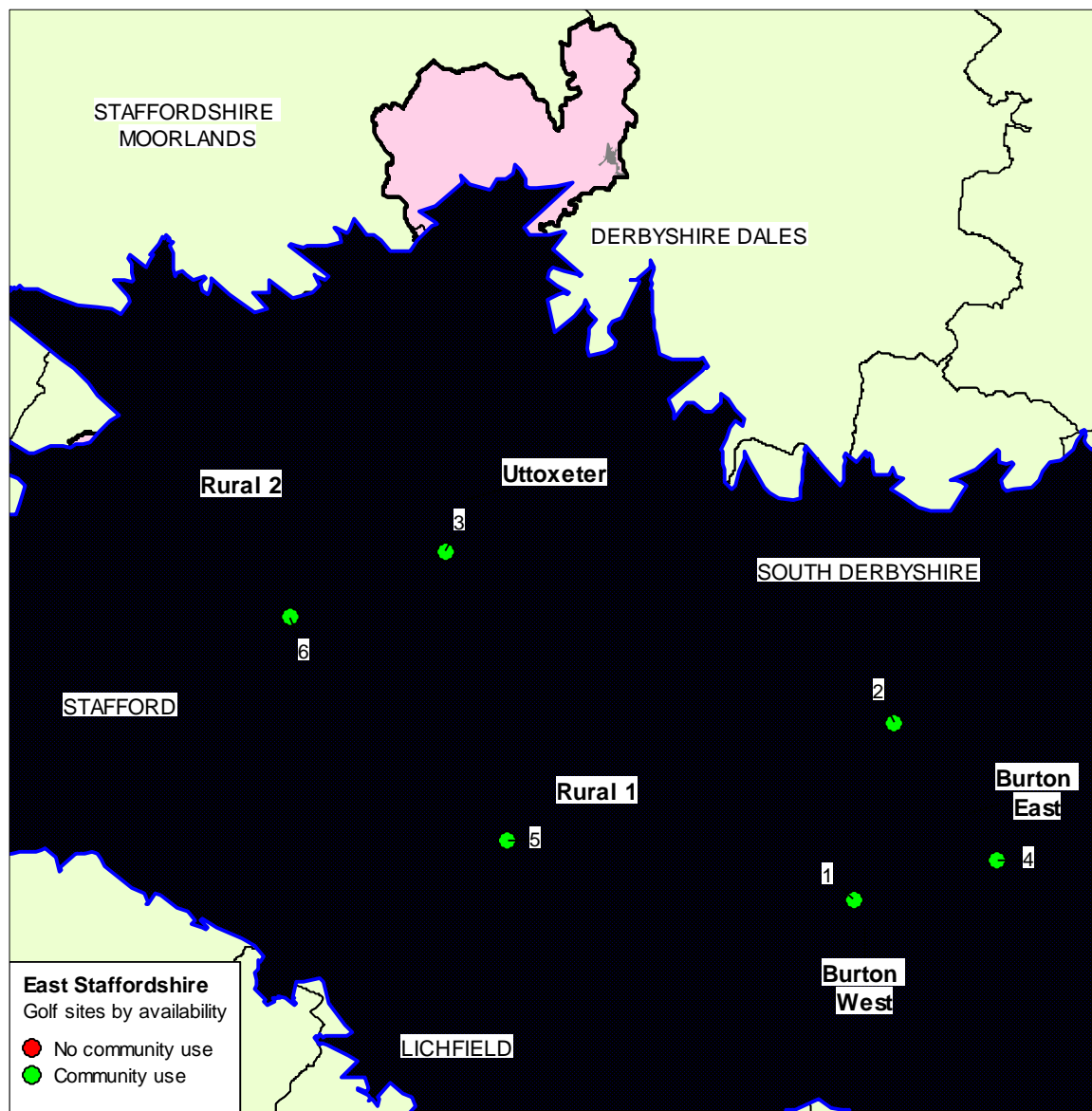
Sport England recommends that the drive time catchment for golf courses be set at 20 minutes. This is considered by clubs to be an appropriate distance to travel to access a golf course in East Staffordshire.

The majority of clubs report the majority of members travel more than five miles. Hoar Cross Hall Health Spa Golf Academy operates a large catchment area and attracts members both in and outside the East Staffordshire area. Branston GC has large membership catchment area with members living in the South Derbyshire and East Staffordshire areas.

Clubs in East Staffordshire offer 'pay and play' options. This is making golf more accessible to a wider spectrum of the population. In addition, clubs also offer coaching opportunities for non-members and more comprehensive membership in order to attract additional members. In addition to its 18 hole golf course, Branston GC houses a 9 hole academy course and a 9 hole membership aimed at beginners and attracting new members. The academy course is also open for pay and play.

