



EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

FULL ASSESSMENT REPORT OCTOBER 2023

QUALITY, INTEGRITY, PROFESSIONALISM

Knight, Kavanagh & Page Ltd

Company No: 9145032 (England)

MANAGEMENT CONSULTANTS

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

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



Cert Num: 6543-QMS-001

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

CONTENTS

PART 1: INTRODUCTION AND METHODOLOGY	2
1.1: Introduction	2
1.2: Stage A: Prepare and tailor the approach	2
1.3: Gather information and views on supply of and demand for provision (Stage B)	6
1.4: Assess the supply and demand information and views (Stage C)	10
1.5: Develop the strategy (Stage D)	11
PART 2: FOOTBALL	12
2.1: Introduction	12
2.2: Supply	13
2.3: Demand	23
2.4: Capacity analysis	30
2.5: Supply and demand analysis.....	39
2.6: Conclusion	43
PART 3: RUGBY UNION	46
3.1: Introduction	46
3.2: Supply	46
3.3: Demand	52
3.4: Capacity analysis	56
3.5: Supply and demand analysis.....	61
3.6: Conclusion	61
PART 4: THIRD GENERATION TURF (3G) ARTIFICIAL GRASS PITCHES (AGPS)	64
4.1: Introduction	64
4.2: Supply	64
4.3: Demand	69
4.4: Supply and demand analysis.....	72
4.5: Conclusion	73
PART 5: HOCKEY	75
5.1: Introduction	75
5.2: Supply	76
5.3: Demand	80
5.4: Supply and demand analysis.....	84
5.5: Conclusion	85
PART 6: CRICKET	87
6.1: Introduction	87
6.2: Supply	88
6.3: Demand	95
6.4: Capacity analysis	101
6.5: Supply and demand analysis.....	107
6.6: Conclusion	109

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

PART 7: TENNIS	111
7.1: Introduction	111
7.2: Supply	111
7.3: Demand	121
7.4: Supply and demand analysis.....	126
7.5: Conclusion	128
PART 8: NETBALL	130
8.1: Introduction	130
8.2: Supply	130
8.3: Demand	135
8.5: Conclusion	138
PART 9: BOWLS	140
9.1: Introduction	140
9.2: Supply	140
9.3: Demand	148
9.4: Capacity analysis	151
9.5: Supply and demand analysis.....	153
9.6: Conclusion	153
PART 10: ATHLETICS.....	155
10.1: Introduction	155
10.2: Supply	155
10.3: Demand	158
10.4: Supply and demand analysis.....	160
10.5 Conclusion	160
PART 11: GOLF.....	162
11.1: Introduction	162
11.2: Supply	162
11.3: Demand	167
11.4: Supply and demand analysis.....	170
11.5: Conclusion	170
APPENDIX 1: SPORTING CONTEXT	172
APPENDIX 2: NON TECHNICAL ASSESSMENT SHEETS.....	183

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

GLOSSARY

3G	Third Generation (artificial turf)
AC	Athletics Club
AGP	Artificial Grass Pitch
SFA	Staffordshire FA
BC	Bowling Club
BDJNL	Burton District Junior Netball League
CC	Cricket Club
DCMS	Department for Culture, Media and Sport
ECB	England and Wales Cricket Board
EH	England Hockey
ESBC	East Staffordshire Borough Council
ESBDG	East Staffordshire Bowls Development Group
FA	Football Association
FC	Football Club
FF	Football Foundation
FIFA	Fédération Internationale de Football Association
FPM	Facilities Planning Model
GMA	Grounds Maintenance Association
HC	Hockey Club
JFC	Junior Football Club
KKP	Knight, Kavanagh and Page
LFFP	Local Football Facility Plan
LTA	Lawn Tennis Association
LTC	Lawn Tennis Club
NC	Netball Club
NFFS	National Football Facilities Strategy
NGB(s)	National Governing Body (of sport)
NPPF	National Planning Policy Framework
ONS	Office for National Statistics
PPOSS	Playing Pitch and Outdoor Sport Strategy
PQS	Performance Quality Standard
RFL	Rugby Football League
RFU	Rugby Football Union
SCCB	Staffordshire County Cricket Board
RUFC	Rugby Union Football Club
TC	Tennis Club
U	Under

PART 1: INTRODUCTION AND METHODOLOGY

1.1: Introduction

Knight Kavanagh & Page (KKP) has been commissioned to undertake a Playing Pitch & Outdoor Sport Strategy (PPOSS) for East Staffordshire Borough Council (ESBC). This will provide the necessary robustness and direction to inform decisions affecting relevant provision within the local authority area. It updates and replaces the East Staffordshire Playing Pitch Strategy 2018.

This report, known as the Assessment Report, presents a supply and demand assessment of playing pitch and outdoor sport facilities in the area. For playing pitch sports, it is delivered in accordance with Sport England's Playing Pitch & Outdoor Sports Strategy (PPOSS) Guidance. This details five stages for the developing the study:

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

Stages A to C are covered in this report, with stage D covered in the proceeding Strategy document and Stage E ongoing once the work has been approved.

For "non-pitch" sports, Sport England's 'Assessing Needs and Opportunities Guide (ANOG) is followed. This has a similar staged approach:

- ◀ Stage A: Prepare and tailor the approach
- ◀ Stage B: Gather information on supply and demand
- ◀ Stage C: Assessment – bringing the information together
- ◀ Application: Application of an assessment

The PPOSS is being completed in conjunction with an Indoor Built Facilities Strategy. The inter-relationship between the studies needs to be recognised due to the crossovers that occur i.e., sports clubs using both outdoor and indoor facilities.

1.2: Stage A: Prepare and tailor the approach

Why the Strategy is being developed

One of the core planning objectives of the National Planning Policy Framework (NPPF) is to improve health, social and cultural wellbeing for all and deliver sufficient community and cultural facilities and services to meet local needs. Section 8 of the NPPF deals specifically with the topic of healthy communities and the importance of assessing the supply of and need for open spaces, with paragraph 98 stating,

"Planning policies should be based on robust and up-to-date assessments of the need for open space, sport and recreation facilities (including quantitative or qualitative deficits or surpluses) and opportunities for new provision. Information gained from the assessments should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate."

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Paragraph 99 establishes the relationship between the assessment of open spaces and the management of development, stating that,

“Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:

- a) an assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or*
- b) the loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or*
- c) the development is for alternative sports and recreational provision, the benefits of which clearly outweigh the loss of the current or former use”.*

The overall project objective is to update the playing pitch audit and strategy that was previously carried out between 2017 and 2018, and evaluate whether the results and strategy presented in that document are still accurate, presenting an update on current usage and future need for playing pitches for a number of sports.

The PPOSS will continue to provide an evidence base for planning decisions and funding bids and background evidence to support Local Plan policies in relation to open space. It will ensure that this evidence is sound, robust, and capable of being scrutinised through examination and meets the requirements of the NPPF.

Planning context

The Local Plan for East Staffordshire Borough was adopted in October 2015 and provides a spatial framework for managing change as well as allocations which will deliver the development strategy. The Local Plan provides for 11,648 dwellings over the plan period 2012-2031. Strategic Policy 32 – Outdoor Sports and Open Spaces specifically relates to this playing pitch strategy update and seeks to “deliver new provision and protect and enhance existing outdoor open space and sports facilities by safeguarding sites for the benefit of local communities...”

The ESBC Local-Plan-2012-2031 supports the improvement and creation of sports hubs in the Borough. Five hubs have been identified in Burton, Uttoxeter and Barton under Needwood. Four of these sites are operational; Shobnall leisure complex, Holland sports Ground, Oldfield Sports and Social club and the new Burton Rugby Club site in Branston. The former quarry site at Leasowes Farm in Uttoxeter is designated as the Uttoxeter Sports Hub.

East Staffordshire Playing Pitch Strategy 2018

The 2018 PPOSS identified the following key issues:

- ◀ Identified overplay (across six sites equating to 62 match equivalent sessions) and latent demand for one adult, eight youth 11v11, one youth 9v9 and two mini 5v5 pitches.
- ◀ Due to the popularity of the Burton Junior Football League and its use of central venues there were substantial amounts of imported and exported demand in East Staffordshire, contributing to overplay at these sites.
- ◀ Outwoods, Winshill, Rocester and Uttoxeter Junior football clubs all had unsecure tenures of the sites they accessed and as such were considered to be a high risk.
- ◀ There was an insufficient supply of full size 3G pitches to meet current and anticipated future demand based on the FA training model for football in East Staffordshire.
- ◀ There was sufficient supply of cricket provision to cater for current and future demand. Though demand could previously be accommodated within four of the five analysis areas, with there being a shortfall within the Rural 2 Analysis Area at Wootton CC.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

- ◀ Key issues for cricket in East Staffordshire extended beyond capacity, with several clubs subject to issues regarding security of tenure. The most urgent of these were Uttoxeter CC and Abbots Bromley CC.
- ◀ Current supply of rugby union pitches was not sufficient to cater for the level of demand expressed in East Staffordshire at the time, across all pitch types (senior, junior and mini). This was further exacerbated to create a future requirement for 12 match equivalent sessions in total across all pitch types.
- ◀ Only one full size AGP was considered to have spare capacity for additional use at the weekends; Thomas Alleyne's High School. With spare capacity to accommodate more play between 13:00 and 18:00 on Saturday.

Each sport section of this assessment provides a further position statement from the 2018 assessment in order to conclude how the landscape for each sport may have changed and to provide a comparison.

Scope

The scope of the PPOSS will focus geographically on all local provision, including both public and private ownership and control in relating to club, education and industrial ownership, for consistency with the previous PPOSS it has been agreed that the following sports are covered:

- ◀ Cricket pitches
- ◀ Football pitches
- ◀ Third Generation (3G) Artificial Grass Pitches (AGPs)
- ◀ Hockey AGPs
- ◀ Rugby union pitches
- ◀ Tennis courts
- ◀ Netball courts
- ◀ Bowling greens
- ◀ Athletics tracks
- ◀ Golf courses
- ◀ Netball courts

Please note that netball courts has been added to the scope of the PPOSS as a crossover sport with the Indoor Sports Strategy which is being carried out in parallel.

Sport England's PPOSS guidance applies to football, rugby union, cricket and hockey as well as any other grass pitch sports identified. The ANOG guidance applies to the remaining sports (as these are "non-pitch").

Study area

East Staffordshire Borough is bordered by the Staffordshire Authorities of Lichfield, Stafford and Staffordshire Moorlands and also with the East Midlands authorities of South Derbyshire and Derbyshire Dales.

The Borough covers an area of 150 square miles and has a population of around 120,000, of which 72,000 of the population are based in the town of Burton upon Trent, 13,000 in the town of Uttoxeter with the remainder divided among rural parishes including the larger villages of Tutbury, Rolleston on Dove, Barton under Needwood and Rocester.

The study area comprises the whole of East Staffordshire Borough Council's administrative area. For consistency and comparison with the previous 2018 PPOSS analysis areas are also used to ascertain what the supply and demand position is on a more localised level.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

East Staffordshire is therefore divided into the following five analysis areas based on ward boundaries:

- ◀ Burton East
- ◀ Burton West
- ◀ Rural 1
- ◀ Rural 2
- ◀ Uttoxeter

Figure 1.1 Map of East Staffordshire and its analysis areas



Cross boundary issues are also explored to determine the level of imported and exported demand, recognising, for example, that people travel to and make use of strategic facilities irrespective of administrative boundaries.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 1.1: Analysis area breakdown

Analysis area	Ward
Burton East	Brizlincote
Burton East	Stapenhill
Burton East	Winshill
Burton West	Anglesey
Burton West	Branston
Burton West	Burton & Eton
Burton West	Horninglow & Outwoods
Burton West	Shobnall
Burton West	Stretton
Rural 1	Crown
Rural 1	Dove
Rural 2	Baggots & Needwood
Rural 2	Blythe
Rural 2	Stramshall & Weaver
Uttoxeter	Heath
Uttoxeter	Town

Management arrangements

A project team from the ESBC has worked with KKP to ensure that all relevant information is readily available and to support the consultants as necessary to ensure that project stages and milestones are delivered on time, within the cost envelope and to the required standard to meet Sport England guidance.

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

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

- ◀ Be a champion for playing pitch provision in the area and promote the value and importance of the PPOSS.
- ◀ Ensure implementation of the recommendations and action plan.
- ◀ Monitor and evaluate the outcomes of the study.
- ◀ Ensure that the PPOSS is kept up to date.

The lifespan of a PPOSS is considered to be three years, although this can be increased if it is kept up to date.

1.3: Gather information and views on supply of and demand for provision (Stage B)

A clear picture of the supply of and demand for playing pitches and outdoor sport facilities in East Staffordshire is required to enable an accurate assessment of quantity, quality and usage. This has been achieved through site assessments and consultation with key stakeholders.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Gather supply information and views – an audit of provision

Quantity

Where known, all outdoor sports facilities are included within the PPOSS, irrespective of ownership, management and use. Sites were initially identified using Sport England's Active Places web-based database, with the ESBC and NGBs supporting this process by checking and updating this initial data as well as by supplying their own affiliation data and booking information.

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

- ◀ Site name, address (including postcode) and location
- ◀ Ownership and management type
- ◀ Security of tenure
- ◀ Community availability
- ◀ Total number, type and quality of provision
- ◀ Usage levels

For playing pitch sports, Sport England's guidance uses the following definitions of a playing pitch and playing field. These definitions are set out by the Government in the 2021 'Town and Country Planning (Development Management Procedure) Order'.

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

Although the statutory definition of a playing field sets out a minimum size, the PPOSS takes account of smaller size pitches that contribute to the supply side. For example, a site containing a mini 5v5 football pitch is included despite it potentially being smaller than 0.2ha. The study counts individual grass pitches (as a delineated area) as the basic unit of supply, with the definition of a playing pitch also including artificial grass pitches (AGPs).

As far as possible, this report aims to capture all of the playing pitches and relevant outdoor sport facilities within East Staffordshire; however, there may be instances that have led to omissions, such as unused school sites where access was not possible (although facilities at sites not accessed are still included within the study where provision is known to exist from other sources e.g., affiliation data or club/league consultation).

Where provision has not been recorded within the report, it is still considered to exist for planning purposes and will continue to do so. Furthermore, any exclusion does not mean that the provision is not required from a supply and demand point of view.

Accessibility

Not all outdoor sports facilities offer the same level of access to the community. The ownership and accessibility of also influences their actual availability for community use. As such, each site included in the PPOSS is assigned a level of community use as follows:

- ◀ **Community use** - provision in public, voluntary, private or commercial ownership or management (including education sites) recorded as being available for hire and currently in use by teams playing in community leagues.
- ◀ **Available but unused** - provision that is available for hire but are not currently used by teams which play in community leagues; this most often applies to school sites but can also apply to sites which are expensive to hire.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

- ◀ **No community use** - provision which as a matter of policy or practice is not available for hire or used by teams playing in community leagues. This should include professional club sites along with some semi-professional club sites where play is restricted to the first or second team.
- ◀ **Disused** – provision that is not being used at all by any users and is not available for community hire either. Once these sites are disused for five or more years they will then be categorised as lapsed sites.

In addition, there should be a good degree of certainty that provision will be available to the community for at least the following three years. If this is not the case, the provision is still included within the assessment but is noted as having unsecure tenure. A judgement is made based on the information gathered and a record of secured or unsecured community use is put against each site.

Quality

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

The quality of all provision identified in the audit and the ancillary facilities supporting them are assessed as part of a PPOSS, regardless of ownership, management and availability. Along with capturing any details specific to the individual facilities and sites, a quality rating is also recorded within the audit for each pitch/facility. These ratings are then used to help estimate the capacity (aligned to NGB guidance) to accommodate competitive and other play within the supply and demand assessment.

For the purposes of quality assessments, the PPOSS refers to playing facilities and ancillary facilities separately as being of 'good', 'standard' or 'poor' quality. However, some good quality sites may have poor quality elements and vice versa (e.g., a good quality pitch may be serviced by poor quality changing facilities).

Good quality refers to facilities with, for example, good grass cover, even surfaces and that are free from vandalism and litter. For ancillary facilities, it refers to access for disabled people, sufficient provision for referees, juniors/women/girls and appropriate showers, toilets and car parking. The age of the facilities can also have a significant bearing on the overall quality rating.

Standard quality refers to playing provision that have, for example, adequate grass cover, minimal signs of wear and tear and goalposts that may be secure but in need of minor repair. In terms of ancillary facilities, standard quality refers to adequately sized changing rooms, storage provision and the provision of toilets, although some level of improvement/modernisation may be required.

Poor quality refers to playing provision with, for example, inadequate grass cover, uneven surfaces and poor drainage, whilst for ancillary facilities it may relate to changing rooms, no showers, no running water and old, dated interiors. They are often unsuitable for mixed gender use.

To ensure accurate findings, site assessments for each sport are carried out during the playing season for that sport. As such, the site assessments for sports played in the winter are conducted between November and February, whilst the sports played in the summer have assessments carried out between July and August.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

In addition to undertaking non-technical assessments (using the templates provided within the guidance), users and providers have also been consulted on the quality as well as the ESBC and relevant NGBs. In some instances, the quality rating has been adjusted to reflect this (thus establishing an “agreed quality rating”).

Gather demand information and views

Current demand

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

To that end, demand for provision in East Staffordshire tends to fall within the following categories:

- ◀ Organised competitive play
- ◀ Organised training
- ◀ Informal play
- ◀ Unofficial use

Current and future demand for provision is presented on a sport-by-sport basis within the relevant sections of this report. In addition, unmet, latent, imported and exported demand for provision is also identified within each section (unless no such demand has been identified).

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

In comparison, latent demand is defined as the number of additional teams (or members) that could be accommodated if access to a sufficient number of outdoor sports facilities (and ancillary provision) was available. Exported and imported demand refers to those that are playing outside of their local authority area of choice.

A variety of consultation methods have been used to collate demand information. Firstly, face-to-face consultation (normally via video call) has been carried out with key clubs and leagues from each sport (as identified by the ESBC and the relevant NGBs), thus allowing for the collection of detailed demand information and further interrogation of key issues. For all remaining clubs, telephone consultation or an online survey (converted to postal if required) has been utilised.

Key providers and other users of provision have also been contacted, including playing field associations and “friends of” groups as well as schools and further/higher education establishments. This involves face-to-face meetings with secondary schools and colleges and an online survey being sent to primary schools, special schools and independent schools.

Future demand

Alongside current demand, it is important for a PPOSS to assess whether the future demand for provision can be met. Using Office of National Statistics (ONS) population projections and proposed housing growth, as well as likely participation growth informed through consultation, an estimate can be made of the likely future demand for the relevant facilities. Assumptions can then be made as to whether existing provision can cater for such growth.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Team generation rates are used to provide an indication as to how many people it may take to generate a team (by gender and age group). This ratio can then be applied to predicted population and housing growth to help estimate the change in demand for each sport that may arise in the future. Other information sources that were used to help identify future demand include:

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

All future demand projections across the Assessment Report cover the period up until 2031, in line with the Council's Local Plan.

1.4: Assess the supply and demand information and views (Stage C)

Supply and demand information gathered is used to assess the adequacy of playing pitch and outdoor sport provision in East Staffordshire and to identify key issues, challenges and aspirations. This forms the basis of this report.

Understanding the situation at individual sites

Qualitative ratings are linked to a capacity rating derived from NGB guidance and tailored to suit a local area. For playing pitch sports, the quality and use of each pitch is assessed against recommended capacity to indicate how many match equivalent sessions provision could accommodate.

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

As a guide, the NGBs for football, cricket, rugby union and hockey have set a standard number of matches that each pitch type should be able to accommodate without adversely affecting its quality. Given how the sports operate, this is per week for football and rugby union, per day for hockey and per season for cricket and is further detailed in the table below.

Table 1.2: Capacity of playing pitches

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

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

For non-pitch sports, capacity is not linked to the number of matches taking place but rather the number of members (and other users) attracted to a site. For example, for tennis, a sports-lit hard court is said to have capacity for 60 members, whereas a non-lit hard court has capacity for 40 members (this varies for grass courts).

Other sport specific capacity guidance is detailed within the relevant sections of this report.

Develop the current and future picture of provision

Once capacity is determined on a site-by-site basis, actual spare capacity is calculated on a Borough-wide and an area-by-area basis via further interrogation of peak time demand (i.e., the day/time demand is most likely to exist). This then identifies whether there is overall spare capacity or whether there is a shortfall of capacity.

Although spare capacity may be identified at some sites and in some areas, it does not necessarily mean that there is surplus provision. For example, spare capacity may not be available when it is needed (actual spare capacity), or a site may be retained in a 'strategic reserve' to enable rotation and to reduce wear and tear. There may also be a need to discount some capacity, for example at poor quality sites that should not be used until they are improved or at unsecure sites where long-term access cannot be guaranteed.

Conversely, where a shortfall of capacity is identified, this does not necessarily mean there is a need for increased provision via new facilities. Instead, it may be possible for deficits to be overcome through better utilising the existing stock, such as through quality improvements or through improving community access.

Once current capacity has been determined, future capacity can then also be calculated via incorporating the future demand that has been identified as well as any unmet, latent and exported demand.

Identify the key findings and issues

The Assessment Report, which is this document, is drafted and presented on a sport-by-sport basis, with data analysis undertaken on both a Council-wide and sub-area basis. This focuses on reporting research findings, consultation, site audit information and data analysis supported by detailed GIS mapping. It is agreed and 'signed off' prior to moving on to the strategy and action plan development stages.

Each included section (from Part 2 onwards) summarises the local administration of the included playing pitch and outdoor sports facilities. Each provides a summary of the supply of and demand for provision, with key issues identified and an overall supply and demand analysis undertaken.

1.5: Develop the strategy (Stage D)

The Strategy follows the production of this Assessment Report, once it has been finalised and signed off by the Steering Group. It will feature:

- ◀ **Headline findings**
- ◀ **An overall vision and associated aims for the PPOSS**
- ◀ **Sport-by-sport recommendations and scenarios**
- ◀ **Strategic recommendations**
- ◀ **A site-by-site and area-by-area Action Plan**
- ◀ **Housing growth scenarios**

Additionally, it will provide detail as to how to deliver the PPOSS and keep it robust and up to date (Stage E).

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

PART 2: FOOTBALL

2.1: Introduction

Staffordshire FA is the primary organisation overseeing the development (and some elements of administration) of football in East Staffordshire. It is responsible for growing participation, promoting diversity and regulating the sport for everyone to enjoy.

Facility development for football is largely the responsibility of the Football Foundation, which is a charity, linked to the Premier League, the FA and the Government, that helps communities improve their local football facilities through grant funding. It is committed to improving the experience of playing football for everyone involved in the game.

This section of the report focuses on the supply and demand for grass football pitches, where formal demand is generally defined through five formats of play and five pitch types, linked to the age of teams and players. Please refer to the table below for more detail relating to this.

Table 2.1: Football grass pitch formats

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

Part 3 captures supply and demand for third generation pitches (3G pitches), which is the preferred artificial surface type for football. There is a growing demand for the use of 3G pitches for competitive football fixtures, in addition to training needs, especially to accommodate mini and youth football.

Local Football Facility Plans (LFFPs)

To support in delivery of both the current and superseding FA National Games Strategy, the FA commissioned a nationwide consultancy project which has now been completed. As part of this, a LFFP has been produced for every local authority across England, with each plan being unique to its area as well as being diverse in its representation.