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Figure 11.1: Location of golf clubs in East Staffordshire



Key to map

KKP ref	Site	Holes	Driving range	Putting areas		
				Bunkers	Putting green	Nets
1	Branston Golf Club	18	Yes		✓	
1	Branston Golf Club (Academy course)	9	Yes		✓	
4	Burton upon Trent Golf Club	18	Yes	✓	✓	✓
2	Craythorne Golf Club	18	Yes	✓	✓	✓
5	Hoar Cross Hall Heath Spa Golf Academy	9	Yes	✓	✓	
6	Manor Golf Club	18	Yes		✓	✓

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3	Uttoxeter Golf Club	18	Yes	✓	✓	✓
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Club development

Junior development

In order to increase junior participation in golf, the Golf Foundation has created a junior development programme; Community Links. It has a number of aims including:

- ✦ Increase the number of young people playing the sport.
- ✦ Enable more young people to try the game in their school or community.
- ✦ Enable young people to try the game in a welcoming club or facility environment at little or no cost.
- ✦ Make the young person's introduction to golf a fun and safe experience.
- ✦ Ensure that beginners receive expert tuition on the basic skills and swing technique delivered through an emphasis on learning through games and activities.
- ✦ Teach beginners the principal rules and etiquette of the game.
- ✦ Provide young players with the opportunity to progress through the Junior Golf Passport to a level where they can play 18 holes in 110 shots or better.
- ✦ Strengthen the links between clubs, schools and the wider community.

In return for their involvement, clubs delivering the programmes receive a number of benefits including registration as a Junior Golf Passport user which includes listing on the Golf Foundation website, support pack including promotion letters and posters to use in schools, sessions plans, support from England Golf Partnership Development Officers and access to levels of discretionary grants ranging from £200 to £1k. Two clubs deliver the community links programme in East Staffordshire; Branston and Craythorne.

School/club links

Clubs in East Staffordshire are becoming increasingly aware of the need to promote golf to young people in order to grow the game and attract junior members. Over two thirds (66%) of clubs report some form of link with local schools. The table below identifies the nature of this contact with schools:

Club	School/club links
Uttoxeter Golf Club	Club arranges for the Golf Pro to deliver golf in local secondary schools.
Manor Golf Club	Invite all local schools to the course.
Craythorne Golf Club	The Club has a formal school/club link with the De Ferrers Specialist Technology College and its cluster of schools. This involves it delivering extra curricular Extreme Golf sessions at primary schools Eton Park, John of Rolleston, Richard Wakefield, William Shrewsbury and William Huston. This culminated in a Golf Extreme festival at the Club.

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Club	School/club links
Branston Golf Club	<p>It employs three full time PGA golf coaches whose remit includes developing relationships with schools in both East Staffordshire and South Derbyshire schools sports partnerships (it delivers in South Derbyshire due its close proximity to the County boundary. For the previous two years the Club has worked on golf projects across key stage two, three and four.</p> <p>It has also recently introduced a Golf Development Academy which provides students with the National Diploma in Sports qualification. This involves students attending the course two days a week and in return the club provides the students with work experience and offer free tuition.</p> <p>Consultation highlights that the Club is keen to develop links with Paget High School (situated next to the course). However, it has reportedly been difficult to develop a relationship with the School. It reports it would be willing to let the school use the driving range or 9 hole course or to send coaches into the school to deliver coaching sessions.</p>

Key issues for golf

Branston Golf Course

Branston Golf & Country Club is a private business owned by a local family run company (Burton Inns) but commercially managed by Branston Golf & Country Club Ltd. ESBC is the freeholder and is also a 20% shareholder in the business.

Demand

The Active People Survey show that golf participation in the West Midlands has increased by 16,000 participants from 2.1% in 2005 - 2006 to 2.4% in 2007 – 2008. Further analysis of East Staffordshire club membership levels also supports this with half of clubs experiencing an increase in senior membership levels. Branston GC membership levels have, over the past five years, increased by approximately 15 – 20%, particularly at senior level. It is worth noting, however, that the Club has no golf membership between the ages of 18 – 24. In order to encourage members in this age range has plans to introduce a half price joining fee specifically for under 24's. It believes this may also be a national issue.

Five clubs report plans to increase the number of playing members. Uttoxeter GC believes its membership is significantly under capacity and would like to add a further 500 playing members. Its current membership stands at a total of 418 playing members. Craythorne GC reports a decrease in its senior membership numbers and has specifically targeted adults via a local recruitment drive.