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

Each LFFP builds upon PPOSS findings (where present and current) regarding the formal and affiliated game as well as including strategic priorities for investment across small-sided football (including recreational and indoor activity). The LFFP also incorporates consultation with groups outside of formal football, as well as under-represented communities. This includes those which may be key partners with regards to using football for behavioural change, plus groups which may be key drivers of FA priorities around participation in the likes of women and girls' football, disability football and futsal.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

The LFFP for East Staffordshire was produced in 2019. As it is a 'live' document, any future revision of the LFFP for the Borough will consider the findings of this study as an up-to-date supply and demand assessment to inform priorities. LFFPs identify key projects to be delivered and act as an investment portfolio for projects that require funding.

Linked to the above, it is important to recognise that the LFFP is an investment portfolio of priority projects for potential investment; it is not a detailed supply and demand analysis of all pitch provision in a local area. Consequently, it cannot be used in place of a PPOSS and is not an accepted evidence base for site change of use or disposal. A LFFP does, however, build on available/existing local evidence and strategic plans.

Consultation

A total of 51 football clubs play in East Staffordshire, with 20 responding to consultation requests. This equates to a team response rate of 66%. Most clubs that have not responded are small clubs fielding just one or two teams.

2.2: Supply

The audit identifies a total of 142 football pitches across 61 sites in East Staffordshire. Of these, 111 pitches are available at some level for community use (although not necessarily used) across 43 sites. Most unavailable pitches are located at education sites.

Table 2.2: Summary of pitches available for community use

Analysis area	Number of pitches						2018 PPOSS Study
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Total	
Burton East	2	6	2	2	-	12	13
Burton West	10	14	9	6	16	55	40
Rural 1	3	9	3	5	1	21	26
Rural 2	4	4	1	-	-	9	8
Uttoxeter	1	7	2	-	4	14	12
East Staffordshire	20	40	17	13	21	111	99

The Burton West Analysis Area offers the greatest provision within East Staffordshire with 55 pitches 49.5% of the Borough's pitches, followed by Rural 1 Analysis Area with 19%. The Rural 2 Analysis Area, with nine pitches, has the lowest of the Borough's pitches (8%).

The largest number of pitches are identified as youth 11v11 (36%), followed by mini 5v5 pitches (19%). The fewest number of pitches are mini 7v7 size (12%).

Overall, since the 2018 PPOSS study, the total number of pitches has increased by 11%, from 99 available to the community to 111. Broken down, this equates to an increase of 27% increase in the Burton West Analysis Area, a 14% increase in the Uttoxeter Analysis Area and an 11% increase in the Rural 2 Analysis Area.

For context, an increased number of pitches have been identified at the following sites:

- ◀ Abbot Beyne-Evershed Building
- ◀ Edge Hill Recreation Ground
- ◀ Paget High School
- ◀ Robert Sutton Catholic School
- ◀ The De Ferrers Academy - Trent Campus

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

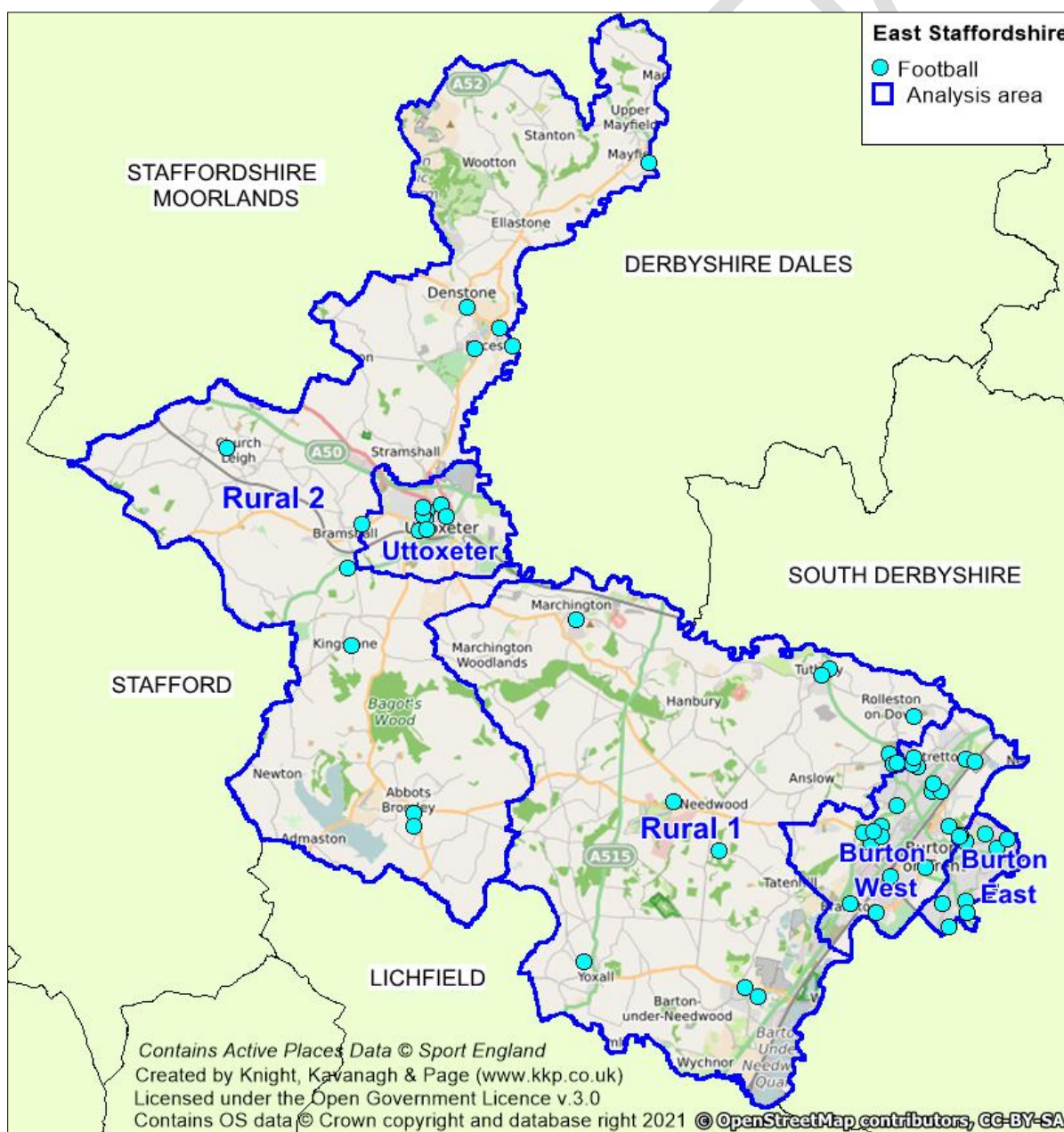
- ◀ Washlands Sports & Social Club
- ◀ Craythorne Fields
- ◀ Kingstone Recreation Ground
- ◀ Pennycroft Community Park
- ◀ Shobnall Leisure Complex
- ◀ Thomas Alleyne's High School
- ◀ Windsor Park C of E Middle School

The increase in pitches can be explained by pitch-reconfiguration and the addition of further pitches, not necessarily new pitches via new land space.

In comparison, the Burton East and Rural 1 analysis areas have seen an 8% decrease and a 19% decrease in its number of pitches respectively.

Figure 2.1 below identifies all grass football pitches currently servicing East Staffordshire, regardless of community use. For a key to the map, see Table 2.19.

Figure 2.1: Location of football pitches in East Staffordshire



EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Disused provision

Overall, there are two disused football pitches identified in East Staffordshire, one youth 11v11 and one mini 7v7 pitch, as shown in the table below.

Table 2.3: Disused sites within East Staffordshire for football

Site ID	Site	Postcode	Disused site / disused provision ¹	Comments
128	Clays Lane	DE14 3HU	Disused provision	Site previously accommodated one youth 11v11 pitch. Last provided circa 2021 but no longer marked out.
-	Ferres Field	DE13 8PX	Disused site	Site previously accommodated one mini 7v7 pitch. The pitch is no longer marked out but the posts remain for recreational use.

Future provision

The development of the sports hub at Uttoxeter is progressing; however, planning permission and funding is still to be achieved. The large-scale development would provide a full size 3G pitch and a minimum of four adult pitches.

St George's Park/ Hybrid pitches

Sport England has recently piloted the utilisation of hybrid pitches, with this including the pitches at St George's Park National Football Centre. The site has six natural grass football pitch with hybrid matting buried under the natural turf, allowing grass to grow whilst helping to maintain pitch quality. The concept is to create additional capacity whilst ensuring it is accessible in various conditions.

Current grass pitches are designed for one to three matches per week based on quality, whereas a hybrid pitch should be able to support approximately 20 hours of usage whilst maintaining reasonable quality in various playing conditions.

Burton Junior Football League

Several sites within East Staffordshire accommodate demand from Burton Junior Football League, including Burton Rugby Football Club, Marstons Sports and Social Club, Pirelli Stadium (Burton Albion), St George's Park National Football Centre and Washlands Sports & Social Club. In addition, two sites outside of the Borough in neighbouring South Derbyshire, Etwell Leisure Centre and Pingle Academy both facilitate demand from the League. The table below summarises this.

Table 2.4: Sites accommodating the Burton Junior Football League

Site ID	Site	Analysis area	Team size	Surface
8	Burton Rugby Football Club	Burton West	Mini (5v5) / U8s	Grass
8	Burton Rugby Football Club	Burton West	Mini (7v7) / U9s	Grass
8	Burton Rugby Football Club	Burton West	Mini (7v7) / U10s	Grass
28	Marstons Sports and Social Club	Burton West	Mini (5v5) / U8s	Grass
40	Pirelli Stadium (Burton Albion)	Burton West	Mini (5v5) / U7s	3G

¹ Disused provision relates to former football provision that was maintained on a site which is currently in use for another sport such as cricket/rugby union etc.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Site ID	Site	Analysis area	Team size	Surface
45	Shobnall Leisure Complex	Burton West	Youth (9v9) / U11s	Grass
45	Shobnall Leisure Complex	Burton West	Youth (9v9) / U12s	Grass
49	St George's Park National Football Centre	Rural 1	Youth (9v9) / U12s	3G
57	Washlands Sports And Social Club	Burton West	Mini (5v5) / U8s	Grass
57	Washlands Sports And Social Club	Burton West	Mini (7v7) / U9s	Grass
57	Washlands Sports And Social Club	Burton West	Youth (9v9) / U11s	Grass
-	Etwall Leisure Centre	-	Mini (7v7) / U9s	3G
-	Etwall Leisure Centre	-	Mini (7v7) / U10s	3G
-	Pingle Academy	-	Mini (7v7) / U9s	3G
-	Pingle Academy	-	Mini (7v7) / U10s	3G

With the above in mind, a large degree of imported demand is also identified from clubs which compete in the Burton Junior Football League but are based outside of East Staffordshire; likewise, a similar degree of exported demand is seen from clubs within the Borough travelling to Etwall Leisure Centre and Pingle Academy in South Derbyshire. All such demand is accounted for and is captured later in the report.

Security of tenure

Tenure of sites in East Staffordshire is generally secure. A site is thought to provide a secure tenure if it has a long-term lease or a guarantee that the pitch will continue to be provided over the next three years. In order to attract external funding, clubs and sites generally need long-term security of tenure. For example, Belvedere Park FC currently operates at The Marlpit under a lease agreement with the ESBC, with 26 years left on the current lease.

Maximum security of tenure is derived from clubs which own freehold of their home ground, identified for the following responsive clubs:

- ◀ Barton Rovers Junior FC
- ◀ Burton Albion FC

Most local authority sites in East Staffordshire ensure long-term security of tenure as part of the Council's ongoing commitment to providing a leisure offer and are therefore considered to provide security of tenure. In total, six responding clubs indicate that they rent use of council-owned/Everyone Active pitches, predominately on a seasonal basis. These clubs are:

- ◀ Able Too United FC
- ◀ Hazara United FC
- ◀ Marstons FC
- ◀ Monks Bridge United FC
- ◀ Stapenhill Swans Junior FC
- ◀ Stretton Eagles Junior FC

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

In contrast, tenure is unsecure at most other venues, most notably at education sites where long-term access is not guaranteed. This is the case across education sites in East Staffordshire, even where community use is high, such as at Abbot Beyne-Evershed Building, Outwoods Primary School, The De Ferrers Academy - Dove Campus and Picknalls First School. Schools that are not governed by the ESBC (e.g., academies) are able to make their own decisions regarding community use, which is a particular issue given the large number of pitches provided by each. Users of such sites should therefore be encouraged, where possible, to enter into community use agreements that guarantee access beyond the current season.

Pitch quality

The quality of football pitches across East Staffordshire has been assessed via a combination of site visits (using non-technical assessments as determined by the FA), PitchPower reports (see below), and user consultation to reach and apply an agreed rating on a scale of good, standard and poor. The percentage parameters used for the non-technical assessments were as follows: Good (>80%), Standard (50-80%), Poor (<50%). For the full site assessment criteria, please refer to Appendix 2.

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

The table below summarises the quality of community available pitches in East Staffordshire. As seen, most pitches are assessed as standard quality, with 73 being rated as such. Of the remaining pitches, ten community available pitches assessed as good quality and 28 are assessed as poor.

Table 2.5: Pitch quality assessments (community use pitches)

Pitch type	Good	Standard	Poor
Adult	2	14	3
Youth 11v11	2	21	18
Youth 9v9	-	19	-
Mini 7v7	1	6	4
Mini 5v5	5	13	3
Total	10	73	28
2018 PPOSS study	13	77	9

The good quality pitches (community available) are located at Kingstone Recreation Ground, Marstons Sports and Social Club, Oldfield Sports Ground and Silver Lane.

Oldfields Hall Middle School, Pirelli Stadium (Burton Albion) and St George's Park National Football Centre also offer good quality pitches; however, none are available for community use.

In contrast, 28 community available pitches located across 15 sites are assessed as poor quality. In the main, these pitches show signs of significant wear and do not receive a regular and consistent maintenance regime. For example, upon site assessment, the youth 11v11 pitch at Rangemore Playing Fields is reportedly showing several signs of damages to the pitch surface, as well as an uneven surface. A full breakdown of the sites can be found in Table 2.20.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Although some Council-owned pitches are assessed as poor quality, most are assessed as standard quality when considering the maintenance regime undertaken, such as Anglesey Community Park, Craythorne Fields, Edge Hill Recreation Ground, Heath Road, Horninglow Community Park, Kingstone Recreation Ground, Mayfield Playing Field, Meadow Lane, Silver Lane and The Marlpit. As such, the main reasons for pitches being assessed as poor quality relates more so to waterlogging issues and/or unofficial use exacerbating problems due to the open access nature of many sites.

Additionally, Shobnall Primary School also offers poor quality provision, although the pitch is not available for community use.

Four clubs, Doveridge Junior Girls FC, Monks Bridge United FC, Oldfields FC and Stapenhill Swans Juniors FC report a deterioration in pitch quality at their home grounds over recent years. These use pitches located at Pennycroft Community Park, Hillfield Lane, Heath Road and Oldfields Sports Ground. As an example, Monks Bridge United FC reports poor maintenance and excessive demand at Hillfield Lane as a reason for such deterioration.

Oldfields FC, attributes its pitches' deterioration to the weather and a lack of rain during the summer off season (2022).

Barton Rovers FC, Doveridge Junior Girls FC, Hilton Harriers FC and Marstons FC all report that their home sites have suffered from vandalism recently, with these referencing Holland Sports Club, Pennycroft Community Park, Shobnall Leisure Complex and Rocester Football Club.

Changes from the previous study

Overall, since the previous PPOSS in 2018, there has been a slight decrease in good quality pitches, whilst poor quality pitches have increased. The number of standard quality pitches has decreased marginally. Previously, 13% of pitches were good quality, whereas only 9% now are. Furthermore, only 8% of pitches were previously poor quality, whereas 25% now are.

Six sites previously offered good quality community available pitches but no longer do at Denstone College, JCB Lakeside Sports & Social Club, Oldfields Hall Middle School, Pirelli Stadium, Shobnall Sports & Social Club and St George's Park National Football Centre. Four of the aforementioned sites do not now offer community use, whereas the remaining two sites (JCB Lakeside Sports & Social Club and Shobnall Sports & Social Club) have deteriorated to standard quality pitches.

Notwithstanding the above, from consultation responses, 20% of clubs report that pitch quality has worsened in recent years, whilst 40% report an improvement. The remaining 40% report no change.

Pitch improvement

The FA has a Pitch Improvement Programme aimed at improving the standard of grass pitches across the Country. For provision included in the programme, clubs can utilise the services of the Football Foundation's PitchPower app to carry out a free on-site assessment of their pitches. This then provides the Grounds Management Association (GMA) with the detail needed to create a personalised, informative report to advise on how improvements can be made. Clubs then receive bespoke advice and support to help with any future actions, funding applications and equipment, with clubs getting access to discounted rates for machinery and consumables through local partnerships.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

The web app is open to access by all providers, including clubs, schools and local authorities. Following a PitchPower report, organisations can work towards the recommended dedicated maintenance regime identified to improve the quality of their pitches. Applicants are required to submit a PitchPower assessment for each of their pitches as a condition of a grant funding application for Football Foundation grass pitch investment, such as the Grass Pitch Maintenance fund (detailed later in this section).

PitchPower is less restricted by the seasonal window of in-season play than the non-technical assessments, instead being able to be undertaken within a 10-month period, with assessments completed and submitted within one of three windows: September - October, November – March or April – June.

As well as the completion of other supporting information such as detail of volunteer training and what maintenance equipment is available, the assessment requires the taking of images and a single soil sample at each assessment site. There are three assessment sites for adult and youth pitches at each goal area and the centre circle, whilst for mini pitches there are two sites at the centre circle and one goal area.

The PitchPower assessments use a new five step Performance Quality Standard (PQS) rating system developed by the GMA, with the Football Foundation and Sport England agreeing alignment with the capacity guidance within the existing PPOSS guidance. This alignment is shown in the table below.

Table 2.6: Agreed equivalent PPOSS quality ratings.

Pitch Power Rating	PPOSS Quality Rating
Poor	Poor
Basic	Standard
Good	Good
Advanced	Good
High	Good

In East Staffordshire, seven sites have received a PitchPower assessment. The findings of these in comparison to PPOSS findings are shown in the table below. As shown, the findings from PitchPower assessments are aligned with those from the PPOSS.

Table 2.7: Summary of PitchPower findings compared to PPOSS quality ratings

Site ID	Site name	No. of pitches	Pitch type	PitchPower rating	PPOSS rating
9	Craythorne Fields	1	Mini (5v5)	Poor	Poor
9	Craythorne Fields	1	Mini (7v7)	Basic	Standard
9	Craythorne Fields	1	Youth (9v9)	Poor	Poor
9	Craythorne Fields	2	Youth (11v11)	Basic	Standard
19	Holland Sports Club	1	Youth (9v9)	Basic	Standard
19	Holland Sports Club	1	Youth (11v11)	Poor	Poor
24	Kingstone Recreation Ground	1	Youth (11v11)	Good	Good
28	Marstons Sports and Social Club	1	Youth (11v11)	Good	Good
29	Mayfield Playing Field	1	Youth (11v11)	Basic	Standard
48	Silver Lane	1	Mini (7v7)	Good	Good
48	Silver Lane	1	Adult	Good	Good
130	Abbots Bromley Sports Association	1	Youth (11v11)	Poor	Poor

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Site ID	Site name	No. of pitches	Pitch type	PitchPower rating	PPOSS rating
130	Abbots Bromley Sports Association	1	Adult	Basic	Standard

In addition to PitchPower, the FA has a general pitch improvement strategy, in partnership with the GMA. As part of this, it has a grass pitch maintenance service that can be utilised by clubs with the aim of improving knowledge, skills and therefore the quality of pitches. The key principles behind the service are to provide clubs with advice and practical solutions in a range of areas, with the simple aim of improving playing surfaces. This is designed to help clubs on sites that they themselves manage and maintain but can also be used to advise local authority-maintained sites.

The Football Foundation and the FA have also recently developed a new Grass Pitch Maintenance Fund that allows clubs and sports organisations to apply for funding for maintenance assistance, consumables and/or equipment. Whilst local authorities are currently ineligible applicants through this fund, clubs, leagues and/or charitable organisations using local authority sites can apply provided they have security of tenure.

Funding is awarded over a ten-year period for up to 66% of the total cost required to bring the pitches up to an appropriate standard, following a site assessment. The level of funding then decreases year on year, with the expectation that the Club is able to take on the works independently by the end of the term. This fund was initially available until the end of March 2020, although it has since been extended indefinitely due to ongoing circumstances surrounding Covid-19.

Ancillary facilities

As with pitch quality, the quality of ancillary facilities servicing football sites across East Staffordshire has been assessed on the basis of identifying good, standard and poor quality provision. To that end, ancillary facility ratings are primarily influenced by the type and quality of amenities which are available on a site, such as a clubhouse, changing rooms, car parking and boundary fencing.

Where changing room facilities are not provided, this can make sites inaccessible to some clubs and teams, particularly for adult football and female activity. The provision of appropriate changing facilities can be a league requirement.

A lack of changing facilities can cause issues, particularly for adult football and women's and girls' football, where adequate provision can be a league requirement. This means that the abovementioned sites may be unusable for some clubs and teams. Overall, 20 sites are not serviced by an ancillary clubhouse facility.

Table 2.8. Summary of ancillary facilities' quality (community available)

Site ID	Site name	Quality rating
2	Abbot Beyne-Evershed Building	N/A
4	Anglesey Community Park	N/A
7	Bramshall Road	Poor
8	Burton Rugby Football Club	Good
9	Craythorne Fields	N/A
14	Elkes Social Club	Standard
15	Eton Community Park	Poor
16	Heath Road	Standard
17	Hillfield Lane	Standard

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Site ID	Site name	Quality rating
19	Holland Sports Club	Standard
20	Horninglow Community Park	N/A
21	JCB Lakeside Sports and Social Club	N/A
24	Kingstone Recreation Ground	Poor
25	Leigh Recreation Ground	Standard
28	Marstons Sports and Social Club	Standard
29	Mayfield Playing Field	Standard
30	Meadow Lane	N/A
33	New Inn Tutbury	Standard
34	Newton Road Recreation Ground	N/A
35	Oldfields Sports Ground	Standard
36	Outwoods Primary School	N/A
37	Paget High School	N/A
39	Pennycroft Community Park	Poor
41	Rangemore Playing Fields	Poor
42	Robert Sutton Catholic School	Good
43	Rocester Football Club	Standard
45	Shobnall Leisure Complex	Good
47	Shobnall Sports and Social Club	Standard
48	Silver Lane	N/A
50	The De Ferrers Academy - Dove Campus	N/A
51	The De Ferrers Academy - Trent Campus	N/A
53	The Marlpit	Good
54	Thomas Alleyne's High School	N/A
57	Washlands Sports And Social Club	Standard
58	Weaverslake Sports Club	Standard
59	Windsor Park C of E Middle School	N/A
62	Edge Hill Recreation Ground	Standard
68	Richard Wakefield CE Primary School	N/A
73	Picknalls Fist School	N/A
120	Rykneld Primary School	N/A
121	St Mary's C.E.First School	N/A
129	Old Abbots Bromley School Playing Field	N/A
130	Abbots Bromley Sports Association	Standard
131	Newton Park	N/A

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Notwithstanding the above, some school sites offer access to ancillary provision; however, such provision is generally considered to be impractical for community football clubs with very little schools offering dedicated ancillary provision and instead clubs have to use existing provision provided from a curricular perspective. As such, no quality ratings have been provided for school sites.

Of the remaining community available sites, four offer good quality ancillary provision, 15 offer standard quality ancillary provision whilst the remaining five offer poor quality provision.

In addition to site assessments, of the clubs that responded to consultation requests, 32% report they have access to good quality clubhouse and/or changing provision at their respective home venues, whilst standard quality facilities are accessed by another 42% of clubs and 11% access poor quality facilities. The remaining 21% report that they are without such ancillary provision.

Away from clubhouse provision, Hillfield Lane, Oldfields Sports Ground, Shobnall Leisure Complex and The Marlpit are all reported to have inadequate car parking facilities during peak times when several matches are scheduled at the same time. Additionally, Heath Road does not offer any car parking provision.

Football pyramid demand

The football pyramid is a series of interconnected leagues for adult men's football clubs in England. It begins below the football league (the National League) and comprises of six steps, with various leagues at each level and more leagues lower down the pyramid than at the top. These are then supported by regional feeder leagues, which were previously at Step 7 of the pyramid but are now not included.

The system has a hierarchical format with promotion and relegation between the levels, allowing even the smallest club the theoretical possibility of rising to the top. Clubs within the step system must adhere to ground requirements set out by the FA. The higher the level of football being played the higher the requirements.

Clubs cannot progress into the league above if the ground requirements do not meet the correct specifications. Ground grading assesses grounds from A to H, with 'A' being the requirement for Step 1 clubs and H being the requirement for Step 6 clubs.

The general principle for clubs in the football pyramid is that they have to achieve the appropriate grade by March 31st of their first season after promotion, which therefore allows a short grace period for facilities to be brought up to standard. This, however, does not apply to clubs being promoted to Step 6 (as they must meet requirements immediately).

In East Staffordshire, Burton Albion FC is the only professional club that plays above the football pyramid. A further five teams play within the football pyramid, Burton United, Huthman, Rocester, Stapenhill and Uttoxeter Town. Details surrounding the specific league each team plays in is summarised below.

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

Team	League	Level
Uttoxeter Town FC First Team	Midland Football League Premier Division	Step 5
Stapenhill FC First Team	Midland Football League Division One	Step 6
Rocester FC First Team	Midlands Regional Alliance	Regional Feeder League
Huthman FC First Team	Staffordshire County Senior League	Regional Feeder League

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Team	League	Level
Uttoxeter Town FC First Team	Midland Football League Premier Division	Step 5
Stapenhill FC First Team	Midland Football League Division One	Step 6
Rocester FC First Team	Midlands Regional Alliance	Regional Feeder League
Burton United FC First Team	Midlands Regional Alliance	Regional Feeder League

Women's National League System

Correspondingly, there is a Women's National League System which provides structure to the women's game. This ranges from Tier 1 to Tier 6 with each Tier requiring differing ground grading requirements.

Although women's clubs still require meeting ground requirements set out by the FA these differ from the men's National League System. Ratings range from grade A to C each with differing minimum requirements. Tier 1 and 2 in the Women's National League System is akin to Tier 3 and four of the men's National League System, although not exactly the same. The system is also hierarchical format with promotion and relegation between the levels, allowing even the smallest club the theoretical possibility of rising to the top of the system.

In East Staffordshire, Burton Albion FC Ladies First Team operate in the Women's National League System, playing in the Midlands Division One, at Tier 4.

2.3: Demand

Through the audit and assessment, a total of 249 teams across 51 clubs are identified as playing regular, competitive matches on football pitches within East Staffordshire. This consists of 38 senior men's, five senior women's, 109 youth boys', 14 youth girls' and 83 mini soccer teams (including any designated girls only mini teams).

Table 2.10: Summary of competitive teams currently playing in East Staffordshire

Analysis area	No. of teams playing					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Burton East	2	10	-	1	4	17
Burton West	25	29	48	8	64	174
Rural 1	8	20	12	2	1	43
Rural 2	3	1	-	-	-	4
Uttoxeter	5	3	-	1	2	11
Total	43	63	60	12	71	249
2018 PPOSS Study	47	57	33	15	36	188

The Burton West Analysis Area has the highest number of teams, equating to 70% of the Borough's teams, whilst the Rural 2 Analysis Area has the fewest with just 2% of the Borough's teams. The distribution of age groups is relatively similar across each category, with the most identified amongst mini 5v5 teams (29%) and mini 7v7 teams (5%) being the least represented.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Participation trends

Since the previous PPOSS study produced in 2018, the total number of teams in East Staffordshire has increased from 188 teams to 249 teams in 2023. This is broken down as an overall increase of 24%, consisting of six additional youth 11v11 teams, 33 additional youth 9v9 and 35 additional mini 5v5 teams. There is a slight decrease of four adult and three mini 7v7 teams.

Table 2.11: Demand comparison to the 2018 PPOSS

Analysis area	2018 total number of teams	2023 total number of teams	Percentage increase / decrease
Burton East	20	17	15%
Burton West	113	174	35%
Rural 1	30	43	30%
Rural 2	12	4	67%
Uttoxeter	13	11	9%
East Staffordshire	188	249	24%

Further reiterating the above, more clubs report a growth in demand in recent years compared to those reporting a decrease. In total, just 10% of clubs report an increase in the number of adult teams, whilst 25% report an increase in youth teams and 30% report an increase in mini teams. Furthermore, 32% of clubs report some degree of decrease in participation. The reduction in teams Rural 2 appears particularly high but relates to just six teams and is due to some of the Burton Junior Football League matches moving venues.

Women's and girls' demand

The FA's current four year strategy, 'Time for Change' has a focus on providing all girls with equal access to football by 2024. This focus will be a key objective of any facility investment to ensure that facilities are suitable for female access, particularly in relation to toilets and appropriate changing facilities.

As indicated above, there are currently 19 dedicated female teams playing within East Staffordshire representing almost 8% of the total number of teams.

Wildcat centres work with County FA qualified coaches to deliver local weekly sessions, providing opportunities for girls aged five to 11 to develop fundamental skills and experience football in a safe and fun environment and Squad sessions for 12 – 16 year olds follow the same format. All organisations delivering Wildcat or Squad centres receive a £900 grant over 2 years and equipment in their first year of running the programme to help develop and increase girl's participation.

There are four known FA Wildcat centres operating in East Staffordshire, identified at Abbot Beyne-Evershed Building, Anglesey Primary Academy (Burton Albion FC), Pirelli Stadium (Burton Albion Community Trust) and Robert Sutton Catholic School.

Exported demand

In total, 52 teams otherwise based in East Staffordshire currently travel outside of the Borough to fulfil match requirements, with this consisting of one youth 11v11, one youth 9v9 and 50 mini 7v7 teams; the latter of which derives from the Burton Junior Football League, as seen in the table below.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

The largest exported demand is identified from Stretton Eagles Junior FC and Woodville Rangers FC, both fielding five teams outside of the Borough.

All exported demand is summarised in the following table.

Table 2.12: Summary of exported match play demand playing in other local authorities

Club	Exported demand (teams)	Venue	Surface	Local authority
Edgehill FC	1x youth 9v9	Alvaston Park	Grass	Derby City
Rocester Juniors FC	1x youth 11v11	Abbotsholme School	Grass	Derbyshire Dales
Burton Junior Football League				
Abbots Bromley Junior FC	1x mini 7v7	Pingle Academy	3G	South Derbyshire
Alrewas Colts Junior FC	2x mini 7v7	Pingle Academy	3G	South Derbyshire
Alrewas Colts Junior FC	1x mini 7v7	Etwall Leisure Centre	3G	South Derbyshire
Barton Rovers FC	2x mini 7v7	Pingle Academy	3G	South Derbyshire
Belvedere Park FC	2x mini 7v7	Pingle Academy	3G	South Derbyshire
Belvedere Park FC	2x mini 7v7	Etwall Leisure Centre	3G	South Derbyshire
Hatton United Junior FC	1x mini 7v7	Etwall Leisure Centre	3G	South Derbyshire
Hilton Harriers FC	4x mini 7v7	Etwall Leisure Centre	3G	South Derbyshire
Newall FC	2x mini 7v7	Pingle Academy	3G	South Derbyshire
Outwoods FC	3x mini 7v7	Etwall Leisure Centre	3G	South Derbyshire
Repton Casuals FC	1x mini 7v7	Etwall Leisure Centre	3G	South Derbyshire
Repton Casuals FC	1x mini 7v7	Pingle Academy	3G	South Derbyshire
Robirch Junior FC	1x mini 7v7	Etwall Leisure Centre	3G	South Derbyshire
Rocester FC Juniors	1x mini 7v7	Etwall Leisure Centre	3G	South Derbyshire
Rocester FC Juniors	1x mini 7v7	Pingle Academy	3G	South Derbyshire
Rolleston Saturday FC	3x mini 7v7	Pingle Academy	3G	South Derbyshire
Rolleston Saturday FC	1x mini 7v7	Etwall Leisure Centre	3G	South Derbyshire
Rykneld Rangers FC	2x mini 7v7	Pingle Academy	3G	South Derbyshire
Rykneld Rangers FC	1x mini 7v7	Etwall Leisure Centre	3G	South Derbyshire
Stretton Eagles Junior FC	5x mini 7v7	Pingle Academy	3G	South Derbyshire
T S Sports	1x mini 7v7	Etwall Leisure Centre	3G	South Derbyshire
Tutbury Tigers FC	1x mini 7v7	Etwall Leisure Centre	3G	South Derbyshire
Tutbury Tigers FC	1x mini 7v7	Pingle Academy	3G	South Derbyshire
Uttoxeter Juniors FC	2x mini 7v7	Etwall Leisure Centre	3G	South Derbyshire

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Club	Exported demand (teams)	Venue	Surface	Local authority
Willington FC	1x mini 7v7	Pingle Academy	3G	South Derbyshire
Winshill FC	1x mini 7v7	Etwall Leisure Centre	3G	South Derbyshire
Winshill FC	1x mini 7v7	Pingle Academy	3G	South Derbyshire
Woodville Rangers FC	5x mini 7v7	Pingle Academy	3G	South Derbyshire

Imported demand

As well as exported demand, significant imported demand has been identified across East Staffordshire. In total, 56 teams travel to East Staffordshire to fulfil match demand, with this consisting of 15 youth 9v9 and 41 mini 5v5 teams; again, all of which derives from the Burton Junior Football League.

The largest imported demand is identified from Ashby United Community FC and Lichfield Mercia Juniors FC, both fielding eight teams in East Staffordshire respectively.

Table 2.13: Summary of imported match play demand from other local authorities

Club	Imported demand (teams)	Venue	Surface	Analysis area
Burton Junior Football League				
AFC Chellaston	3x mini 5v5	Marstons Sports & Social Club	Grass	Burton West
AFC Chellaston	2x mini 5v5	Pirelli Stadium (Burton Albion)	3G	Burton West
AFC Chellaston	1x mini 5v5	Washlands Sports & Social Club	Grass	Burton East
AFC Fradley	1x mini 5v5	Marstons Sports & Social Club	Grass	Burton West
AFC Fradley	2x youth 9v9	Shobnall Leisure Complex	Grass	Burton West
Albert Village Juniors FC	2x mini 5v5	Pirelli Stadium (Burton Albion)	3G	Burton West
Albert Village Juniors FC	1x youth 9v9	St George's Park National Football Centre	3G	Rural 1
Ashby Ivanhoe FC	2x mini 5v5	Pirelli Stadium (Burton Albion)	3G	Burton West
Ashby Ivanhoe FC	1x mini 5v5	Marstons Sports & Social Club	Grass	Burton West
Ashby Ivanhoe FC	2x youth 9v9	Shobnall Leisure Complex	Grass	Burton West
Ashby Ivanhoe FC	1x youth 9v9	St George's Park National Football Centre	3G	Rural 1
Ashby United Community FC	3x mini 5v5	Pirelli Stadium (Burton Albion)	3G	Burton West
Ashby United Community FC	1x mini 5v5	Burton Rugby Football Club	Grass	Burton West
Ashby United Community FC	2x mini 5v5	Washlands Sports & Social Club	Grass	Burton East
Ashby United Community FC	1x youth 9v9	Shobnall Leisure Complex	Grass	Burton West
Ashby United Community FC	1x youth 9v9	Washlands Sports & Social Club	Grass	Burton East
Doveridge Junior Boys FC	1x mini 5v5	Marstons Sports & Social Club	Grass	Burton West
Doveridge Junior Boys FC	1x mini 5v5	Burton Rugby Football Club	Grass	Burton West
Doveridge Junior Boys FC	1x youth 9v9	Shobnall Leisure Complex	Grass	Burton West

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Club	Imported demand (teams)	Venue	Surface	Analysis area
Doveridge Warriors FC	1x youth 9v9	St George's Park National Football Centre	3G	Rural 1
Etwall FC	1x mini 5v5	Pirelli Stadium (Burton Albion)	3G	Burton West
Etwall FC	1x mini 5v5	Washlands Sports & Social Club	Grass	Burton East
Lichfield City FC	2x mini 5v5	Pirelli Stadium (Burton Albion)	3G	Burton West
Lichfield City FC	1x mini 5v5	Burton Rugby Football Club	Grass	Burton West
Lichfield Mercia Juniors FC	2x mini 5v5	Pirelli Stadium (Burton Albion)	3G	Burton West
Lichfield Mercia Juniors FC	2x mini 5v5	Washlands Sports & Social Club	Grass	Burton East
Lichfield Mercia Juniors FC	2x mini 5v5	Burton Rugby Football Club	Grass	Burton West
Lichfield Mercia Juniors FC	1x youth 9v9	Shobnall Leisure Complex	Grass	Burton West
Lichfield Mercia Juniors FC	1x youth 9v9	Washlands Sports & Social Club	Grass	Burton East
Marlborough Rovers FC	1x mini 5v5	Marstons Sports & Social Club	Grass	Burton West
Marlborough Rovers FC	1x youth 9v9	Shobnall Leisure Complex	Grass	Burton West
Marlborough Rovers FC	2x youth 9v9	Shobnall Leisure Complex	Grass	Burton West
Mickleover Country Park FC	2x youth 9v9	Shobnall Leisure Complex	Grass	Burton West
Tamworth Academy	1x mini 5v5	Burton Rugby Football Club	Grass	Burton West
Whittington FC	1x mini 5v5	Pirelli Stadium (Burton Albion)	3G	Burton West
Whittington FC	2x mini 5v5	Marstons Sports & Social Club	Grass	Burton West
Whittington FC	1x youth 9v9	Washlands Sports & Social Club	Grass	Burton East
Whittington FC	2x youth 9v9	Shobnall Leisure Complex	Grass	Burton West

Latent demand

Of responding clubs, most (55%) indicate that they could field more teams if they had access to more pitches, which represents a significant level of latent demand and suggests existing capacity issues. The full list of responsive clubs which identify latent demand are:

- ✦ Barton Rovers Juniors FC
- ✦ Bulls Head Marchington FC
- ✦ Doveridge Girls Juniors FC
- ✦ Edgehill FC
- ✦ Hazara United FC
- ✦ Hilton Harriers FC
- ✦ Oldfields FC
- ✦ Stretton Eagles Juniors FC
- ✦ Uttoxeter Juniors FC
- ✦ Uttoxeter Town FC
- ✦ Winshill FC

In total, latent demand amounts to 0.5 match equivalent sessions (Rural 1) on adult pitches, four on youth 11v11 pitches (three in Burton West and one in Uttoxeter), 0.5 on youth 9v9 pitches (Burton West) and one on mini 5v5 pitches (Burton West).

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

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

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

Future demand

Future demand can be defined via several ways, including through participation increases and by using population forecasts.

Participation growth

To coincide with the previous PPOSS study, clubs' aspirational future demand has been applied to forecast the growth in number of teams across East Staffordshire. From respondents, eight clubs report aspirations to increase the number of teams that they provide in the future and quantify this potential growth. This equates to a predicted growth of 21 teams.

Please see the table below for a summary.

Table 2.14: Potential team increases identified by clubs

Club	Analysis area	Future demand	Pitch type	Match equivalent sessions ²
Belvedere Park FC	Burton West	2 x mini 5v5	Mini 5v5	1
Bulls Head Marchington FC	Rural 1	1 x youth 11v11 girls'	Youth 11v11	0.5
Doveridge Juniors FC	Uttoxeter	2 x mini 5v5	Mini 5v5	1
Doveridge Juniors FC	Uttoxeter	2 x mini 7v7	Mini 7v7	1
Doveridge Juniors FC	Uttoxeter	1 x youth 9v9 boys'	Youth 9v9	0.5
Doveridge Juniors FC	Uttoxeter	1 x youth 9v9 girls'	Youth 9v9	0.5
Doveridge Juniors FC	Uttoxeter	1 x youth 11v11 boys'	Youth 11v11	0.5
Doveridge Juniors FC	Uttoxeter	1 x youth 11v11 girls'	Youth 11v11	0.5
Doveridge Juniors FC	Uttoxeter	1 x adult women's	Adult	0.5
Hazara United FC	Burton West	2 x youth 11v11 boys'	Youth 11v11	1
Hazara United FC	Burton West	1 x adult men's	Adult	0.5
Stapenhill Swans Juniors FC	Burton West	1 x mini 5v5	Mini 5v5	0.5
Stretton Eagles Junior FC	Burton West	1 x youth 9v9 girls'	Youth 9v9	0.5
Uttoxeter Juniors FC	Uttoxeter	1 x youth 9v9 girls'	Youth 9v9	0.5
Winshill FC	Burton West	1 x mini 5v5	Mini 5v5	0.5
Winshill FC	Burton West	2 x mini 7v7	Mini 7v7	1
-	-	-	Total	10.5

The total future demand expressed by clubs amounts to 10.5 match equivalent sessions per week. Most of this is identified in both the Burton West and Uttoxeter analysis areas (five match equivalent sessions), whilst no match equivalent sessions are identified in both Burton East and Rural 2 analysis areas. This is shown further in the following table.

² Two teams require one pitch to account for playing on a home and away basis. Therefore 0.5 pitches can therefore be seen in the table where there is latent demand for one team.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 2.15: Summary of future demand expressed by clubs

Analysis area	Future demand (match equivalent sessions)					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Burton East	-	-	-	-	-	0
Burton West	0.5	1	0.5	1	2	5
Rural 1	-	0.5	-	-	-	0.5
Rural 2	-	-	-	-	-	0
Uttoxeter	0.5	1	1.5	1	1	5
East Staffordshire	1	2.5	2	2	3	10.5

Most future demand is expressed for mini 5v5 pitches (three match equivalent sessions per week), whilst none is expressed for adult pitches.

Future population growth

Based on population projections to 2031 (the period to which this assessment projects population based future demand), Sport England's Playing Pitch Calculator can estimate the likely additional demand for grass football pitches that will arise from any growth. This is through using the current and future populations in each of the relevant age groups together with the current team numbers. Team generation rates have then been established to understand how much growth is required to establish one new team.

For reference, total current population in East Staffordshire of 124,009 is projected to increase to 127,320 by 2031. The table below shows the number of new teams that will be generated by the new population and the requisite match equivalent sessions this will create.

Table 2.16: Projected future demand from population growth

Age group	Team generation rate	Number of new teams generated by the new population	Number of new teams generated by the new population - rounded figure	Match equivalent session ³
Adult Mens (18-45)	1:579	1.03	1	0.5
Adult Womens (18-45)	1:4058	0.14	-	0
Youth Boys (12-17)	1:57	1.42	1	0.5
Youth Girls (12-17)	1:264	0.30	-	0
Youth Boys (10-11)	1:29	1.55	2	1
Youth Girls (10-11)	1:499	0.08	-	0
Mini Mixed (8-9)	1:261	0.33	-	0
Mini Mixed (6-7)	1:43	1.93	2	1

As seen, it is anticipated that there will be a growth of one adult, one youth 11v11, two youth 9v9 and two mini 5v5 teams. This represents relatively modest growth.

At a localised level, the principal future demand generated is identified in the Burton West Analysis Area with three match equivalent sessions (six teams), whilst the remaining analysis areas would not yield any match equivalent sessions.

³ Two teams require one pitch to account for playing on a home and away basis; therefore, one team accounts to 0.5 match equivalent sessions on their relevant pitch type.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 2.17: Summary of future demand generated via population growth (by analysis area)

Analysis area	Future demand (match equivalent sessions)					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Burton East	-	-	-	-	-	0
Burton West	0.5	0.5	1	-	1	3
Rural 1	-	-	-	-	-	0
Rural 2	-	-	-	-	-	0
Uttoxeter	-	-	-	-	-	0
East Staffordshire	0.5	0.5	1	0	1	3

Future demand summary

As previously mentioned, to draw comparisons from the previous PPOSS study, clubs' aspirational future demand has been applied to the supply and demand analysis.

The proceeding Strategy & Action Plan document will contain housing growth scenarios that will estimate the additional demand for football arising from housing developments within East Staffordshire.

2.4: Capacity analysis

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

As a guide, the FA has set a standard number of matches that each grass pitch type should be able to accommodate without it adversely affecting its current quality.

Taking into consideration the guidelines on capacity, the following ratings were used in East Staffordshire:

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

Table 2.20 applies the above pitch ratings against the actual level of weekly play recorded to determine a capacity rating as follows:

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

Match equivalent sessions

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

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

One team accessing one pitch is considered to use the pitch for 0.5 match equivalent sessions per week. This is based on them playing home and away fixtures on an alternate basis (therefore only requiring access to their home pitch every two weeks).

Education sites

To account for curricular/extra-curricular use of education pitches, the current usage of such sites needs to be adjusted. The only time this would not happen is when a school does not use its pitches at all and the sole use is community use. The adjustment is typically dependent on the amount of play carried out, the number of pitches on site and whether there is access to an on-site AGP (as this can result in less grass pitch use).

In some cases, where there is no identified community use, there is little capacity to accommodate further play. Internal usage often exceeds recommended pitch capacity, which is further exacerbated by basic maintenance regimes that may not extend beyond grass cutting and line marking. As such, where not overplayed as a result of community use, many school sites are considered to have no spare capacity to accommodate further usage based on assumed curricular and extra-curricular activity.

For school sites which are available for community use, current play has been increased on a site-by-site basis following consultation with the providers. Generally, usage is increased by one match equivalent session per pitch; however, in some cases, further use is added when it is known that a particular provider uses a particular pitch heavily.

Informal use

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

Peak time

Spare capacity can only be considered as actual spare capacity if pitches are available at peak time, which can differ for each pitch type depending on when leagues operate for each format of play. In East Staffordshire, peak time is considered to be Sunday AM for adult and youth 9v9, whilst Saturday AM is the peak time for the remaining pitch types. As such, peak time varies by playing format, as shown in the table below.