Analysis of membership within clubs in East Staffordshire identifies the average playing membership per club is 580 playing members. Branston (699 members) and Burton on Trent (770) golf clubs have the highest levels. Five clubs operate junior membership. Of these, three report an increase in members over the previous three years. Uttoxeter GC reports that junior membership has increased due to restructuring its junior pricing policy.

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Quality

The quality of golf courses in East Staffordshire is judged, by the respective clubs to be either good or excellent quality. This is mainly due to the fact that clubs employing designated greenkeepers to maintain and improve course quality. Branston GC employs eight full time greenkeepers. It considers the course if good quality although it has a tendency to flood in areas as a result of areas of its location on a flood plain (next to the River Trent).

Uttoxeter GC reports that course quality has improved since the last golf season after seeking maintenance advice from golf course consultants.

In general, clubs report minimal levels of vandalism. Manor GC reports experiencing vandalism such as golf buggies being stolen and joy riders on the course. It believes this can influence membership levels, as it is paramount that members feel safe whilst using the course.

Golf summary

- ◀ There are six golf courses in East Staffordshire. With the exception of Branston Golf Club all are privately owned.
- ◀ Clubs generally regard the quality of their courses as good or excellent.
- ◀ Two clubs deliver the community links programme in East Staffordshire; Branston and Craythorne.
- ◀ Clubs in East Staffordshire are becoming increasingly aware of the need to promote golf to young people in order to grow the game and attract junior members. Over two thirds (66%) of clubs have some form of link with local schools in the Borough.
- ◀ 50% of East Staffordshire clubs have experienced an increase in senior membership levels. Generally clubs in the Borough are operating at under capacity.

PART 12: EDUCATION PROVISION

Introduction

All secondary schools have been consulted and their outdoor sports facilities have been assessed. In addition, questionnaires were distributed to all primary schools and a 90% response rate was achieved. Schools have been considered both in relation to the quantity and quality of provision and the availability of facilities for community use.

School sports partnerships (SSP)

Situated to the south east of Burton, Blessed Robert Sutton Catholic Sports College provides the hub site for the East Staffordshire School Sport Partnership. The partnership comprises 60 schools within the three and two tier education systems across East Staffordshire. In total, there are six secondary schools (11-18), one upper school (13-18), three middle schools, 19 primary, six junior, 13 first, and eight infant schools.

The partnership covers a relatively wide and varied geographical area from Edingale in the south to Mayfield, near Ashbourne, on the border with Derbyshire to the north. The differing geographical and educational systems between Burton and Uttoxeter provide two distinct clusters of schools interspersed with a number of villages of varying size. Five of the secondary schools within Burton are mainly fed from primary and junior schools within the town, with the remaining secondary school to the south of the town attracting pupils mainly from the surrounding village schools. In Uttoxeter the high school and two of the middle schools lie within the town. With the exception of Ryecroft to the north, all of these schools are predominantly fed by rural schools in the outlying villages around the town.

Currently only 71% of pupils within East Staffordshire access a minimum of two hours of high quality PE and School Sport in a typical week. There are particular concerns in Key Stage one (59%) and Key Stage four (42%) where the number of pupils accessing two hours is well below the national benchmark of 80%. These figures present the partnership with a considerable challenge over the next three years and a real challenge to increase the number of opportunities for out of school hours learning.

In particular, the Strategy recognises a need to increase participation in community based sport and improve quality of community life, it identifies that currently:

- ◀ Less than 50% of pupils in middle and secondary schools participate in a community based sports club
- ◀ Only 35% of KS1 pupils and up to 50% of KS2 pupils are engaged in physical activity or sport out of school
- ◀ At KS4 only 19% of girls compared to 32% of boys participate in a community based sports club or are engaged in physical activity or sport outside school

Capital upgrade programme

Building Schools for the Future (BSF) is the biggest single government investment in improving school buildings for over 50 years. Every secondary school in England will be subject to a re-build or replacement, depending on the identified need, over a 10-15 year period. If successful, building work could begin in Staffordshire as early as 2011.

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However, East Staffordshire will be in stage five of the programme. This will have implications for sports facilities in the Borough.

Outdoor provision

The provision of outdoor sports provision, such as playing pitches and courts at schools and colleges, can make an important contribution to the overall availability of stock within a particular catchment area. It is therefore important to have accurate information about the number, type, quality and availability of such provision within the education sector in East Staffordshire.

Legislation within the Schools Standards and Framework Act (SSFA) 1998 was introduced by the Government requiring all schools to seek approval from the Secretary of State for Education and Employment (Education and Skills since July 2001) for the sale of their playing fields. Section 77 of the SSFA seeks to protect school playing fields against disposal or change of use by requiring the prior consent of the Secretary of State before disposal or change of use may take place. The Department for Education and Skills produced guidance on section 77 of the SSFA within Circular 3/99 'The Protection of School Playing Fields' in June 1999.