Table 2.18: Summary of peak time for playing formats

Playing format	Peak time
Adult	Sunday AM
Youth 11v11	Saturday AM
Youth 9v9	Sunday AM
Mini 7v7	Saturday AM
Mini 5v5	Saturday AM

On occasion, spare capacity in the peak period is identified despite the pitch being played to capacity or overplayed, or more spare capacity is identified in the peak period than the overall spare capacity that exists. This is because most or all of the use on those particular pitches occurs outside of the peak period. Where this is the case, given that peak time usage should not be utilised over and above overall capacity, adjustments have been made.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

A pitch is only said to have 'actual spare capacity' if it is available for community use and available at the peak time for that format of play. Any pitch not meeting this criterion is therefore not considered to have additional capacity, although it may have capacity outside of peak time. There may also be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as actual spare capacity against the site. For example, a site may be managed to operate slightly below full capacity to ensure that it can cater for a number of regular friendly matches and activities that take place but are difficult to quantify on a weekly basis.

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

The table below identifies the way actual spare capacity is represented in Table 2.20.

Table 2.19: Spare capacity examples

Spare capacity in peak period (examples)	Explanation of spare capacity
1	If the cell is highlighted in green with a number, it means that the pitches have actual spare capacity at peak time.
-	If the cell has a dash in it, this means that the pitch is unavailable in the peak period. If it was to be made available, actual spare capacity could exist.
0	If the cell has a 0 in it, this means that the pitch is played to capacity, either overall or during the peak period.
1	If the cell has a number in it but is not highlighted, it means the pitch has spare capacity in the peak period; however, this is discounted. This is most commonly due to unsecure tenure and/or poor pitch quality.

**EAST STAFFORDSHIRE BOROUGH COUNCIL
PLAYING PITCH & OUTDOOR SPORTS STRATEGY**

Table 2.20: Football pitch capacity analysis

Site ID	Site name	Post code	Analysis Area	Management	Type of tenure ⁴	Pitch type	Pitch size	Available for community use?	Quality rating	No. of pitches	Current play (match sessions)	Site capacity (match sessions)	Overused (+), At Capacity (!) or Potential to Accommodate additional play (-)	Spare capacity available in peak period (match sessions)	Comments
1	Abbot Beyne School	DE15 0JL	Burton East	School	Unsecure	Mini	(5v5)	No	Standard	1	-	-	-	-	Unavailable for community use.
2	Abbot Beyne-Evershed Building	DE15 0BA	Burton East	School	Unsecure	Adult		Yes	Standard	1	1.5	2	0.5	0.5	Spare capacity discounted due to unsecure tenure.
2	Abbot Beyne-Evershed Building	DE15 0BA	Burton East	School	Unsecure	Youth	(11v11)	Yes	Standard	2	4	4	0	0	Played to capacity.
2	Abbot Beyne-Evershed Building	DE15 0BA	Burton East	School	Unsecure	Youth	(9v9)	Yes	Standard	1	1	2	1	1	Spare capacity discounted due to unsecure tenure.
2	Abbot Beyne-Evershed Building	DE15 0BA	Burton East	School	Unsecure	Mini	(7v7)	Yes	Standard	1	1	4	3	1	Spare capacity discounted due to unsecure tenure.
4	Anglesey Community Park	DE14 3PQ	Burton West	Council	Secure	Youth	(11v11)	Yes	Standard	1	0	2	2	1	Actual spare capacity.
7	Bramshall Road	ST14 5BE	Uttoxeter	Sports Club	Secure	Youth	(11v11)	Yes	Standard	1	0.5	2	1.5	0.5	Actual spare capacity.
8	Burton Rugby Football Club	DE14 3RH	Burton West	Sports Club	Secure	Mini	(5v5)	Yes	Standard	2	8.5	8	0.5	-	Overplayed.
8	Burton Rugby Football Club	DE14 3RH	Burton West	Sports Club	Secure	Mini	(7v7)	Yes	Poor	2	3.5	4	0.5	0	Spare capacity discounted due to poor pitch quality.
9	Craythorne Fields	DE13 9AZ	Rural 1	Parish Council	Secure	Mini	(5v5)	Yes	Poor	1	0	2	2	1	Spare capacity discounted due to poor pitch quality.
9	Craythorne Fields	DE13 9AZ	Rural 1	Parish Council	Secure	Youth	(11v11)	Yes	Standard	1	0.5	2	1.5	1	Actual spare capacity.
9	Craythorne Fields	DE13 9AZ	Rural 1	Parish Council	Secure	Youth	(9v9)	Yes	Poor	1	0.5	1	0.5	1	Spare capacity discounted due to poor pitch quality.
9	Craythorne Fields	DE13 9AZ	Rural 1	Parish Council	Secure	Mini	(7v7)	Yes	Standard	1	0	4	4	1	Actual spare capacity.
9	Craythorne Fields	DE13 9AZ	Rural 1	Parish Council	Secure	Adult		Yes	Standard	1	0	2	2	1	Actual spare capacity.
14	Elkes Social Club	ST14 7LU	Uttoxeter	Commercial	Secure	Youth	(11v11)	Yes	Poor	1	1	1	0	0	Played to capacity.
15	Eton Community Park	DE14 2SP	Burton West	Council	Secure	Youth	(11v11)	Yes	Poor	1	0	1	1	1	Spare capacity discounted due to poor pitch quality.
16	Heath Road	DE15 9LQ	Burton East	Council	Secure	Youth	(9v9)	Yes	Standard	1	1	2	1	1	Actual spare capacity.
17	Hillfield Lane	DE13 0BL	Burton West	Council	Secure	Adult		Yes	Poor	2	2.5	2	0.5	-	Overplayed.
19	Holland Sports Club	DE13 8BB	Rural 1	Sports Club	Secure	Youth	(11v11)	Yes	Poor	1	4	2	2	-	Overplayed.
19	Holland Sports Club	DE13 8BB	Rural 1	Sports Club	Secure	Youth	(9v9)	Yes	Standard	1	0.5	2	1.5	0.5	No spare capacity within the peak period.

⁴ Unless local information suggests otherwise it can be assumed that the availability of all pitches in Council, town and parish council and sports club ownership will be secure.

**EAST STAFFORDSHIRE BOROUGH COUNCIL
PLAYING PITCH & OUTDOOR SPORTS STRATEGY**

Site ID	Site name	Post code	Analysis Area	Management	Type of tenure ⁴	Pitch type	Pitch size	Available for community use?	Quality rating	No. of pitches	Current play (match sessions)	Site capacity (match sessions)	Overused (+), At Capacity (/) or Potential to Accommodate additional play (-)	Spare capacity available in peak period (match sessions)	Comments
20	Horninglow Community Park	DE13 0LW	Burton West	Council	Secure	Youth	(11v11)	Yes	Standard	1	0	2	2	1	Actual spare capacity.
21	JCB Lakeside Sports and Social Club	ST14 5HY	Rural 2	Private	Unsecure	Youth	(9v9)	Yes	Standard	1	0	2	2	1	Spare capacity discounted due to unsecure tenure.
21	JCB Lakeside Sports and Social Club	ST14 5HY	Rural 2	Private	Unsecure	Adult		Yes	Standard	1	0	2	2	1	Spare capacity discounted due to unsecure tenure.
22	John Taylor High School	DE13 8AZ	Rural 1	School	Unsecure	Youth	(9v9)	No	Standard	2	-	-	-	-	Unavailable for community use.
24	Kingstone Recreation Ground	ST14 8QS	Rural 2	Council	Secure	Youth	(11v11)	Yes	Good	1	0.5	4	3.5	0.5	Actual spare capacity.
25	Leigh Recreation Ground	ST10 4SR	Rural 2	Council	Secure	Youth	(11v11)	Yes	Poor	1	0	1	1	1	Spare capacity discounted due to poor pitch quality.
26	Loxley Hall School	ST14 8RS	Rural 2	School	Unsecure	Mini	(7v7)	No	Standard	1	-	-	-	-	Unavailable for community use.
26	Loxley Hall School	ST14 8RS	Rural 2	School	Unsecure	Youth	(11v11)	No	Standard	1	-	-	-	-	Unavailable for community use.
28	Marstons Sports and Social Club	DE14 2BG	Burton West	Commercial	Secure	Mini	(5v5)	Yes	Good	5	13.5	30	16.5	0	No spare capacity within the peak period.
28	Marstons Sports and Social Club	DE14 2BG	Burton West	Commercial	Secure	Youth	(11v11)	Yes	Good	1	2	4	2	0	No spare capacity within the peak period.
29	Mayfield Playing Field	DE6 2HW	Rural 2	Community Organisation	Secure	Youth	(11v11)	Yes	Standard	1	0	2	2	1	Actual spare capacity.
30	Meadow Lane	DE13 0DA	Burton West	Council	Secure	Youth	(11v11)	Yes	Standard	1	2	2	0	0	Played to capacity.
33	New Inn Tutbury	DE13 9HA	Rural 1	Council	Secure	Youth	(11v11)	Yes	Poor	1	1	1	0	0	Played to capacity.
34	Newton Road Recreation Ground	DE15 0TX	Burton East	Council	Secure	Mini	(7v7)	Yes	Poor	1	0	2	2	1	Spare capacity discounted due to poor pitch quality.
34	Newton Road Recreation Ground	DE15 0TX	Burton East	Council	Secure	Youth	(11v11)	Yes	Poor	1	0	1	1	1	Spare capacity discounted due to poor pitch quality.
35	Oldfields Sports Ground	ST14 7JX	Uttoxeter	Sports Club	Secure	Adult		Yes	Good	1	1.5	3	1.5	0.5	Actual spare capacity.
36	Outwoods Primary School	DE13 0AS	Rural 1	School	Unsecure	Mini	(7v7)	Yes	Standard	2	2.5	8	5.5	1.5	Spare capacity discounted due to unsecure tenure.
36	Outwoods Primary School	DE13 0AS	Rural 1	School	Unsecure	Youth	(11v11)	Yes	Standard	1	1.5	2	0.5	1	Spare capacity discounted due to unsecure tenure.
36	Outwoods Primary School	DE13 0AS	Rural 1	School	Unsecure	Youth	(9v9)	Yes	Standard	1	1.5	2	0.5	0.5	Spare capacity discounted due to unsecure tenure.
37	Paget High School	DE14 3DR	Burton West	School	Unsecure	Youth	(11v11)	Yes	Standard	2	2	4	2	2	Spare capacity discounted due to unsecure tenure.

**EAST STAFFORDSHIRE BOROUGH COUNCIL
PLAYING PITCH & OUTDOOR SPORTS STRATEGY**

Site ID	Site name	Post code	Analysis Area	Management	Type of tenure ⁴	Pitch type	Pitch size	Available for community use?	Quality rating	No. of pitches	Current play (match sessions)	Site capacity (match sessions)	Overused (+), At Capacity (/) or Potential to Accommodate additional play (-)	Spare capacity available in peak period (match sessions)	Comments
37	Paget High School	DE14 3DR	Burton West	School	Unsecure	Adult		Yes	Standard	1	1	2	1	1	Spare capacity discounted due to unsecure tenure.
38	Paulet High School	DE15 9RT	Burton East	School	Unsecure	Youth	(11v11)	No	Standard	1	-	-	-	-	Unavailable for community use.
39	Pennycroft Community Park	ST14 7BW	Uttoxeter	Council	Secure	Youth	(11v11)	Yes	Poor	2	2	2	0	0	Played to capacity.
40	Pirelli Stadium (Burton Albion)	DE13 0AR	Burton West	Sports Club	Secure	Adult		No	Good	1	-	-	-	-	Unavailable for community use.
41	Rangemore Playing Field	DE13 9RW	Rural 1	Council	Secure	Adult		Yes	Poor	1	0	1	1	1	Spare capacity discounted due to poor pitch quality.
42	Robert Sutton Catholic School	DE15 9SD	Burton East	School	Unsecure	Youth	(11v11)	Yes	Standard	1	1	2	1	1	Spare capacity discounted due to unsecure tenure.
43	Rocester Football Club	ST14 5JX	Rural 2	Sports Club	Unsecure	Adult		Yes	Standard	1	1.5	2	0.5	0.5	Spare capacity discounted due to unsecure tenure.
45	Shobnall Leisure Complex	DE14 2BB	Burton West	Carlsberg/Council	Secure	Adult		Yes	Standard	4	3	8	5	1	Actual spare capacity.
45	Shobnall Leisure Complex	DE14 2BB	Burton West	Carlsberg/Council	Secure	Youth	(11v11)	Yes	Standard	1	2	2	0	0	Played to capacity.
45	Shobnall Leisure Complex	DE14 2BB	Burton West	Carlsberg/Council	Secure	Youth	(9v9)	Yes	Standard	8	25	16	9	-	Overplayed.
46	Shobnall Primary School	DE14 2BB	Burton West	School	Unsecure	Mini	(5v5)	No	Poor	1	-	-	-	-	Unavailable for community use.
47	Shobnall Sports and Social Club	DE14 2BB	Burton West	Sports Club	Secure	Adult		Yes	Standard	2	2.5	4	1.5	0	No spare capacity within the peak period.
48	Silver Lane	ST14 8LL	Rural 1	Council	Secure	Mini	(7v7)	Yes	Good	1	1	6	5	1	Actual spare capacity.
48	Silver Lane	ST14 8LL	Rural 1	Council	Secure	Adult		Yes	Good	1	0	3	3	0	No spare capacity within the peak period.
49	St George's Park National Football Centre	DE13 9PD	Rural 1	Other	Secure	Adult		No	Good	9	-	-	-	-	Unavailable for community use.
50	The De Ferrers Academy - Dove Campus	DE13 0AS	Rural 1	School	Unsecure	Youth	(11v11)	Yes	Standard	2	4	4	0	0	Played to capacity.
50	The De Ferrers Academy - Dove Campus	DE13 0AS	Rural 1	School	Unsecure	Youth	(9v9)	Yes	Standard	1	1.5	2	0.5	0.5	Spare capacity discounted due to unsecure tenure.
50	The De Ferrers Academy - Dove Campus	DE13 0AS	Rural 1	School	Unsecure	Mini	(7v7)	Yes	Standard	1	1	4	3	1	Spare capacity discounted due to unsecure tenure.
51	The De Ferrers Academy - Trent Campus	DE13 0LL	Burton West	School	Unsecure	Mini	(5v5)	Yes	Standard	6	6	24	18	6	Spare capacity discounted due to unsecure tenure.

**EAST STAFFORDSHIRE BOROUGH COUNCIL
PLAYING PITCH & OUTDOOR SPORTS STRATEGY**

Site ID	Site name	Post code	Analysis Area	Management	Type of tenure ⁴	Pitch type	Pitch size	Available for community use?	Quality rating	No. of pitches	Current play (match sessions)	Site capacity (match sessions)	Overused (+), At Capacity (!) or Potential to Accommodate additional play (-)	Spare capacity available in peak period (match sessions)	Comments
51	The De Ferrers Academy - Trent Campus	DE13 0LL	Burton West	School	Unsecure	Youth	(11v11)	Yes	Standard	1	1	2	1	1	Spare capacity discounted due to unsecure tenure.
52	The Fountains High School	DE13 0HB	Burton West	School	Unsecure	Mini	(5v5)	No	Standard	1	-	-	-	-	Unavailable for community use.
52	The Fountains High School	DE13 0HB	Burton West	School	Unsecure	Youth	(11v11)	No	Standard	1	-	-	-	-	Unavailable for community use.
53	The Marlpit	DE14 2BX	Burton West	Council	Secure	Adult		Yes	Standard	1	4.5	2	2.5	-	Overplayed.
53	The Marlpit	DE14 2BX	Burton West	Council	Secure	Youth	(9v9)	Yes	Standard	1	1.5	2	0.5	0	No spare capacity within the peak period.
54	Thomas Alleyne's High School	ST14 8DU	Uttoxeter	School	Unsecure	Mini	(5v5)	Yes	Poor	1	1	2	1	1	Spare capacity discounted due to unsecure tenure and poor pitch quality.
54	Thomas Alleyne's High School	ST14 8DU	Uttoxeter	School	Unsecure	Youth	(11v11)	Yes	Poor	3	3	3	0	0	Played to capacity.
57	Washlands Sports And Social Club	DE14 1TD	Burton West	Commercial	Secure	Mini	(5v5)	Yes	Standard	2	10	8	2	-	Overplayed.
57	Washlands Sports And Social Club	DE14 1TD	Burton West	Commercial	Secure	Mini	(7v7)	Yes	Standard	1	0	4	4	1	Actual spare capacity.
57	Washlands Sports And Social Club	DE14 1TD	Burton West	Commercial	Secure	Youth	(9v9)	Yes	Standard	2	7	4	3	-	Overplayed.
57	Washlands Sports And Social Club	DE14 1TD	Burton West	Commercial	Secure	Youth	(11v11)	Yes	Standard	3	4	6	2	2	Actual spare capacity.
58	Weaverslake Sports Club	DE13 8NB	Rural 1	Sports Club	Secure	Youth	(11v11)	Yes	Standard	1	1	2	1	0	No spare capacity within the peak period.
59	Windsor Park C of E Middle School	ST14 7JX	Uttoxeter	School	Unsecure	Youth	(9v9)	Yes	Standard	2	2.5	4	1.5	2	Spare capacity discounted due to unsecure tenure.
62	Edge Hill Recreation Ground	DE15 9NR	Burton East	Council	Secure	Adult		Yes	Standard	1	0	2	2	1	Actual spare capacity.
62	Edge Hill Recreation Ground	DE15 9NR	Burton East	Council	Secure	Youth	(11v11)	Yes	Standard	1	0	2	2	1	Actual spare capacity.
65	Ryecroft Middle School	ST14 5JR	Rural 2	School	Unsecure	Youth	(11v11)	No	Standard	1	-	-	-	-	Unavailable for community use.
67	Eton Park Junior School	DE14 2AQ	Burton West	School	Unsecure	Mini	(5v5)	No	Standard	2	-	-	-	-	Unavailable for community use.
68	Richard Wakefield CE Primary School	DE13 9NR	Rural 1	School	Unsecure	Youth	(11v11)	Yes	Poor	1	2	1	1	-	Overplayed.
70	Oldfields Hall Middle School	ST14 7PL	Uttoxeter	School	Unsecure	Youth	(11v11)	No	Good	1	-	-	-	-	Unavailable for community use.
70	Oldfields Hall Middle School	ST14 7PL	Uttoxeter	School	Unsecure	Youth	(9v9)	No	Good	1	-	-	-	-	Unavailable for community use.
73	Picknalls Fist School	ST14 7QL	Uttoxeter	School	Unsecure	Mini	(5v5)	Yes	Standard	2	2	8	6	2	Spare capacity discounted due to unsecure tenure.

**EAST STAFFORDSHIRE BOROUGH COUNCIL
PLAYING PITCH & OUTDOOR SPORTS STRATEGY**

Site ID	Site name	Post code	Analysis Area	Management	Type of tenure ⁴	Pitch type	Pitch size	Available for community use?	Quality rating	No. of pitches	Current play (match sessions)	Site capacity (match sessions)	Overused (+), At Capacity (/) or Potential to Accommodate additional play (-)	Spare capacity available in peak period (match sessions)	Comments
74	St. Modwen's Catholic Primary School	DE13 0AJ	Rural 1	School	Unsecure	Mini	(5v5)	No	Standard	1	-	-	-	-	Unavailable for community use.
80	Tower View Primary School	DE15 9AP	Burton East	School	Unsecure	Mini	(5v5)	No	Standard	2	-	-	-	-	Unavailable for community use.
120	Rykneld Primary School	DE14 3EX	Burton West	School	Unsecure	Mini	(5v5)	Yes	Poor	1	1	2	1	1	Spare capacity discounted due to unsecure tenure and poor pitch quality.
121	St Mary's C.E.First School	ST14 7LX	Uttoxeter	School	Unsecure	Mini	(5v5)	Yes	Standard	1	1	4	3	1	Spare capacity discounted due to unsecure tenure.
124	All Saints' First School	ST14 5HT	Rural 2	School	Unsecure	Mini	(5v5)	No	Standard	1	-	-	-	-	Unavailable for community use.
126	Winshill Village Primary and Nursery School	DE15 0DH	Burton East	School	Unsecure	Mini	(5v5)	No	Standard	1	-	-	-	-	Unavailable for community use.
126	Winshill Village Primary and Nursery School	DE15 0DH	Burton East	School	Unsecure	Mini	(7v7)	No	Standard	1	-	-	-	-	Unavailable for community use.
129	Old Abbots Bromley School Playing Field	WS15 3BW	Rural 2	School	Unsecure	Youth	(11v11)	Yes	Poor	1	3.5	1	2.5	-	Overplayed.
130	Abbots Bromley Sports Association	WS15 3DR	Rural 2	Sports Association	Secure	Youth	(11v11)	Yes	Poor	1	1	2	1	1	Spare capacity discounted due to poor pitch quality.
130	Abbots Bromley Sports Association	WS15 3DR	Rural 2	Sports Association	Secure	Adult		Yes	Standard	1	1.5	2	0.5	-	No spare capacity within the peak period.
131	Newton Park	DE15 0TZ	Burton East	Council	Secure	Youth	(11v11)	Yes	Poor	1	0	1	1	1	Spare capacity discounted due to poor pitch quality.
132	Scienta Academy	DE13 0UF	Burton West	School	Unsecure	Mini	(7v7)	No	Standard	1	-	-	-	-	Unavailable for community use.
139	John Taylor Free School	DE13 9SA	Burton West	School	Unsecure	Youth	(11v11)	Yes	Poor	2	2	2	0	-	Played to capacity.
139	John Taylor Free School	DE13 9SA	Burton West	School	Unsecure	Mini	(7v7)	Yes	Poor	1	1	2	1	-	Spare capacity discounted due to poor pitch quality and unsecure tenure.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Actual spare capacity

The table below identifies actual spare capacity by site and pitch type across East Staffordshire. It totals 15.5 match equivalent sessions per week and is identified across 21 pitches at 12 sites.

Table 2.21: Actual (peak time) spare capacity site by site

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating (match sessions)
4	Anglesey Community Park	Burton West	Youth (11v11)	1	1
7	Bramshall Road	Uttoxeter	Youth (11v11)	1	0.5
9	Craythorne Fields	Rural 1	Mini (7v7)	1	1
9	Craythorne Fields	Rural 1	Youth (11v11)	1	1
9	Craythorne Fields	Rural 1	Adult	1	1
16	Heath Road	Burton East	Youth (9v9)	1	1
20	Horninglow Community Park	Burton West	Youth (11v11)	1	1
24	Kingstone Recreation Ground	Rural 2	Youth (11v11)	1	0.5
29	Mayfield Playing Field	Rural 2	Youth (11v11)	1	1
35	Oldfields Sports Ground	Uttoxeter	Adult	1	0.5
45	Shobnall Leisure Complex	Burton West	Adult	4	1
48	Silver Lane	Rural 1	Mini (7v7)	1	1
57	Washlands Sports And Social Club	Burton West	Mini (7v7)	1	1
57	Washlands Sports And Social Club	Burton West	Youth (11v11)	3	2
62	Edge Hill Recreation Ground	Burton East	Youth (11v11)	1	1
62	Edge Hill Recreation Ground	Burton East	Adult	1	1
-	-	-	Total	21	15.5

Actual spare capacity is broken down by analysis area and pitch type in the table below. As seen, most actual spare capacity is identified on youth 11v11 pitches (eight match equivalent sessions per week) and in the Burton West Analysis Area (six match equivalent sessions per week).

Table 2.22: Actual spare capacity summary

Analysis area	Actual spare capacity (match sessions per week)					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Burton East	1	1	1	-	-	3
Burton West	1	4	-	1	-	6
Rural 1	1	1	-	2	-	4
Rural 2	-	1.5	-	-	-	1.5
Uttoxeter	0.5	0.5	-	-	-	1
East Staffordshire	3.5	8	1	3	0	15.5

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Overplay

Overplay occurs when there is more play accommodated on a site than it can sustain (based on its quality rating), which can often be due to the low carrying capacity of pitches. In East Staffordshire, 20 pitches across eight sites are overplayed by a combined total of 23 match equivalent sessions per week.

Table 2.23: Overplay site-by-site

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating (match sessions)
8	Burton Rugby Football Club	Burton West	Mini (5v5)	2	0.5
17	Hillfield Lane	Burton West	Adult	2	0.5
19	Holland Sports Club	Burton West	Youth (11v11)	1	2
45	Shobnall Leisure Complex	Burton West	Youth (9v9)	8	9
53	The Marlpit	Burton West	Adult	1	2.5
57	Washlands Sports And Social Club	Burton West	Mini (5v5)	2	2
57	Washlands Sports And Social Club	Burton West	Youth (9v9)	2	3
68	Richard Wakefield CE Primary School	Rural 1	Youth (11v11)	1	1
129	Old Abbots Bromley School Playing Field	Rural 2	Youth (11v11)	1	2.5
-	-	-	Totals	20	23

Overplay is broken down by analysis area and pitch type in the following table. The highest level of overplay is identified on youth 9v9 pitches (12 match equivalent sessions each per week) and in the Burton West Analysis Area (19.5 match equivalent sessions per week).

Table 2.24: Overplay summary

Analysis area	Overplay (match sessions per week)					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Burton East	-	-	-	-	-	0
Burton West	3	2	12	-	2.5	19.5
Rural 1	-	1	-	-	-	1
Rural 2	-	2.5	-	-	-	2.5
Uttoxeter	-	-	-	-	-	0
East Staffordshire	3	5.5	12	0	2.5	23

Five of the 20 overplayed pitches in East Staffordshire have a shortfall due to their poor quality, the remaining are all standard quality and is a contributing factor to the overplay.

2.5: Supply and demand analysis

Having considered supply and demand, the tables below identify current demand (i.e., spare capacity taking away overplay) in each of the analysis areas for the different pitch types, based on match equivalent sessions. Future demand is then also considered, based on future growth identified through participation increases.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

To note, exported demand has not been considered in the supply and demand analysis as it is unlikely that such exported demand from the Burton Junior Football League would return to East Staffordshire as it currently operates as a central venue league. However, in the proceeding Strategy Report, a scenario will detail the impact of such exported demand returning to the Borough if home and away was ever introduced in the future.

Adult football

Overall, in East Staffordshire adult pitches are currently operating with spare capacity amounting to 0.5 match equivalent sessions per week. Notwithstanding this, a localised shortfall is present in the Burton West Analysis Area.

Table 2.25: Supply and demand position for adult pitches

Analysis area	Actual spare capacity	Demand (match equivalent sessions)	
		Overplay	Current total
Burton East	1	-	1
Burton West	1	3	2
Rural 1	1	-	1
Rural 2	-	-	0
Uttoxeter	0.5	-	0.5
East Staffordshire	3.5	3	0.5

When accounting for future demand through population growth, two additional teams are expected to be generated (one match equivalent sessions per week), leading to overall shortfall of 0.5 match equivalent sessions per week, as seen below.

Table 2.26: Future supply and demand position for adult pitches

Analysis area	Demand (match equivalent sessions per week)		
	Current total	Future demand	Future total
Burton East	1	-	1
Burton West	2	0.5	2.5
Rural 1	1	-	1
Rural 2	0	-	0
Uttoxeter	0.5	0.5	0
East Staffordshire	0.5	1	0.5

Youth 11v11 football

Overall, in East Staffordshire youth 11v11 pitches are currently operating with spare capacity of 2.5 match equivalent sessions per week. Contrastingly, at a localised level, a shortfall is evident in the Rural 2 Analysis Area.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 2.27: Supply and demand position for youth 11v11 pitches

Analysis area	Actual spare capacity ⁵	Demand (match equivalent sessions)	
		Overplay	Current total
Burton East	1	-	1
Burton West	4	2	2
Rural 1	1	1	0
Rural 2	1.5	2.5	1
Uttoxeter	0.5	-	0.5
East Staffordshire	8	5.5	2.5

When accounting for future demand through population growth, five additional teams are expected to be generated (2.5 match equivalent sessions per week), leading to an overall balanced capacity.

Table 2.28: Future supply and demand position for youth 11v11 pitches

Analysis area	Demand (match equivalent sessions per week)		
	Current total	Future demand	Future total
Burton East	1	-	1
Burton West	2	1	1
Rural 1	0	0.5	0.5
Rural 2	1	-	1
Uttoxeter	0.5	1	0.5
East Staffordshire	2.5	2.5	0

Youth 9v9 football

Overall, in East Staffordshire youth 9v9 pitches are currently operating with a large shortfall of 11 match equivalent sessions per week. Contrastingly, at a localised level, spare capacity is evident Burton East Analysis Area.

Table 2.29: Supply and demand position for youth 9v9 pitches

Analysis area	Actual spare capacity ⁶	Demand (match equivalent sessions)	
		Overplay	Current total
Burton East	1	-	1
Burton West	-	12	12
Rural 1	-	-	0
Rural 2	-	-	0
Uttoxeter	-	-	0
East Staffordshire	1	12	11

When accounting for future demand through population growth, four additional teams are expected to be generated (two match equivalent sessions per week), leading to an overall shortfall of 13 match equivalent session per week as seen overleaf.

⁵ In match equivalent sessions

⁶ In match equivalent sessions

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 2.30: Future supply and demand position for youth 9v9 pitches

Analysis area	Demand (match equivalent sessions per week)		
	Current total	Future demand	Future total
Burton East	1	-	1
Burton West	12	0.5	12.5
Rural 1	0	-	0
Rural 2	0	-	0
Uttoxeter	0	1.5	1.5
East Staffordshire	11	2	13

Mini 7v7 football

Overall, in East Staffordshire mini 7v7 pitches are currently operating with spare capacity of three match equivalent sessions per week.

Table 2.31: Supply and demand position for mini 7v7 pitches

Analysis area	Actual spare capacity ⁷	Demand (match equivalent sessions)	
		Overplay	Current total
Burton East	-	-	0
Burton West	1	-	1
Rural 1	2	-	2
Rural 2	-	-	0
Uttoxeter	-	-	0
East Staffordshire	3	0	3

When accounting for future demand through population growth, four additional teams are expected to be generated (two match equivalent sessions per week), leading to an overall spare capacity of one match equivalent session per week.

Table 2.32: Future supply and demand position for mini 7v7 pitches

Analysis area	Demand (match equivalent sessions per week)		
	Current total	Future demand	Future total
Burton East	0	-	0
Burton West	1	1	0
Rural 1	2	-	2
Rural 2	0	-	0
Uttoxeter	0	1	1
East Staffordshire	3	2	1

Mini 5v5 football

Overall, in East Staffordshire mini 5v5 pitches are currently operating with a shortfall of 2.5 match equivalent sessions per week. Contrastingly, at a localised level, each of the Burton East, Rural 1, Rural 2 and Uttoxeter analysis areas are at capacity.

⁷ In match equivalent sessions

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 2.33: Supply and demand position for mini 5v5 pitches

Analysis area	Actual spare capacity ⁸	Demand (match equivalent sessions)	
		Overplay	Current total
Burton East	-	-	0
Burton West	-	2.5	2.5
Rural 1	-	-	0
Rural 2	-	-	0
Uttoxeter	-	-	0
East Staffordshire	0	2.5	2.5

When accounting for future demand through population growth, six additional teams are expected to be generated (three match equivalent sessions per week), leading to overall shortfall of 5.5 match equivalent session per week as seen below.

Table 2.34: Future supply and demand position for mini 5v5 pitches

Analysis area	Demand (match equivalent sessions per week)		
	Current total	Future demand	Future total
Burton East	0	-	0
Burton West	2.5	2	4.5
Rural 1	0	-	0
Rural 2	0	-	0
Uttoxeter	0	1	1
East Staffordshire	2.5	3	5.5

2.6: Conclusion

Using the supply and demand tables above, the table below summarises the overall supply and demand balance by pitch type in East Staffordshire.

Table 2.35: Summary of supply and demand

Pitch type	Actual spare capacity ⁹	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Total
Adult	3.5	3	0.5	1	0.5
Youth 11v11	8	5.5	2.5	2.5	0
Youth 9v9	1	12	11	2	13
Mini 7v7	3	1	3	2	1
Mini 5v5	0	2.5	2.5	3	5.5

Overall, it is determined that there is currently a shortfall of youth 9v9 and mini 5v5 pitches. After factoring in future demand, a shortfall is created on adult pitches, whilst worsening on the youth 9v9 and mini 5v5 pitches. Nevertheless, a balanced capacity remains on youth 11v11, whilst one match equivalent session of spare capacity remains on mini 7v7 pitches. Due to the presence of the Burton Junior Football League, significant shortfalls can be seen amongst youth 9v9 pitches, with a large degree of imported demand occurring.

⁸ In match equivalent sessions

⁹ In match equivalent sessions

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Changes from the previous study

The table below identifies the current and future totals from the 2018 study in comparison to the current conclusion. As can be seen, the current shortfall has diminished on adult, youth 9v9 and mini 5v5 pitches and has been eradicated on youth 11v11 pitches, with spare capacity evident. Additionally, spare capacity has remained the same.

Table 2.36: Comparison of supply and demand from the previous study

Analysis areas	2018 current total	2023 current total	2018 study's future total	2023 study's future total
Adult	2	0.5	5.5	0.5
Youth 11v11	4	2.5	10.5	0
Youth 9v9	31	11	33	13
Mini 7v7	3	3	2.5	1
Mini 5v5	11	2.5	19.5	5.5

When examining the future totals, there are still shortfalls for youth 9v9 and mini 5v5 pitches; however, these are far less substantial than 2018 future totals. Contrastingly, for adult and youth 11v11 pitches, future shortfalls have diminished with the former showing a slight shortfall still (0.5 match equivalent sessions per week), whilst the latter is at capacity. For mini 7v7 pitches, future spare capacity remains, despite diminishing.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Football – supply and demand summary

- ◀ In total, 21 pitches display some level of actual spare capacity across 12 sites, equating to 15.5 match equivalent sessions.
- ◀ 20 pitches across eight sites are overplayed by a combined total of 23 match equivalent sessions per week.
- ◀ Overall, it is determined that there is currently a shortfall of youth 9v9 and mini 5v5 pitches.
- ◀ After factoring in future demand, a shortfall is created on adult pitches, whilst worsening on the youth 9v9 and mini 5v5 pitches. Nevertheless, a balanced capacity remains on youth 11v11, whilst one match equivalent session of spare capacity remains on mini 7v7 pitches. Due to the presence of the Burton Junior Football League, significant shortfalls can be seen amongst youth 9v9 pitches, with a large degree of imported demand occurring.

Football – supply summary

- ◀ The audit identifies a total of 142 football pitches across 61 sites in East Staffordshire, with 111 pitches available at some level for community use across 43 sites.
- ◀ Overall, since the 2018 PPOSS study, the total number of pitches has increased by 11%, from 99 available to the community to 111.
- ◀ There are two disused football pitches identified in the Borough.
- ◀ The development of the sports hub at Uttoxeter is progressing; however, planning permission and funding is still to be achieved. The large-scale development would provide a full size 3G pitch and a minimum of four adult pitches.
- ◀ Of community available pitches, 73 are assessed as standard quality, ten pitches are assessed as good quality and 28 are assessed as poor.
- ◀ The number of standard quality pitches has decreased marginally. Previously, 13% of the pitches were good quality, whereas 9% now are. Furthermore, only 8% of pitches were previously poor quality, whereas 25% now are.
- ◀ Of the remaining community available sites, four offer good quality ancillary provision, 15 offer standard quality ancillary provision whilst the remaining five offer poor quality provision.

Football - demand summary

- ◀ A total of 249 teams across 51 clubs are identified as playing regular, competitive matches on football pitches within East Staffordshire consisting of 38 senior men's, five senior women's, 109 youth boys', 14 youth girls' and 83 mini soccer teams.
- ◀ Since the previous PPOSS study produced in 2018, the total number of teams in East Staffordshire has increased from 188 teams to 249 teams in 2023. This is broken down as an overall increase of 24%.
- ◀ In total, 52 teams otherwise based in East Staffordshire currently travel outside of the Borough to fulfil match requirements, with this consisting of one youth 11v11, one youth 9v9 and 50 mini 7v7 teams; the latter of which derives from the Burton Junior Football League, as seen in the table below.
- ◀ In total, 56 teams travel to East Staffordshire to fulfil match demand, with this consisting of 15 youth 9v9 and 41 mini 5v5 teams; again, all of which derives from the Burton Junior Football League.
- ◀ Of responding clubs, 55% indicate that they could field more teams if they had access to more pitches (latent/unmet demand).
- ◀ Population growth predicts an increase amounting to one adult, one youth 11v11, two youth 9v9 and two mini 5v5 teams, whilst eight clubs have aspirations to grow by a total of 21 teams.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

PART 3: RUGBY UNION

3.1: Introduction

The Rugby Football Union (RFU) is split into four areas across the country with a workforce team that covers development, coaching, governance and competitions. As part of this, club developers and a team of community rugby coaches deliver core programmes for clubs across East Staffordshire.

The RFU governs a variety of formats and programmes, including 15-a-side, 10-a-side, 7-a-side and Tag rugby as well as the O2 Touch programme. Its aim is to increase and retain participation within the game, with facilities needing to be appropriate, affordable and accessible in order to enable this.

Consultation

A total of three rugby union clubs are identified as playing within East Staffordshire. Of these, all three responded to consultation requests, resulting in a response rate of 100% as summarised in the table below.

Table 3.1: Summary of rugby club consultation

Club	Responded?
Burton RFC	Yes
Barton Under Needwood RFC	Yes
Uttoxeter RFC	Yes

3.2: Supply

There are 22 grass rugby union pitches identified in East Staffordshire across 12 unique sites. Of the pitches, 11 are available for community use across seven sites.

As shown in the table below, most of the community available pitches are identified within the Burton West Analysis Areas (six pitches).

Table 3.2: Summary of grass rugby union pitches available for community use

Analysis area	No. senior pitches	No. of age grade pitches	Total	2018 PPOSS Study
Burton East	-	-	0	0
Burton West	6	-	6	6
Rural 1	1	-	1	2
Rural 2	1	-	1	-
Uttoxeter	2	1	3	3
East Staffordshire	10	1	11	11

It must be noted that in the previous study, age grade mini pitches were included in the audit, whereas in the current study such sized pitches have not. Therefore, any comparison is made between the senior and age grade pitches of both studies.

Notwithstanding the above, no age grade mini pitches have been identified within East Staffordshire.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Of the pitches available for community use, ten are senior pitches and one is an age grade pitch.

Since the previous study (2018), the overall number of community available grass pitches has remained the same. Despite the loss of three pitches at Ox Hay Playing Fields, such pitches have been regained through the new pitches at both Burton RFC's new home ground and at John Taylor Free School (both located in Burton West).

For rugby union pitch dimension sizes please refer to the table below.

Table 3.3: Rugby union pitch dimensions

Age	Pitch type	Maximum pitch dimensions (metres)¹⁰
U7	Age grade mixed	20 x 12
U8	Age grade mixed	45 x 22
U9	Age grade mixed	60 x 30
U10	Age grade mixed	60 x 35
U11	Age grade mixed	60 x 43
U12	Age grade mixed	60 x 43
U13	Age grade boys/girls	90 x 60 (60 x 43 for girls)
U14 +	Senior	100 x 70 ¹¹

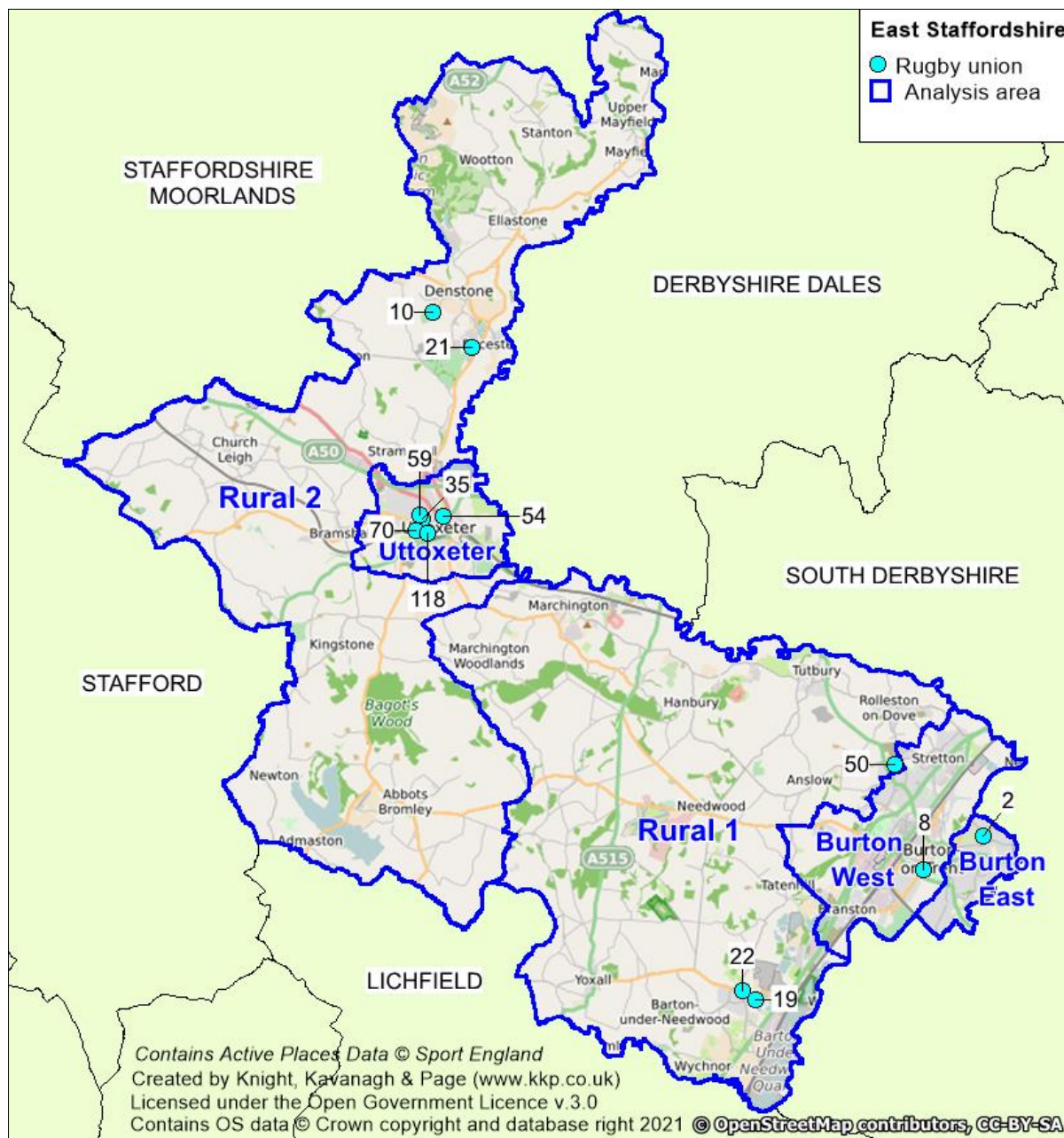
The figure overleaf identifies all grass rugby union pitches currently servicing East Staffordshire.

¹⁰ Recommended run off area for all pitch types requires five-metres each way and a minimum in-goal length of six metres.

¹¹ Minimum dimensions of 94 x 68 metres are accepted.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Figure 3.1: Location of rugby union pitches within East Staffordshire



Disused provision

Overall, there are six disused rugby union pitches identified in East Staffordshire, five senior pitches and one age grade pitch, as shown in the table below.

Table 3.4: Disused sites within East Staffordshire for rugby union

Site ID	Site	Postcode	Comments
38	Paulet High School	DE15 9RT	Site previously accommodated one senior pitch. Last provided circa 2021 but is no longer marked out.
45	Shobnall Leisure Complex	DE14 2BB	Site previously accommodated two senior pitches. Last provided circa 2020 but are no longer marked out.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Site ID	Site	Postcode	Comments
119	Ox Hay Playing Fields	DE14 3RL	Site previously accommodated two senior pitches and one age grade pitch but are no longer marked out.

Future provision

There is no planned future rugby union provision within East Staffordshire.

Ownership/management

Currently, of the three rugby clubs in East Staffordshire, Burton RFC has security of tenure at its home ground, owning freehold of the site. However, both Barton Under Needwood and Uttoxeter rugby clubs have an unsecure tenure at their home grounds, with the latter being denied grants to make clubhouse renovations due to the short-term nature of its current lease (ten years).

Table 3.5: Ownership/management arrangements for rugby clubs in East Staffordshire

Site ID	Site name	Analysis area	Club users	Arrangement	Tenure
8	Burton Rugby Football Club	Burton West	Burton RFC	Freehold	Secure
19	Holland Sports Club	Rural 1	Barton Under Needwood RFC	Rent from the Sports Club	Unsecure
35	Oldfields Sports Ground	Uttoxeter	Uttoxeter RFC	Lease from the Sports & Social Club	Unsecure

Pitch quality

The assessment of rugby union pitch quality looks at two key elements; the maintenance programme and the level of drainage on each pitch. For maintenance, each pitch is given a maintenance rating of M0, M1 or M2, based on the regime that is usually undertaken, with the definitions of these shown in the table below.

Table 3.6: Definition of maintenance categories

Category	Definition
M0	Minimal or no maintenance is undertaken
M1	Regular maintenance is undertaken that extends beyond a basic regime
M2	A sophisticated, regular and dedicated maintenance regime is undertaken

For drainage, a rating of D0, D1, D2 or D3 is assigned to each pitch. This is based on whether or not drainage is adequate and considers the presence of an operational system. The figures are based upon a pipe drained system at 5m centres that has been installed in the last eight years and a slit drained system at 1m centres that has been installed in the last five years.

Table 3.7: Definition of drainage categories

Category	Definition
D0	Drainage is natural but inadequate
D1	Drainage is natural and adequate
D2	A pipe drainage system is installed (at 5-metre centres and within the last eight years)
D3	A pipe and slit drainage system is installed (at 1-metre centres in the last five years)

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

An overall quality based on both drainage and maintenance can then be generated on a scale of good, standard and poor as shown below.

Table 3.8: Quality ratings based on maintenance and drainage scores

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

For the full assessment criteria, please refer to Appendix 2.

Of pitches which are available for community use in East Staffordshire, five are good quality, two are standard quality and the remaining four pitches are poor quality.

Denstone College offers five standard quality pitches, all of which are unavailable for community use.

A pitch-by-pitch breakdown can be seen in the table overleaf.