Circular 3/99 has recently been replaced by guidance from the (then) Department for Education and Skills entitled 'The Protection of School Playing Fields and Land for City Academies'. The guidance aims to strengthen the existing measures for protecting school playing fields. In particular, the guidance intends to support the development and improvement of sporting and play provision for the benefit of schools and their local communities, and to provide wider access to these facilities. Applications for disposal or change of use of playing fields will not only have to take account of existing community use but the potential use of the facilities for the local community.

Current provision

Table 12.1: Summary of pitches at school sites and availability of community use in East Staffordshire

Analysis area	Total no. of education pitches					No. of education pitches available for community use				
	Senior football	Junior football	Mini football	Senior rugby	Junior rugby	Senior football	Junior football	Mini football	Senior rugby	Junior rugby
Burton East	9	1	3	2	-	3	-	-	-	-
Burton West	3	3	-	-	-	1	1	-	-	-
Rural 1	3	7	4	3	2	1	1	1	-	2
Rural 2	7	8	2	-	-	-	2	1	-	-
Uttoxeter	3	4	5	-	-	-	-	-	-	-

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Table 12.2: Summary of non-pitch facilities at school sites and availability of community use in East Staffordshire

Analysis area	Total no. of education non-pitches		No. of education pitches available for community use	
	Tennis	Netball	Tennis	Netball
Burton East	31	23	-	-
Burton West	4	3	-	-
Rural 1	13	15	-	-
Rural 2	10	5	-	-
Uttoxeter	-	4	-	-

Community use

There is no competitive community use of school tennis and netball courts in East Staffordshire. The following table summaries secondary schools availability for community use (that is where schools actually have a team playing competitively on their grass pitches) and the reasons why schools may not be available to the community.

School	Available for community use	Comments
Abbot Beyne School	Yes	The school has significant playing fields with capacity for at least for three more pitches. There was a pavilion between the two playing fields now demolished and was used by Medina CC. Winshill FC has a formal use agreement for use of the football pitches.
Abbotsholme School	No	Private school. No formal community use but available on an occasional basis. For example, Rocester FC use every other week for matches. Occasional use by Abbots Bromley, Wootton CC and Uttoxeter CC.
Abbots Bromley School for Girls	No	Extensive playing fields and general sports facilities. However, no evidence of formal community use agreement in place.
De Ferrers Specialist Technology College (Dove site)	No	School has two playing fields, Dove Site and Trent Site. However, it is school policy not to have community use due to vandalism in the past and no one on site to supervise.
Denstone College	No	No formal community use of grass playing pitches. However, clubs do use for training and one off representative games due to high quality of pitch.
Denstone College STP	Yes	Available and well used by local football clubs for training purposes.
John Taylor High School	No	No formal community use. However, occasional use by for example, Burton Rugby Club when its ground is unavailable.

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School	Available for community use	Comments
Paget School	Yes	Community use by Trentside CC and Stapenhill Swifts FC. However, the site does have spare capacity.
Paulet High School	No	No current formal community use. Reluctant to let fields out due to poor pitch quality (drainage issue), however, do receive enquiries.
Robert Sutton Catholic Sports College	No	No formal community use of its grass playing pitches. Although, may consider if approached.
Robert Sutton Catholic Sports College (3G Pitch)	Yes	Central venue site of Burton Youth Football League (hosts U.10's fixtures).
Thomas Alleyne's High School	No	There is no formal community use on grass pitches. Although, may consider if approached.
Thomas Alleyne's High School STP	Yes	The STP at the site is managed by Shobnall Leisure Complex and is well used by the community.

In addition, a small number of primary schools are currently being used for competitive community use (although there is spare capacity at all these sites):

- ◀ Loxley Hall School by Rocester FC.
- ◀ Ryecroft Middle School by Rocester Juniors FC.
- ◀ Stretton Brook School by Stretton Eagles.
- ◀ Thomas Russell Junior School by Barton Rovers.

A number of schools state that, if approached, their playing fields would be available for community use but they do not advertise the availability of facilities. Reasons that schools do not allow community use tends to be the poor quality of facilities and their inability to withstand the additional wear and tear created by community use.

Community use at school sites tends to be ad hoc and there are few formal community use agreements drawn up for the use of outdoor sports facilities. Schools tend to adopt a policy that playing fields are only to be used by those aged under 18 and therefore only cater for junior use. In the main, this is due to pitches not being able to withstand the higher levels of wear and tear often created by senior use.

In the majority of instances, where pitches are available and in use, access to school changing accommodation is limited or non-existent.