EAST STAFFORDSHIRE BOROUGH COIUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 3.9: Site quality ratings

Site ID	Site name	Postcode	Analysis area	Tenure	Management	Community use?	No. of pitches	Pitch type	Sports lighting?	Non-technical assessment score	Quality rating
2	Abbot Beyne-Evershed Building	DE15 0BA	Burton East	Unsecure	Education	No	1	Senior	No	M0 / D1	Poor
8	Burton Rugby Football Club	DE14 3EZ	Burton West	Secure	Sports Club	Yes	1	Senior	Yes	M2 / D2	Good
8	Burton Rugby Football Club	DE14 3EZ	Burton West	Secure	Sports Club	Yes	1	Senior	Yes	M2 / D2	Good
8	Burton Rugby Football Club	DE14 3EZ	Burton West	Secure	Sports Club	Yes	1	Senior	Yes	M2 / D2	Good
8	Burton Rugby Football Club	DE14 3EZ	Burton West	Secure	Sports Club	Yes	1	Senior	No	M2 / D2	Good
8	Burton Rugby Football Club	DE14 3EZ	Burton West	Secure	Sports Club	Yes	1	Senior	No	M2 / D2	Good
10	Denstone College	ST14 5HN	Rural 2	Unsecure	Education	No	1	Senior	No	M1 / D1	Standard
10	Denstone College	ST14 5HN	Rural 2	Unsecure	Education	No	1	Senior	No	M1 / D1	Standard
10	Denstone College	ST14 5HN	Rural 2	Unsecure	Education	No	1	Senior	No	M1 / D1	Standard
10	Denstone College	ST14 5HN	Rural 2	Unsecure	Education	No	1	Senior	No	M1 / D1	Standard
10	Denstone College	ST14 5HN	Rural 2	Unsecure	Education	No	1	Senior	No	M1 / D1	Standard
19	Holland Sports Club	DE13 8BB	Rural 1	Secure	Sports Club	Yes	1	Senior	Yes	M1 / D1	Standard
21	JCB Lakeside Sports and Social Club	ST14 5HY	Rural 2	Secure	Private	Yes	1	Senior	No	M1 / D0	Poor
22	John Taylor High School	DE13 8AZ	Rural 1	Unsecure	Education	No	1	Senior	No	M0 / D1	Poor
22	John Taylor High School	DE13 8AZ	Rural 1	Unsecure	Education	No	1	Senior	No	M0 / D1	Poor
35	Oldfields Sports Ground	ST14 7JX	Uttoxeter	Secure	Council/Sports Club	Yes	1	Senior	Yes	M1 / D1	Standard
50	The De Ferrers Academy - Dove Campus	DE13 0AS	Rural 1	Unsecure	Education	No	1	Age grade	No	M0 / D0	Poor
54	Thomas Alleyne's High School	ST14 8DU	Uttoxeter	Unsecure	Education	No	1	Age grade	No	M0 / D0	Poor
59	Windsor Park C of E Middle School	ST14 7JX	Uttoxeter	Unsecure	Education	Yes	1	Age grade	No	M0 / D0	Poor
70	Oldfields Hall Middle School	ST14 7PL	Uttoxeter	Unsecure	Education	No	1	Senior	No	M0 / D1	Poor
118	Uttoxeter Leisure Centre	ST14 7QL	Uttoxeter	Secure	Council	Yes	1	Senior	No	M0 / D0	Poor
139	John Taylor Free School	DE14 3EZ	Burton West	Unsecure	Education	Yes	1	Senior	No	M0 / D0	Poor

Burton Rugby Football Club offers the sole community available good quality pitches in East Staffordshire, based on the greater maintenance and drainage procedures carried out by the Club. It should be noted that these pitches are relatively new pitches.

Both remaining club sites, Holland Sports Club and Oldfields Sports Ground, offer one standard quality pitch respectively.

Barton Under Needwood RFC reports a slight deterioration in its pitch quality at Holland Sports Club, suggesting that overuse of the sole pitch and unfavourable weather conditions has contributed to their deterioration. In comparison, Uttoxeter RFC reports a slight improvement in pitch quality based on a strengthened drainage system and a more rigorous maintenance regime.

Each club reports that all training and match demand is accommodated at their respective home grounds, leading to overuse, particularly on the pitches which are designated for training.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Sports lighting

In total, five rugby union grass pitches across three sites in East Staffordshire offer sports lighting. Three of these are located at Burton Rugby Football Club and one each at Holland Sports Club and Oldfields Sports Ground¹². Sports lighting enables pitches to be used for training as well as matches, although this can lead to overuse.

Ancillary facilities

All clubs in East Staffordshire have access to changing room provision at their home venues.

In 2019, Burton RFC moved from its previous home ground, Ox Hay Playing Fields, and relocated to Tattenhill Sports Hub. As part of said relocation, an all-encompassing facility was provided, fulfilling all of its ancillary needs. As such, the ancillary provision at the site is of a very high standard.

Elsewhere, Barton Under-Needwood RFC reports that its ancillary facilities at Holland Sports Club are poor quality, citing poor maintenance and vandalism as reoccurring issues at the site.

Uttoxeter RFC indicates that the ancillary facilities at Oldfields Sports Ground are of standard quality; whilst the Club suggests that improved ancillary facilities would allow it to field senior women's teams.

Table 3.10: Ancillary facilities offered at each rugby club's home ground

Site ID	Site name	Club/organisation	Clubhouse	Car parking	Dug outs	Stands	Fencing
8	Burton Rugby Football Club	Burton RFC	✓	✓	✓	✓	✓
19	Holland Sports Club	Barton Under Needwood RFC	✓	✓	x	x	x
35	Oldfields Sports Ground	Uttoxeter RFC	✓	✓	x	x	x

All three rugby clubs have access to car parking provision, with Barton Under-Needwood and Uttoxeter rugby clubs describing such provision as insufficient for both sites' degree of demand. However, Burton RFC reports that the parking provision at its new site is sufficient.

3.3: Demand

Demand for rugby pitches in East Staffordshire tends to fall within the categories of organised competitive play and organised training.

Competitive demand

There are three rugby clubs considered to be based in East Staffordshire, collectively providing a total of 47 teams. As a breakdown, this consists of seven senior men's, two senior women's, 18 age grade boys', two age grade girls' and 18 age grade mixed teams.

Clubs are relatively similar in terms of what they provide. Burton RFC caters for the largest demand (18 teams), whilst Barton Under Needwood RFC has 15 teams and Uttoxeter RFC has 14 teams.

¹² Only half of the senior rugby pitch at Oldfields Sports Ground is floodlit.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 3.11: Summary of demand

Club	Analysis area	No. of teams playing					Total
		Senior men's	Senior women's	Age grade boys'	Age grade girls'	Aged grade mixed	
Burton RFC	Burton West	3	1	6	2	6	18
Barton Under Needwood RFC	Rural 1	2	1	6	-	6	15
Uttoxeter RFC	Uttoxeter	2	-	6	-	6	14
East Staffordshire		7	2	18	2	18	47
2018 PPOSS Study		8	0	15	3	18	44

Burton West Analysis Area offers the largest number of teams, providing 18 in total as it accommodates Burton RFC.

Amidst all the rugby teams within the Borough, age grade boys' and age grade mixed are the most represented with 18 teams respectively, whilst senior women's and age grade girls are the least represented with just two teams each.

Additional club demand

Burton RFC runs a touch rugby session every Monday from its home ground, Burton Rugby Football Club.

Participation trends

Since the previous PPOSS study produced in 2018, the total number of teams in East Staffordshire has increased from 44 teams to 47 teams in 2023. This is an overall increase of 6%, consisting of two additional senior women's teams and three additional age grade boys' teams, yet a reduction in one senior men's team and one age grade girls' team respectively.

Burton RFC reports an increase in participation across all its age groups, attributing such growth in participation to the construction of its new home ground and the high standard of facilities accompanying it.

Barton Under-Needwood RFC reports adding a second senior men's team as well as an additional age grade boys' team to its offering. Elsewhere, Uttoxeter RFC reports that it has experienced an increase in demand at senior and age grade mixed level in recent years, whilst having witnessed a decrease in participation of its age grade boys/girls' division. The Club did not provide a reason for such demand fluctuations.

Training demand

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

Both Barton Under-Needwood RFC and Uttoxeter RFC utilise their home ground's sole sports lit pitch to accommodate their training demand, leading to significant overuse of these pitches. At Oldfields Sports Ground, only half of the pitch is floodlit and as such, only the floodlit half is used.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

In comparison, Burton RFC utilises two dedicated sports lit pitches at its home ground for its training sessions, allowing two of the pitches to be dedicated to match demand only, minimising usage to protect these pitches.

The extent of the training usage is summarised in the following table.

Table 3.12: Summary of rugby union club facility use for evening training

Club	Site	Training demand	Match equivalent sessions on match pitches
Barton Under Needwood RFC	Holland Sports Club	One match pitch is used for all the Club's training demand, with this accommodating 4.5 match equivalent training sessions per week.	4.5
Burton RFC	Burton Rugby Football Club	Two dedicated training pitches that are used for training, with this accommodating collectively 4.5 match equivalent training sessions per week.	4.5
Uttoxeter RFC	Oldfield Sports Ground	One match pitch is used for all of the Club's training demand, with this accommodating four match equivalent training sessions per week.	4

Use of artificial pitches

The alternative to training on grass pitches is the use of 3G pitches. World Rugby produced the 'Performance Specification for artificial grass pitches for rugby', more commonly known as 'Regulation 22' that provides the necessary technical detail to produce pitch systems that are appropriate for rugby union. A World Rugby compliant pitch also enables the transfer of match demand from grass pitches onto 3G pitches, which alleviates overplay of grass pitches and as a result protects quality.

Nationally, clubs with access to 3G pitches for training utilise them as a method of protecting grass pitches for matches and providing a high quality surface for full contact practice. Competitive play generally continues to take place on grass pitches, although there is occasional use of 3G pitches for fixtures in the case of grass pitch quality or capacity issues (especially during bad weather spells).

There is no World Rugby compliant 3G pitch in East Staffordshire. Of the three rugby clubs, just Burton RFC reports demand to access a World Rugby compliant 3G pitch for training purposes.

Exported/imported demand

There is no known exported or imported rugby union demand in East Staffordshire in terms of clubs and teams.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Latent/unmet demand

Two clubs report that if more pitches and facilities were made available, they would be able to field more teams and expand its number of teams. These are Barton Under-Needwood RFC and Uttoxeter RFC, with the former suggesting the potential addition of one senior men's team and further age grade boys' teams but did not quantify this potential. The latter, Uttoxeter RFC reports the capability of adding senior women' teams to its offerings, despite not quantifying such potential growth. Burton RFC reports no degree of unmet/latent demand.

Future demand

Future demand can be defined via several ways, including through participation increases and by using population forecasts. In addition, the proceeding Strategy & Action Plan document will contain housing growth scenarios that will estimate the additional demand for rugby union arising from housing developments within East Staffordshire.

Participation growth

From respondents, only Barton Under-Needwood RFC reports aspirations to increase the number of teams that it provides in the future and quantify this potential growth. This equates to a predicted growth of two teams as seen below.

Table 3.13: Potential team increases identified by clubs

Club	Analysis area	Future demand	Match equivalent sessions ¹³
Barton Under-Needwood RFC	Rural 1	2 x age grade boys	1
Burton RFC	Burton West	-	0
Uttoxeter RFC	Uttoxeter	-	0
-	-	Total	1

Only Barton Under-Needwood RFC reports future demand aspirations; suggesting it will field two additional age grade boys' teams. Both Burton and Uttoxeter report no future demand aspirations.

Future population growth

Based on population projections to 2031 (the period to which this assessment projects population based future demand), Sport England's Playing Pitch Calculator can estimate the likely additional demand for grass rugby pitches that will arise from any growth. Using the current and future populations in each of the relevant age groups together with the current team numbers, team generation rates can then be established to understand how much growth is required to establish one new team.

For reference, total current population in East Staffordshire is 124,009 and it is projected to increase to 127,320 by 2031. The table below shows the number of new teams generated by this growth and the requisite match equivalent sessions that it will create. As seen, no new teams are projected through team generation rates.

¹³ Two teams require one pitch to account for playing on a home and away basis. Therefore 0.5 pitches can therefore be seen in the table where there is latent demand for one team.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 3.14: Borough-wide team generation rates

Age group	Team generation rate	Number of new teams generated by the new population	Number of new teams generated by the new population - rounded figure	Match equivalent sessions ¹⁴
Men (19-45yrs)	1:2839	0.19	0	0
Women (19-45yrs)	1:9139	0.05	0	0
Boys (13-18yrs)	1:241	0.49	0	0
Girls (13-18yrs)	1:2085	0.05	0	0
Mixed (7-12yrs)	1:517	0.49	0	0

Furthermore, in the breakdown by analysis area, no additional teams are generated across either of the five analysis areas.

The Strategy Report that proceeds this document will contain a scenario that will consider the impact of population growth on the existing pitch stock, in addition to housing growth scenarios that will estimate the additional demand for rugby union arising from housing development.

Future training demand

Similar to competitive demand referenced above, future levels of training demand can also be calculated via using Sport England's calculator. This demand is based upon access to a sports lit grass pitch equated into match equivalent sessions. However, reflecting that population growth does not show any future demand neither does it for training.

Notwithstanding the above, population growth does not account for specific development work within certain areas or focused towards certain groups, such as NGB initiatives. As such, future growth is still considered possible despite population projections indicating that there will be no increased demand. A growth in women and girls' rugby is thought to be particularly likely given current RFU aspirations, as is more general growth linked to the upcoming 2025 Rugby World Cup due to its likely impact and related development work.

The peak period

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

3.4: Capacity analysis

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

¹⁴ Two teams require one pitch to account for playing on a home and away basis; therefore, one team accounts to 0.5 match equivalent sessions on their relevant pitch type.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

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

- ✦ All sites that are or could be used for competitive rugby matches (regardless of whether this is secured community use) are included on the supply side.
- ✦ All competitive play is on senior sized pitches (except for where dedicated junior and/or mini pitches are provided and are known to be used as standard practice).
- ✦ From U13s upwards, teams play 15 v 15 and use a full pitch.
- ✦ Mini teams (U6s-U12s) play on half of a senior pitch, meaning two matches and four teams can be accommodated at any one time; this means that play per week is set at 0.25 for each match played based on teams operating on a home and away basis.
- ✦ For senior and youth teams, the current level of play per week is set at 0.5 for each match played based on all teams operating on a home and away basis.
- ✦ Senior men's rugby generally takes place on Saturday afternoons.
- ✦ Senior women's rugby generally takes place on Sunday afternoons.
- ✦ Junior rugby generally takes place on Sunday mornings.
- ✦ Mini rugby generally takes place on Sunday mornings.
- ✦ Training that takes place on marked pitches is reflected by the addition of match equivalent sessions to current usage levels.
- ✦ Internal use of school pitches is added to current play, as determined on a site-by-site basis depending on levels of activity.

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

Table 3.15: Pitch capacity (matches per week) based on quality assessments

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

The table below identifies the way capacity and overplay is represented in Table 3.17.

Table 3.16: Spare capacity examples

Spare capacity in peak period (examples)	Explanation of spare capacity
1	If the cell is highlighted in green with a number, it means that the pitch(es) have actual spare capacity at peak time.
0	If the cell has a 0 in it, this means that the pitch(es) is/are played to capacity, either overall or during the peak period.
1	If the cell has a number in it but is not highlighted, it means the pitch has spare capacity in the peak period; however, this is discounted. This is most commonly due to unsecure tenure and/or poor pitch quality but can also be due to the site being unavailable to the community.
1	If the cell is highlighted in red with a number, it means that the pitch(es) are overplayed.

**EAST STAFFORDSHIRE BOROUGH COUNCIL
PLAYING PITCH & OUTDOOR SPORTS STRATEGY**

Table 3.17: Capacity table for rugby pitches available for community use in East Staffordshire

Site ID	Site name	Analysis area	Management	Community use?	No. of pitches	Pitch type	Quality rating	Sports lighting?	Pitch capacity	Match equivalent sessions (per week)	Training equivalent sessions (per week)	Capacity rating	Comments
2	Abbot Beyne-Evershed Building	Burton East	Education	No	1	Senior	Poor	No	-	-	-	-	Unavailable for community use.
8	Burton Rugby Football Club	Burton West	Sports Club	Yes	1	Senior	Good	Yes	3.25	1	-	2.25	Used for match play demand by Burton RFC, with spare capacity remaining.
8	Burton Rugby Football Club	Burton West	Sports Club	Yes	1	Senior	Good	Yes	3.25	-	2.5	0.75	Used for match and training demand by Burton RFC, with minimal spare capacity remaining.
8	Burton Rugby Football Club	Burton West	Sports Club	Yes	1	Senior	Good	Yes	3.25	-	2	1.25	Used for match and training demand by Burton RFC, with spare capacity remaining.
8	Burton Rugby Football Club	Burton West	Sports Club	Yes	1	Senior	Good	No	3.25	2.5	-	0.75	Used for match play demand by Burton RFC, with spare capacity remaining.
8	Burton Rugby Football Club	Burton West	Sports Club	Yes	1	Senior	Good	No	3.25	2.5	-	0.75	Used for match play demand by Burton RFC, with spare capacity remaining.
10	Denstone College	Rural 2	Education	No	1	Senior	Standard	No	-	-	-	-	Unavailable for community use.
10	Denstone College	Rural 2	Education	No	1	Senior	Standard	No	-	-	-	-	Unavailable for community use.
10	Denstone College	Rural 2	Education	No	1	Senior	Standard	No	-	-	-	-	Unavailable for community use.
10	Denstone College	Rural 2	Education	No	1	Senior	Standard	No	-	-	-	-	Unavailable for community use.
10	Denstone College	Rural 2	Education	No	1	Senior	Standard	No	-	-	-	-	Unavailable for community use.
19	Holland Sports Club	Rural 1	Sports Club	Yes	1	Senior	Standard	Yes	2	4.5	4.5	7	Overplayed through match and training demand from Barton Under-Needwood RFC.
21	JCB Lakeside Sports and Social Club	Rural 2	Private	Yes	1	Senior	Poor	No	1.5	-	-	1.5	Unused by the community.
22	John Taylor High School	Rural 1	Education	No	1	Senior	Poor	No	-	-	-	-	Unavailable for community use.
22	John Taylor High School	Rural 1	Education	No	1	Senior	Poor	No	-	-	-	-	Unavailable for community use.
35	Oldfields Sports Ground	Uttoxeter	Council/Sports Club	Yes	1	Senior	Standard	Yes	2	4	4	6	Overplayed through match and training demand from Uttoxeter RFC.
50	The De Ferrers Academy - Dove Campus	Rural 1	Education	No	1	Age grade	No	No	-	-	-	-	Unavailable for community use.
54	Thomas Alleyne's High School	Uttoxeter	Education	No	1	Age grade	No	No	-	-	-	-	Unavailable for community use.
59	Windsor Park C of E Middle School	Uttoxeter	Education	Yes	1	Age grade	Poor	No	0.5	1	-	0.5	Overplayed through curricular demand.
70	Oldfields Hall Middle School	Uttoxeter	Education	No	1	Senior	Poor	No	-	-	-	-	Unavailable for community use.
118	Uttoxeter Leisure Centre	Uttoxeter	Council	Yes	1	Senior	Poor	No	0.5	-	-	0.5	Unused by the community.
139	John Taylor Free School	Burton West	Education	Yes	1	Senior	Poor	No	0.5	1	-	0.5	Overplayed through curricular demand.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Actual spare capacity

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

Furthermore, there are select number of rugby pitches in East Staffordshire at education sites that are unused by clubs despite being reported as available. Whilst these may theoretically provide some spare capacity, it would be not be reasonable to equate this as actual spare capacity as school usage itself is likely to limit what additional activity should take place on the provision. Moreover, the nature of club rugby generally means that clubs are generally unwilling to utilise secondary venues, making community use unlikely.

In addition, any pitches that are used by clubs to capacity at peak time, that are poor quality or that provide unsecure tenure are not considered to have actual spare capacity. As such, the table below ascertains whether or not any identified 'potential capacity' identified in Table 3.17 can be used to accommodate an increase in play on a site-by-site and pitch-by-pitch basis.

Table 3.18: Actual spare capacity table

Site ID	Site name	Analysis area	No. of pitches with spare capacity	Pitch type	Potential spare capacity	Actual spare capacity (peak period)	Comments
8	Burton Rugby Football Club	Burton West	1	Senior	2.25	0	No spare capacity within the peak period.
8	Burton Rugby Football Club	Burton West	1	Senior	0.75	0.5	Actual spare capacity.
8	Burton Rugby Football Club	Burton West	1	Senior	1.25	1	Actual spare capacity.
8	Burton Rugby Football Club	Burton West	1	Senior	0.75	0.5	Actual spare capacity.
8	Burton Rugby Football Club	Burton West	1	Senior	0.75	0.5	Actual spare capacity.
21	JCB Lakeside Sports and Social Club	Rural 2	1	Senior	1.5	-	Spare capacity discounted due to poor pitch quality and unsecure tenure.
59	Windsor Park C of E Middle School	Uttoxeter	1	Senior	0.5	-	Spare capacity discounted due to poor pitch quality and unsecure tenure.
118	Uttoxeter Leisure Centre	Uttoxeter	1	Senior	0.5	-	Spare capacity discounted due to poor pitch quality.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

As seen, of the eight pitches identified as having potential spare capacity in East Staffordshire, four, all located at Burton Rugby Football Club are considered to offer actual spare capacity at peak time for an increase in rugby demand, amounting to a total of 2.5 match equivalent sessions per week. Some of the spare capacity is helping to protect the quality of the new pitches and some level should be retained.

Overplay

There are four pitches across the same number of sites in East Staffordshire that are overplayed by a total of 14 match equivalent sessions per week, as shown below.

Table 3.19: Summary of overplay

Site ID	Site name	Analysis area	No. of overplayed pitches	Overplay
59	Windsor Park C of E Middle School	Uttoxeter	1	0.5
19	Holland Sports Club	Rural 1	1	7
35	Oldfields Sports Ground	Uttoxeter	1	6
139	John Taylor Free School	Burton West	1	0.5
-	-	-	Total	14

Overplay is predominately due to training demand from Barton Under Needwood RFC and Uttoxeter RFC and poor quality pitches.

The highest level of overplay is identified at Holland Sports Club (seven match equivalent sessions per week), followed by Oldfields Sports Ground (six match equivalent sessions). In the main, this is a consequence of concentrated training demand on the singular pitch at both respective sites.

Overplay is most evident in the Rural 1 Analysis Area (seven match equivalent sessions per week), whilst the Burton East and Rural 2 analysis areas each display no evidence of overplay.

Table 3.20: Summary of overplay by analysis area

Analysis area	Overplay (match equivalent sessions)
Burton East	-
Burton West	0.5
Rural 1	7
Rural 2	-
Uttoxeter	6.5
East Staffordshire	14

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

3.5: Supply and demand analysis

Having considered supply and demand, the table below identifies the overall spare capacity and overplay of rugby union pitches in East Staffordshire based on match equivalent sessions.

Table 3.21: Supply and demand table

Analysis area	Demand (match equivalent sessions per week)		
	Actual spare capacity	Overplay	Current total
Burton East	-	-	0
Burton West	2.5	0.5	2
Rural 1	-	7	7
Rural 2	-	-	0
Uttoxeter	-	6.5	6.5
East Staffordshire	2.5	14	11.5

As seen, there is a current overall shortfall of 11.5 match equivalent sessions per week, with shortfalls of seven match equivalent sessions per week in the Rural 1 Analysis Area, 6.5 match equivalent sessions per week in the Uttoxeter Analysis Area and 0.5 match equivalent sessions per week in the Burton West Analysis Area.

Future demand has been analysed using participation increases rather than population growth, in keeping with the previous PPOSS study in 2018.

Table 3.22: Future supply and demand

Analysis area	Demand (match equivalent sessions per week)		
	Current total	Future demand	Future total
Burton East	0	-	0
Burton West	2	-	2
Rural 1	7	1	8
Rural 2	0	-	0
Uttoxeter	6.5	-	6.5
East Staffordshire	11.5	1	12.5

When accounting for future demand via participation increases, the overall shortfall is projected to exacerbate by one match equivalent session, amounting to a future shortfall of 12.5 match equivalent sessions per week.

Future demand arising from population growth and housing growth will be run as scenarios in the Strategy Report.

Changes from the previous study

The table overleaf identifies the current and future totals from the 2018 study in comparison to the current conclusion. As can be seen, the current shortfall has worsened by one match equivalent session. Such a shortfall is evident due to an increased volume of training demand taking place on match pitches at Holland Sports Club and Oldfields Sports Ground. At a localised level, spare capacity is evident in the Burton West Analysis Area due to the relocation and additional pitches at Burton RFC's new home ground.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

When accounting for future demand, the 2018 study identified an increased shortfall (by three match equivalent sessions). Similarly, in 2023 the future shortfall also increased (by one match equivalent session).

Table 3.23: Comparison of supply and demand from the previous study

Analysis areas	2018 current total	2023 current total	2018 study's future total	2023 study's future total
Burton East	0	0	-	-
Burton West	2.5	2	-	-
Rural 1	1.5	7	-	-
Rural 2	0	0	-	-
Uttoxeter	3	6.5	-	-
East Staffordshire	7	11.5	10	12.5

3.6: Conclusion

There is a clear shortfall of rugby union capacity to meet current demand in East Staffordshire, with a significant shortfall identified and with two of the three clubs utilising overplayed provision.

Moreover, longer-term agreements should be sought for Barton-Under Needwood and Uttoxeter rugby clubs, strengthening the security of tenure for both clubs.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Rugby union – demand and supply summary

- ◀ Of the eight pitches identified as having potential spare capacity in East Staffordshire, four, all located at Burton Rugby Football Club are considered to offer actual spare capacity at peak time for an increase in rugby demand, amounting to 2.5 match equivalent sessions per week.
- ◀ There are four pitches across the same number of sites in East Staffordshire that are overplayed by a total of 14 match equivalent sessions per week.
- ◀ There is a current overall shortfall of 11.5 match equivalent sessions per week, equating to a shortfall of seven match equivalent sessions per week in the Rural 1 Analysis Area, 6.5 match equivalent session per week in the Uttoxeter Analysis Area and 0.5 match equivalent sessions per week in the Burton West Analysis Area.
- ◀ When accounting for future demand via participation increases, the overall shortfall is projected to exacerbate by one match equivalent session, amounting to a future shortfall of 12.5 match equivalent sessions per week.

Rugby union – supply summary

- ◀ There are 22 grass rugby union pitches identified in East Staffordshire across 12 unique sites. Of the pitches, 11 are available for community use across seven sites.
- ◀ Since the previous study, produced in 2018, community available grass pitches have remained the same.
- ◀ Both Barton Under Needwood and Uttoxeter rugby clubs have an unsecure tenure at their home grounds, with the latter being denied grants to make clubhouse renovations due to the short-term nature of its current lease (ten years).
- ◀ Of pitches which are available for community use in East Staffordshire, five are good quality, two are standard quality and the remaining four pitches are poor quality.

Rugby union – demand summary

- ◀ There are three rugby clubs considered to be based in East Staffordshire, collectively providing a total of 47 teams. As a breakdown, this consists of seven senior men's, two senior women's, 18 age grade boys', two age grade girls' and 18 age grade mixed teams.
- ◀ Since the previous PPOSS study produced in 2018, the total number of teams in East Staffordshire has increased from 44 teams to 47 teams in 2023. This is broken down as an overall increase of 6%
- ◀ Both Barton Under-Needwood RFC and Uttoxeter RFC both utilise their home ground's sole pitch to accommodate their training demand, leading to significant overuse of these pitches. In comparison, Burton RFC utilises two dedicated sports lit pitches at Burton Rugby Football Club for its training sessions.

PART 4: THIRD GENERATION TURF (3G) ARTIFICIAL GRASS PITCHES (AGPS)

4.1: Introduction

Competitive football can take place on 3G surfaces that have been FIFA or International Matchball Standard tested and approved by the FA for inclusion on the FA pitch register. As such, in addition to training demand, a growing number of 3G pitches are now used for competitive match play, providing that the performance standard meets FIFA quality requirements.

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

Competitive rugby league play and contact practice is permitted to take place on 3G pitches which are deemed by the Rugby Football League (RFL) to meet its Performance Standard. Pitches fall under two categories; community club pitches which require retesting every two years and elite stadia pitches which require an annual retest. Much of the criteria within the RFL performance standard test also forms part of the World Rugby test, meaning World Rugby certified 3G pitches are considered by the RFL to be able to meet rugby league requirements, subject to passing an additional RFL performance standard test.

Many test contractors offer reduced rates through efficiency savings to carry out multiple performance tests in the same session, therefore providers seeking 3G pitch compliance for a number of sports would be recommended to consider this opportunity. Other sports that are known to use 3G pitches for training and match play include American football and lacrosse.

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

4.2: Supply

The recommended dimensions for a full size 3G artificial grass pitch for football are 100 x 64 metres. This extends to an area of 106 x 70 metres with the recommended minimum three metre run off area included. These dimensions allow for all age group match play to take place including adults, youth under 17/18 and younger age groups via overmarked pitches, e.g., the marking out of two 9v9 pitches for under 11/12s.

If a new pitch is proposed to measure below the recommended dimensions, then justification must be provided for this in relation to the identified needs it will provide for and/or site constraints. In doing so, the impacts of a reduced pitch size in meeting current and future needs must be considered, e.g., a pitch not providing the recommended dimensions for adult match play and/or only being able to accommodate one rather than two overmarked 9v9 pitches. This justification needs to be included in the planning application details submitted to the relevant Local Planning Authority for the new pitch.

Unless otherwise stated and justified for an individual pitch, proposals in this PPOSS for any new 3G artificial grass pitches are based on providing them to the recommended dimensions.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

There are currently four full size 3G pitches in East Staffordshire, provided across the three sites. Each pitch is serviced by sports lighting; however, one of the four pitches is unavailable for community use.

Table 4.1: Full size 3G pitches in East Staffordshire

Site ID	Site name	Postcode	Analysis area	Community use?	Sports lighting?	Size (metres)
40	Pirelli Stadium (Burton Albion)	DE13 0AR	Burton West	Yes	Yes	97 x 61
42	Robert Sutton Catholic School	DE15 9SD	Burton East	Yes	Yes	100 x 63
49	St George's Park National Football Centre	DE13 9PD	Rural 1	Yes	Yes	105 x 68
49	St George's Park National Football Centre	DE13 9PD	Rural 1	No	Yes	105 x 68

Two of the four pitches are located in the Rural 1 Analysis Area, both located at St George's Park National Football Centre, reflecting an unequal spread across the Borough. The remaining full size pitches are located at Pirelli Stadium (Burton Albion) in the Burton West Analysis Area and Robert Sutton Catholic School in the Burton East Analysis Area. No full size pitches are situated in the Rural 2 and Uttoxeter analysis areas.

Table 4.2: Summary of the number of full size 3G pitches by analysis area

Analysis area	Full size pitches available for community use
Burton East	1
Burton West	1
Rural 1	1
Rural 2	-
Uttoxeter	-
East Staffordshire	3

In addition, St George's Park National Football Centre also provides a full size indoor 3G pitch which is unavailable for community use.

As well as the full size pitches, there are also three smaller size 3G pitches across two sites in East Staffordshire. However, only one of the three smaller size pitches are available for community use and serviced with sports lighting, with the exception being at Anglesey Primary Academy.

Table 4.3: Additional supply of 3G provision

Site ID	Site name	Post code	Analysis area	Community use?	No. of pitches	Sports lit?	Size (m)
6	Anglesey Primary Academy	DE14 3LG	Burton West	Yes	1	Yes	42 x 34
49	St George's Park National Football Centre	DE13 9PD	Rural 1	No	1	No	30 x 22

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Site ID	Site name	Post code	Analysis area	Community use?	No. of pitches	Sports lit?	Size (m)
49	St George's Park National Football Centre	DE13 9PD	Rural 1	No	1	No	40 x 20

Whilst not large enough to accommodate adult match play, smaller size provision can be used to accommodate youth and mini matches, in addition to training demand, providing that they are FA approved, of an adequate size and with appropriate run-off areas. The FA's recommended pitch size for youth football varies from 91 x 55 metres to 73 x 46 metres depending on age, whilst it is 55 x 37 metres for mini 7v7 play and 37 x 27 metres for mini 5v5 play.

Since the 2018 PPOSS study, the number of full size and smaller size 3G pitches has remained the same.

Future provision

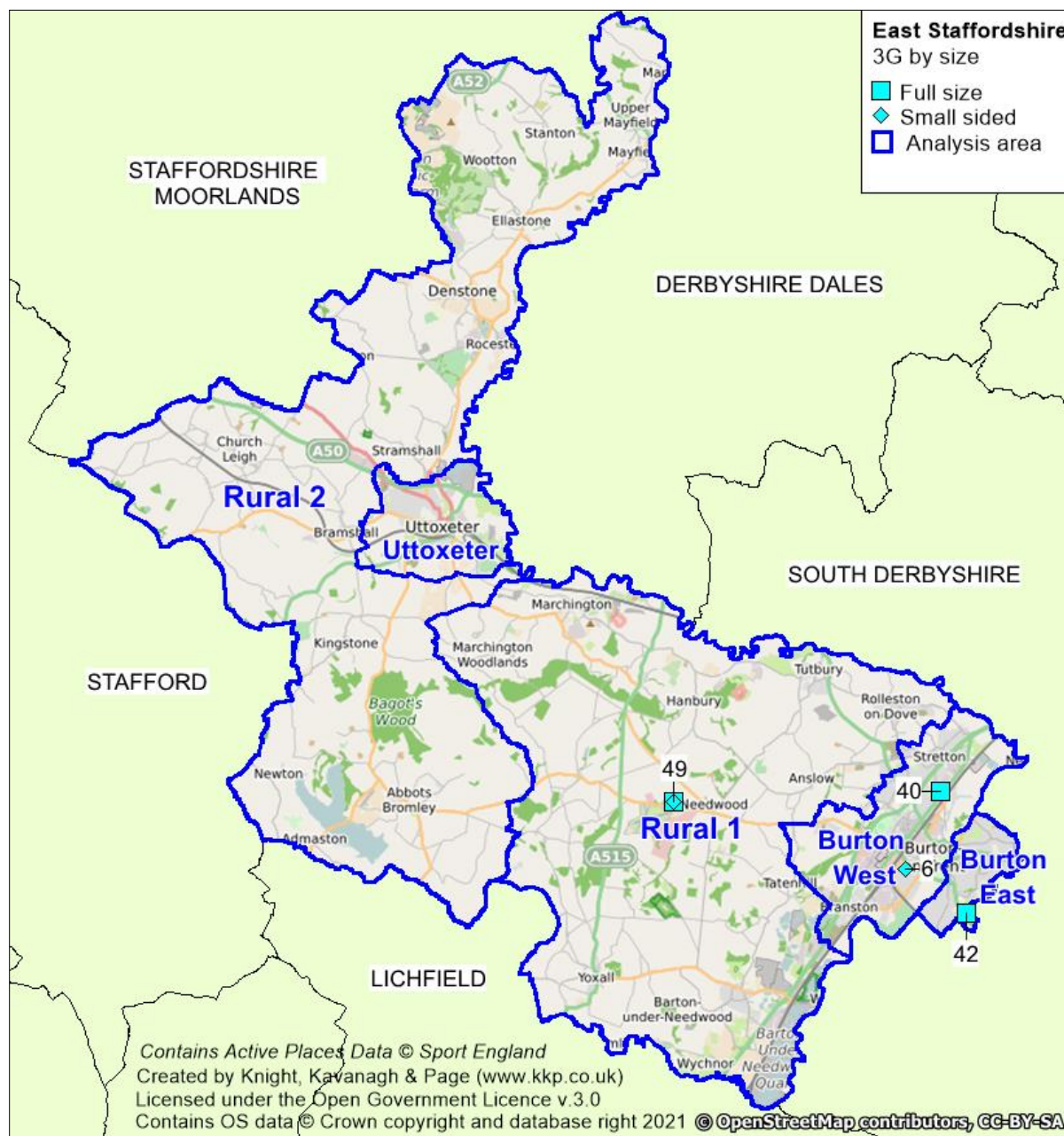
Plans are in place for a new sports hub to be developed at Uttoxeter Quarry, however, planning permission and funding is still to be achieved. The large-scale development would provide a full size 3G pitch and a minimum of four adult pitches.

In addition, three schools, John Taylor Free School, John Taylor High School and The Deferrers Academy each expressed aspirations to construct a full size 3G pitch at their respective sites.

Figure 4.1 identifies the location of all 3G pitches currently in East Staffordshire, regardless of size.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Figure 4.1: Location of 3G AGPs in East Staffordshire



FA pitch register

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

Pitches undergo testing to become a FIFA Quality pitch or a FIFA Quality Pro pitch, with provision commonly constructed, installed and tested in situ to achieve either accreditation. The differences between the accreditations are that FIFA quality pitches are designed to accommodate substantial levels of regular usage, whereas FIFA Quality Pro pitches are more for high level performance, with usage levels therefore more limited to protect the standard.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Generally, FIFA Quality pitches can be typically used for 60-85 hours per week, whereas FIFA Quality Pro pitches are able to accommodate 20-30 hours. To remain accredited, pitches must be re-assessed every three years to ensure that quality has not deteriorated beyond acceptable levels, although this is required annually for clubs using 3G pitches within the football pyramid (steps 1-6).

In East Staffordshire, all full size 3G pitches are FA/FIFA approved and can therefore be used to host competitive matches. Re-testing is required every three years to ensure that this remains the case.

Two of the smaller size pitches in East Staffordshire are FA approved and therefore can be used officially for matches, with the exception being at Anglesey Primary Academy.

World Rugby compliant pitches

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

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

In East Staffordshire, none of the 3G pitches are World Rugby compliant.

Management/ownership

Ownership of full size 3G pitches within East Staffordshire is mixed. The full size pitch at Pirelli Stadium (Burton Albion) is owned by Burton Albion FC, whilst at Robert Sutton Catholic School, the pitch is owned by the School but is operated/managed by Everyone Active. Finally, the full size pitches at St George's National Football Centre are owned and operated by The Football Association.

In addition, the smaller size pitch at Anglesey Primary Academy is owned by the School, whilst the two smaller size pitches at St George's Park National Football Centre are owned by The Football Association.

Availability

The availability of the full size 3G pitches in East Staffordshire is good, with only one of the pitches at St George's Park National Football Centre offering no hours of community use.

The availability at each venue providing a full size pitch is summarised in the table below.

Table 4.4: Summary of full size 3G pitch availability

Site ID	Site	Availability
40	Pirelli Stadium (Burton Albion)	Available to the community every day from 09:00 to 22:00.
42	Robert Sutton Catholic School	Available to the community Monday to Friday from 17:30 to 21:00 and from 09:00 to 17:00 at the weekend.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Site ID	Site	Availability
49	St George's Park National Football Centre	Available to the community Monday to Thursday from 17:30 to 21:30 and from 09:00 to 17:00 at the weekend.
49	St George's Park National Football Centre	Unavailable for community use.

Quality

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

The full size pitches at Robert Sutton Catholic School and at St George's Park National Football Centre are assessed as good quality, with the former having been resurfaced in 2020 and the latter resurfaced in 2017. The remaining community available full size pitch at Pirelli Stadium (Burton Albion) is assessed as standard quality, having been installed in 2016 and receiving considerable usage from staging matches in Burton Junior Football League.

Table 4.5: Age and quality of full size 3G pitches (community use)

Site ID	Site	Year installed/ resurfaced	Quality
40	Pirelli Stadium (Burton Albion)	2016	Standard
42	Robert Sutton Catholic School	2008 (2020)	Good
49	St George's Park National Football Centre	2012 (2017)	Good

The community available smaller size pitch at Anglesey Primary Academy is assessed as standard quality, having been installed in 2016.

Ancillary facilities

At Pirelli Stadium (Burton Albion) the pitch offers good quality ancillary provision, providing a dedicated changing room facility and a large car park. Similarly, St George's Park National Football Centre offers a high standard of ancillary provision, including its large purpose-built facility. Furthermore, the ancillary facilities at Robert Sutton Catholic School are deemed to be of standard quality.

4.3: Demand

The 3G pitch stock currently servicing East Staffordshire is reported to be operating at or close to capacity at peak times during midweek, especially in winter months when grass pitches cannot be used for training or recreational demand (due to a lack of sports lighting). This applies to both mid-week training demand and weekend usage given that the full size community available stock is also FA approved to host competitive matches.

Currently, it is considered that all of the community-based activity on the 3G pitches is football related. Most of the capacity is being taken up by clubs for training and match play purposes, although there is also a strong presence of recreational football activity taking place (e.g., via unaffiliated groups).

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Across the Country, there are also often small-sided commercial leagues operating on 3G pitches, such as leisure leagues. This is also the case in East Staffordshire, with two leagues operating out of the pitch at Robert Sutton Catholic School on Tuesday and Sunday nights, whilst one league is staged on the sand-based AGP at Thomas Alleyne's School on the Thursday nights.

The table below summarises usage levels of the full size 3G provision in East Staffordshire based on booking sheets supplied by the operators. This is compared against availability at peak time, using Sport England's Facilities Planning Model (FPM). This applies an overall peak period for AGPs of 34 hours per week (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00).

Table 4.6: Current usage of full size 3G pitches during peak time across East Staffordshire¹⁵

Site ID	Site name	Midweek availability (hours)	Midweek usage (hours)	Weekend availability (hours)	Weekend usage (hours)
40	Pirelli Stadium (Burton Albion)	18	Unknown	16	Unknown
42	Robert Sutton Catholic School	16	Unknown	16	Unknown
49	St George's Park National Football Centre	14	14	16	16

Regarding spare capacity within the peak period, the full size pitch St George's Park National Football Centre does not offer any hours of midweek spare capacity, as during the week it is used to capacity. Furthermore, no hours of weekend spare capacity are identified either, as it is used to capacity. In correlation, the pitch currently has a waiting list of 17 teams.

Midweek and weekend spare capacity at both Pirelli Stadium (Burton Albion) and Robert Sutton Catholic School is currently unknown.

Booking sheets for the smaller size pitches could not be acquired.

Unmet/latent demand

Getting access to good quality, affordable training facilities is a problem for many clubs throughout the country. In the winter months, midweek training is only possible at sports lit facilities, with 3G provision preferred by the FA and most clubs.

In East Staffordshire, 45% of football clubs that responded to consultation report that they require additional access to 3G provision, which represents a high proportion of unmet demand. Some of these are training on 3G pitches but do not have capacity for all of their teams, or do not have access at preferred times. Others are not training on 3G pitches at all and are instead using sand-based pitches or grass pitches either at their home grounds or elsewhere.

Of the clubs reporting a need for additional access to 3G provision in order to fulfil training demand, the majority currently access 3G provision; the outliers Bulls Head Marchington FC, Edgehill FC and Uttoxeter Town FC. A further breakdown of the current training facilities utilised by clubs reporting latent demand is detailed in Table 4.7.

¹⁵ Availability is considered to exist if any booking slots are available, either for a whole pitch or part of a pitch (based on pitches being divided into thirds or quarters for training and recreational usage).

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 4.7: Current training facilities of clubs reporting latent demand (additional access to 3G provision needed)

Club name	Site ID	Site	Surface
Barton Rover Juniors FC	19	Holland Sports Club	Grass / AGP
Barton Rover Juniors FC	49	St George's Park National Football Centre	3G
Bulls Head Marchington FC	48	Silver Lane	Grass
Edgehill FC	63	Stapenhill Football Club	Grass
Stapenhill Swans Juniors FC	42	Robert Sutton Catholic School	3G
Stretton Eagles Juniors FC	40	Pirelli Stadium (Burton Albion)	3G
Uttoxeter Juniors FC	14	Elkes Social Club	Grass
Uttoxeter Juniors FC	70	Oldfields Hall Middle School	Grass / AGP
Uttoxeter Juniors FC	118	Uttoxeter Leisure Centre	Grass
Uttoxeter Town FC	35	Oldfields Sports Ground	Grass
Uttoxeter Town FC	-	Abbotsholme School (exported demand)	AGP
Winshill FC	2	Abbot Beyne-Evershed Building	Grass
Winshill FC	40	Pirelli Stadium (Burton Albion)	3G
Winshill FC	-	Pingle School	3G

Exported/imported demand

There is a high level of exported demand identified from East Staffordshire-based football clubs. In total, 52 teams otherwise based in East Staffordshire currently travel outside of the Borough to fulfil match requirements, with this consisting of one youth 11v11, one youth 9v9 and 50 mini 7v7 teams; the latter of which derives from the Burton Junior Football League.

Furthermore, 50 of the 52 exported teams travel outside of the Borough to either Etwall Leisure Centre or Pingle Academy, both sites offering full size 3G provision.

As well as exported demand, significant imported demand has been identified across East Staffordshire. In total, 56 teams travel to East Staffordshire to fulfil match demand, with this consisting of 15 youth 9v9 and 41 mini 5v5 teams; again, all of which derives from the Burton Junior Football League.

Of this imported demand, 16 teams (32%) from outside of East Staffordshire travel into the Borough to utilise 3G provision for match demand, identified at Pirelli Stadium (Burton Albion) and St George's Park National Football Centre.

Future demand

As set out in Part 2 of this report, football clubs report growth aspirations equating to 21 teams (although no growth is projected from population growth). If this demand was realised, and if all additional teams wanted to train on 3G pitches, it would increase the number of 3G pitches required.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

4.4: Supply and demand analysis

Football

To quantify the 3G shortfall for football, the FA has established a training model, which suggests that one full size 3G pitch can accommodate 38 affiliated teams (with capacity built in for other forms of demand). It also has an aspiration for all teams to train once per week on a 3G pitch, although it is recognised that nationally some activity may need to be retained on sand-based pitches to ensure the sustainability of them.

For the model, in addition to full size pitches being included, some smaller size pitches are also incorporated as many are suitable for accommodating training demand, especially larger ones. To calculate their contribution, a pitch large enough to cater for youth matches (but not adult) is considered to be the equivalent of half a full size pitch (0.5 pitches), whilst a pitch that is large enough for mini matches (but not youth or adult) is the equivalent of quarter of a full size pitch (0.25 pitches). Any pitch smaller than this is discounted, as are any pitches that are unavailable for community use.

The contribution each pitch in East Staffordshire makes towards the modelling is summarised in the table below. This then informs the proceeding modelling tables.

Table 4.8: Contribution of 3G pitches in meeting training requirements

Site name	Analysis area	Size (meters)	Comments	Full size pitch equivalents
Anglesey Primary Academy	Burton West	42 x 34	Pitch large enough for mini football.	0.25
Pirelli Stadium (Burton Albion)	Burton West	97 x 61	Full size pitch available to the community.	1
Robert Sutton Catholic School	Burton East	100 x 63	Full size pitch available to the community.	1
St George's Park National Football Centre	Rural 1	105 x 68	Full size pitch available to the community.	1
St George's Park National Football Centre	Rural 1	105 x 68	No community use.	-
St George's Park National Football Centre	Rural 1	30 x 22	No community use.	-
St George's Park National Football Centre	Rural 1	40 x 20	No community use.	-

Using the above, with current demand (including exported demand) totalling 301 teams, it is feasible that at least eight full size community available 3G pitches are required in East Staffordshire (rounded up from 7.92). This means that there is an existing shortfall of 4.75 pitches, discounting one of the full size pitches and the two smaller size pitches at St George's Park National Football Centre due to being unavailable for community use.

For clarity, in the table below, exported demand (totalling 52 teams) is combined with the current demand (249 teams), amounting to 301 teams; this is because, even though exported demand captures teams playing competitive matches outside of the Borough, these teams will return to East Staffordshire for training demand.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 4.9: Current shortfall of 3G pitches to meet football training demand

Current demand (number of teams)	Full size 3G pitch requirement	Current number of available full size 3G pitches	Current shortfall
301	8	3.25	4.75

In comparison with the previous PPOSS study in 2018, the current pitch requirement has increased from five to eight pitches. One reason for such an increase is that the previous study used the FA 1:42 training ratio (for the number of teams facilitated on one 3G pitch) which has now been updated to 1:38. With this in mind, as well as the large increase in the Borough's number of football teams from 188 to 249 (minus exported demand), provides evidence for such an exacerbated shortfall.

Further analysis of shortfalls by analysis area are scenario tested in the accompanying Strategy and Action Plan.

Rugby union

For rugby union, there is evidence to warrant the creation of additional World Rugby compliant 3G provision given the grass pitch shortfalls evident in Part 3 of this report, particularly regarding both Barton Under-Needwood and Uttoxeter rugby clubs. Whilst other solutions to alleviate these deficits may be possible, they could be difficult to achieve and would not be as impactful.

Other sports

With no other activity identified in East Staffordshire that could utilise the 3G pitch stock, no other requirements are identified.

4.5: Conclusion

There is a clear shortfall of 3G pitch provision in East Staffordshire to meet requirements, as evidenced through the significant levels of unmet demand identified for football. As there are no other means to completely alleviating these shortfalls, as can be the case with grass pitches (e.g., capacity through improving quality), new provision is required. The strategy document that proceeds this report will identify areas and sites that should be prioritised.

For rugby union, the existing lack of provision of a World Rugby compliant 3G pitch is detrimental given the concentrated focus of shortfalls at club sites in the Borough. As such, provision may be warranted. This could be achieved in collaboration with reducing shortfalls for football, or exclusively for rugby union if it is adjudged that the provision is sustainable without football demand. However, the Strategy Report will run a scenario to further test the options.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

3G – supply and demand summary

- ◀ There is a clear shortfall of 3G pitch provision in East Staffordshire to meet requirements, as evidenced through the significant levels of unmet demand identified for football.
- ◀ With current demand totalling 301 (including exported demand) teams, it is feasible that at least eight full size community available 3G pitches are required in East Staffordshire (rounded up from 7.92), meaning an existing shortfall of 4.75 pitches.
- ◀ Additional 3G provision for rugby union may also be warranted to provide a solution to the identified overlap of grass pitches.

3G - supply summary

- ◀ There are currently four full size 3G pitches in East Staffordshire, provided across the three sites. Each pitch is serviced by sports lighting; however, one of the four pitches is unavailable for community use.
- ◀ There are also three smaller size 3G pitches across two sites in East Staffordshire.
- ◀ Staffordshire FA has made plans for a new sports hub at Uttoxeter Quarry, with planning permission and funding still to be achieved. The large-scale development would provide a full size 3G pitch and a minimum of four adult pitches.
- ◀ In addition, three schools, John Taylor Free School, John Taylor High School and The De Ferrers Academy express aspirations to construct a full size 3G pitch at their respective sites.
- ◀ The full size pitches at Robert Sutton Catholic School and at St George's Park National Football Centre are assessed as good quality, with the former having been resurfaced in 2020 and the latter resurfaced in 2017.
- ◀ The remaining community available full size pitch at Pirelli Stadium (Burton Albion) is assessed as standard quality, having been installed in 2016 and receiving considerable usage from staging matches in Burton Junior Football League.

3G - demand summary

- ◀ The 3G pitch stock currently servicing East Staffordshire is reported to be operating at or close to capacity at peak times during midweek, especially in winter months for training demand.
- ◀ 45% of football clubs that responded to consultation report that they require additional access to 3G provision, which represents a high proportion of unmet demand.
- ◀ A degree of unmet demand for rugby union is identified by Burton RFC, with aspirations to access to a 3G pitch to accommodate all of its training demand.
- ◀ Football clubs report potential growth equating to 21 football teams, which if realised increase the number of 3G pitches required in the future.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

PART 5: HOCKEY

5.1: Introduction

Hockey in England is governed by England Hockey (EH).

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

Table 5.1: England Hockey guidelines on artificial surface types suitable for hockey

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

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

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

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Consultation

There are four hockey clubs identified as playing within East Staffordshire; Barton HC, Burton HC, Uttoxeter Ladies HC and Wulfric Ladies HC. Two of the four clubs responded to consultation requests; however, the two unresponsive clubs, Uttoxeter Ladies and Wulfric Ladies only provide one team respectively.

5.2: Supply

There are five full size hockey suitable pitches in East Staffordshire located across three sites. Of these, three are available for community use, with both pitches at Denstone College offering no community use to hockey clubs.

Of the five pitches, all but one is serviced by sports lighting (at Denstone College).

Table 5.2: Summary of full-size hockey suitable AGPs

Site ID	Site name	Postcode	Analysis area	No. of pitches	Community use?	Sports lighting?	Size (meters)
10	Denstone College	ST14 5HN	Rural 2	1	No	Yes	98 x 62
10	Denstone College	ST14 5HN	Rural 2	1	No	No	98 x 62
45	Shobnall Leisure Complex	DE14 2BB	Burton West	1	Yes	Yes	98 x 62
45	Shobnall Leisure Complex	DE14 2BB	Burton West	1	Yes	Yes	100 x 65
54	Thomas Alleyne's High School	ST14 8DU	Uttoxeter	1	Yes	Yes	98 x 62

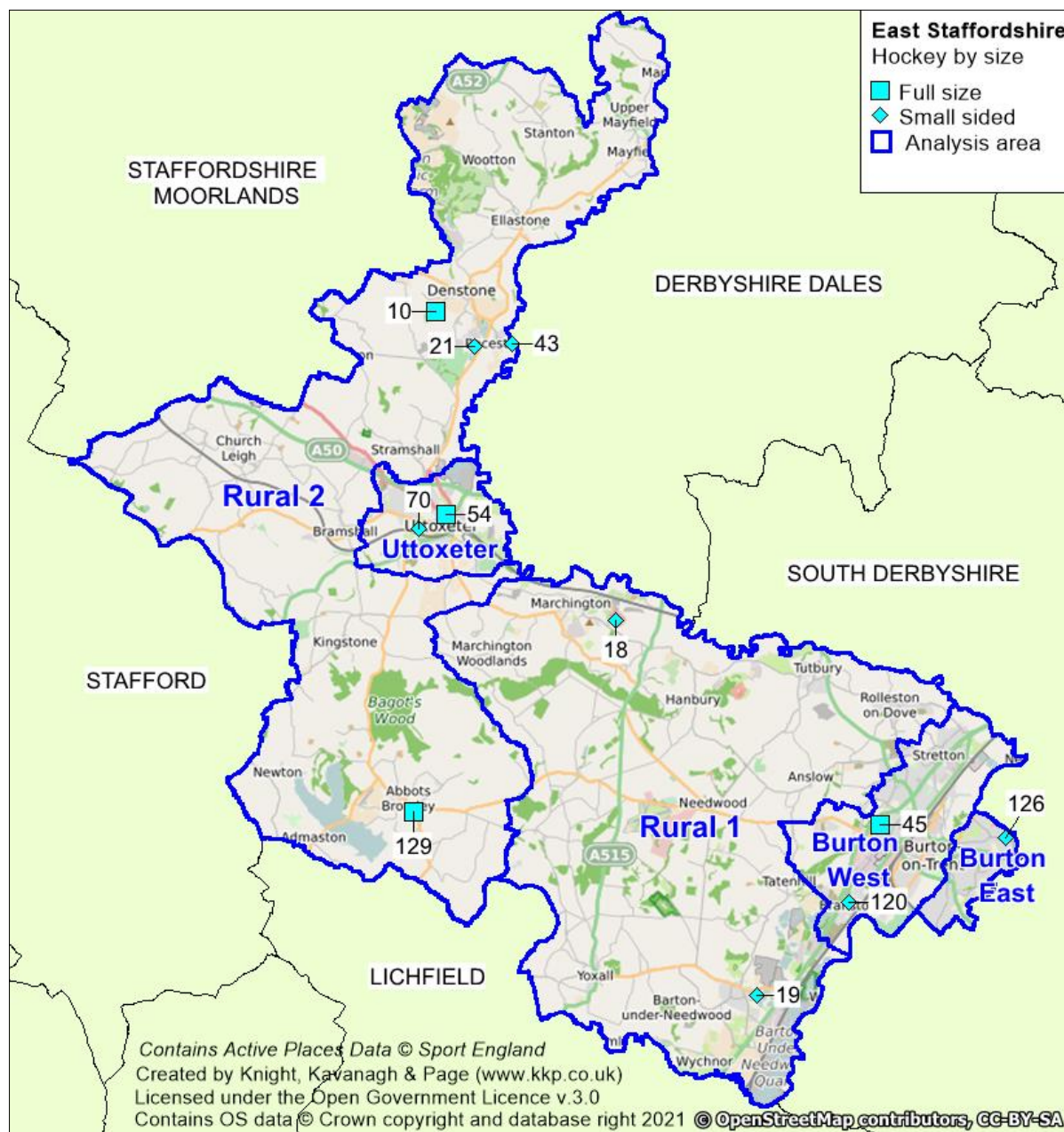
The Burton West and Rural 2 analysis areas provide the largest number of full size pitches with two respectively. The remaining pitch is identified in the Uttoxeter Analysis Area.

Since the 2018 PPOSS study, the number of full size hockey-suitable pitches has remained the same.

For the location of the pitches, please refer to Figure 5.1, overleaf.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Figure 5.1: Location of full size hockey suitable APGs



Smaller size provision

In addition to the full size APGs, there are ten smaller size hockey suitable pitches in East Staffordshire across seven sites. Five of the smaller size pitches are available for community use, located at Holland Sports Club, JCB Lakeside Sports & Social Club, Rocester Football Club and at Oldfields Hall Middle School. In addition, five of the ten smaller size pitches are serviced with sports lighting.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 5.3: Smaller size AGPs in East Staffordshire

Site ID	Site	Post code	Analysis area	No. of pitches	Community use?	Sports lighting?	Size (meters)
18	HM Prison (Dovegate)	ST14 8LJ	Rural 1	1	No	No	30 x 18
18	HM Prison (Dovegate)	ST14 8LJ	Rural 1	1	No	No	36 x 19
18	HM Prison (Dovegate)	ST14 8LJ	Rural 1	1	No	No	36 x 19
19	Holland Sports Club	DE13 8BB	Rural 1	1	Yes	Yes	52 x 34
21	JCB Lakeside Sports and Social Club	ST14 5HY	Rural 2	1	Yes	Yes	38 x 20
21	JCB Lakeside Sports and Social Club	ST14 5HY	Rural 2	1	Yes	Yes	38 x 20
43	Rocester Football Club	ST14 5JX	Rural 2	1	Yes	Yes	60 x 38
70	Oldfields Hall Middle School	ST14 7PL	Uttoxeter	1	Yes	Yes	37 x 18
120	Rykneld Primary School	DE14 3EX	Burton West	1	No	No	37 x 22
126	Stapenhill Hollows	DE15 0DH	Burton East	1	No	No	37 x 22

Since the 2018 PPOSS study, the smaller size pitch at Holland Sports Club has been brought into use following a refurbishment of the site's three macadam courts to an artificial surface, overmarked for tennis.

Nationally, smaller size pitches are considered too small to accommodate any purposeful hockey demand, although some larger ones are utilised for training demand and junior play. In East Staffordshire, none of the smaller size pitches are considered suitable as they are either too small, or without sports lighting. Based on this, the smaller size hockey suitable pitches are discounted from this point forward.

Disused provision

Since the 2018 study, the full size AGP at Old Abbots Bromley School Playing Field has been taken out of use since the School closed in 2019. The previous study identified that the pitch was unused by the School due to the lack of sports lighting and its poor quality. It is considered unrealistic that the pitch will be brought back into use in the coming years.

Future provision

There are no identified plans for new hockey suitable pitches in East Staffordshire.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Management

Three of the full size hockey suitable pitches in East Staffordshire are located at education sites. The remaining two pitches are both located at Shobnall Leisure Complex, both of which are owned by Carlsberg; however, both pitches operate under a 999-year lease agreement with ESBC. Furthermore, one of the AGPs itself is managed on a day-to-day basis by Everyone Active via a 10–15-year sub-lease arrangement with ESBC.

Security of tenure

Given that most of the pitches are operated by schools, security of tenure can be an issue for users, with no guarantee that availability will exist in the long-term unless a formal community use agreement is in place. For hockey, this is the case for Uttoxeter Ladies HC.

Currently, Burton HC leases one of the AGPs at Shobnall Leisure Complex from the ESBC with its current arrangement running till 2040, demonstrating security of tenure. In comparison, Barton HC rent use of the other AGP at Shobnall Leisure Complex from Everyone Active; despite having such a short-term arrangement, the Club expresses it is satisfied with its tenure.

Availability

England Hockey applies an overall peak period for AGPs of 34 hours per week (Monday to Thursday 18:00-22:00; Friday 18:00-20:00; Saturday and Sunday 09:00-17:00).

In East Staffordshire, of the pitches which offer community use, three are accessible to the community within the peak period.

Table 5.4: Availability of full-size hockey suitable AGPs within the peak period

Site ID	Site	Availability in the peak period (hours)	Comments
10	Denstone College	0	Not available for community use.
10	Denstone College	0	Not available for community use.
45	Shobnall Leisure Complex (Burton HC)	34	Fully available within the peak period.
45	Shobnall Leisure Complex	34	Fully available within the peak period.
54	Thomas Alleyne's High School	20	Available from 18:00 to 21:00 Monday to Friday and from 09:00 to 12:00 on the weekend.

Quality

Depending on use, it is considered that the carpet of an AGP usually lasts for approximately ten years and it is the age of the surface, together with maintenance levels, that most commonly affects quality. An issue for hockey nationally is that some providers did not financially plan to replace the carpet when first installed, leading to many pitches now being poor quality.

For the PPOSS, each AGP has been assigned a quality rating of good, standard or poor following site assessments. This rating is linked to the condition and age of the playing surface, as well as surrounding hard areas and the maintenance that is undertaken. For the full assessment criteria, please refer to Appendix 2.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

The following table indicates when each of the full-size pitches were installed or last resurfaced within East Staffordshire, together with an agreed quality rating.

Table 5.5: Age and quality of full size hockey suitable AGPs

Site ID	Site	No. of pitches	Year installed/resurfaced	Quality
10	Denstone College	1	2015	Good
10	Denstone College	1	2015	Good
45	Shobnall Leisure Complex (Burton HC)	1	2015	Standard
45	Shobnall Leisure Complex	1	2021	Good
54	Thomas Alleyne's High School	1	2006	Poor

As seen, three pitches in East Staffordshire are assessed as good quality, one is assessed as standard, located at Shobnall Leisure Complex (Burton HC), with the remaining pitch at Thomas Alleyne's High School assessed as poor quality, having not been resurfaced since its installation in 2006.

Since the previous study, one of the pitches at Shobnall Leisure Complex has been resurfaced (2021) and is now good quality. In addition, the high level of maintenance at Denstone College has contributed to its good quality.

The other pitch at Shobnall Leisure Complex is assessed as standard quality; however, it is reported that the pitch will be resurfaced within the next three years.

Based on the guidance of a ten-year carpet life, the pitch at Thomas Alleyne's High School has exceeded its recommended lifespan.

Ancillary provision

Three of the five full size hockey suitable pitches in East Staffordshire are located at school sites, therefore the ancillary facilities are generally not dedicated to the AGPs, which can cause logistical issues, especially with not being in close proximity to the playing areas.

Both Barton and Burton hockey clubs report that the ancillary provision at Shobnall Leisure Complex, is of a high standard. In 2016, Burton HC contributed to the ancillary refurbishment. However, due to rising costs, it has also had to replace the sports lighting and add LED lights to its AGP.

5.3: Demand

The four hockey clubs in East Staffordshire collectively provide nine senior men's, six senior women's and two junior teams, totalling 18 teams. Barton HC fields the largest number of teams (ten), followed by Burton HC who field a total of five teams, whereas Uttoxeter Ladies HC and Wulfric Ladies HC both field just one senior women's team respectively.

Table 5.6: Summary of number of competitive teams

Name of club	Analysis area	Senior men	Senior women	Juniors	Mini	Total	2018 PPOSS Study
Barton HC	Burton West	5	3	2	-	10	7

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Name of club	Analysis area	Senior men	Senior women	Juniors	Mini	Total	2018 PPOSS Study
Burton HC	Burton West	4	1	1	-	6	12
Uttoxeter Ladies HC	Uttoxeter	-	1	-	-	1	2
Wulfric Ladies HC	Burton West	-	1	-	-	1	1
-	Total	9	6	3	0	18	21

As seen, since the previous study, there has been a reduction in the number of teams across the Borough, most notably with Burton HC having lost six teams in total.

During consultation, Barton HC reports exponential growth in demand over the previous three years, adding three teams to its offering. In contrast, Burton HC reports a decline in overall participation and suggests other social commitments and Covid-19 as reasoning for this.

Table 5.7: Summary of number of members

Name of club	Senior men (17-55)	Senior women (17-55)	Junior (under 17)	Total
Barton HC	47	18	103	168
Burton HC	62	36	83	181
Uttoxeter Ladies HC	-	23	2	25
Wulfric Ladies HC	-	19	1	20
Total	109	96	189	394

As seen in the table above, total membership in East Staffordshire amounts to 394, with Burton HC catering for the largest number of playing members. The Borough's most populated age group is its junior boys and girls (189 members), whilst its least populated age group is its senior women's section (96 members).

Barton HC

Barton HC uses one of the pitches at Shobnall Leisure Complex for all of its training activity and its match play. It accesses the pitch for training sessions on Tuesday and Thursday between 19:00 to 21:30, whilst the Club's matches are played on Saturday afternoons between 10:00 to 16:00.

Burton HC

Burton HC uses one pitch at Shobnall Leisure Complex to accommodate all its demand. In 2016, due to the Club's restricted access to the other pitch at the site, as well as having to export some of its teams outside of the Borough, the Club raised funds to construct a full size pitch at Shobnall Leisure Complex.

For training, the Club access the pitch at Shobnall Leisure Complex from 18:30 to 21:30 on Monday and Tuesday evenings and from 19:00 to 21:30 on Wednesday and Thursday evenings. Matches are played on Saturdays.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Uttoxeter Ladies HC

Uttoxeter Ladies HC uses the smaller size pitch at Oldfields Hall Middle School for all of its training activity; accessing the smaller size pitch on Thursday evenings from 20:00 to 21:00, whilst the Club's matches are played on Saturdays at Thomas Alleyne's High School.

Wulfric Ladies HC

Wulfric Ladies HC share one of the full size pitches at Shobnall Leisure Complex with Barton HC for all of its training activity; accessing the pitch on Thursday evenings from 18:00 to 19:00, whilst the Club's matches are played on Saturdays at the aforementioned site.

Additional demand

In addition, there are also various initiatives for hockey which are promoted by EH, as detailed below. These can add to the demand in a local authority and also necessitate the need for further pitch capacity.

Hockey Heroes

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

There are currently no Hockey Heroes courses operating in East Staffordshire, with the nearest offering identified outside of the Borough in Lichfield.

Back to Hockey

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

Benefits of clubs being involved in Back to Hockey include:

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

There are currently two Back to Hockey courses operating in East Staffordshire, both of which are facilitated at Shobnall Leisure Complex, via Barton HC and Burton HC.

Walking hockey

Increasing in popularity, walking hockey is perfect for players looking for a less physically demanding version of the game but still enjoy showing their skills and being involved in the team and social aspect.

There are currently no walking hockey sessions operating in East Staffordshire, with the nearest offering identified outside of the Borough in neighbouring North West Leicestershire.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Exported/imported demand

No imported/exported hockey demand is identified within East Staffordshire.

Latent/unmet demand

No latent demand is expressed by either of the four clubs within East Staffordshire.

Future demand

Growing participation is a key aim within EH's Strategic Plan and key drivers include working with clubs, schools and regional and local leagues as well as developing opportunities for over 40s and delivering a quality programme of competition. Overall, it has an aim to double participation over the next ten years, meaning it does not consider team generation rates to provide an accurate representation of potential growth.

In relation to club aspirations, Barton HC aspires to field an additional senior men's team and an additional senior women's team next season, whilst Burton HC expects to field one additional senior men's team.

Peak time demand

Generally, all senior hockey is played on a Saturday, whereas all junior hockey is played on a Sunday.

Usage

The table below summarises the usage at sites providing full size hockey suitable pitches, comparing availability against hockey use and other activity as well as taking into consideration any remaining spare capacity. Spare capacity is considered to exist for matches if there are currently less than eight teams assigned to a pitch on a Saturday or Sunday (and if the remaining capacity is not being utilised for other purposes).

Table 5.8: Usage of full size hockey suitable AGPs

Site ID	Site	Availability in the peak period (hours)	Hours of peak time availability	Usage comments	Capacity for hockey
10	Denstone College	0	-	Unavailable for community hockey provision.	-
10	Denstone College	0	-	Unavailable for community hockey provision.	-
45	Shobnall Leisure Complex (Burton HC)	34	Monday/Friday 18:00-22:00	Used by Burton HC for all its training and match demand.	Spare capacity for training demand.
			Saturday & Sunday 09:00-17:00		
45	Shobnall Leisure Complex	34	Monday/Friday 18:00-22:00	Used by Barton HC for all its training and match demand.	Spare capacity for training demand.
			Saturday & Sunday 09:00-17:00		

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Site ID	Site	Availability in the peak period (hours)	Hours of peak time availability	Usage comments	Capacity for hockey
54	Thomas Alleyne's High School	20	Monday-Friday 18:00-21:00	Used by Uttoxeter Ladies HC for all its training and match demand. Majority of usage is football based, with the pitch running a commercial leisure league.	Spare capacity for match and training demand although significant pitch improvements would be required before demand could be safely accommodated.
			Saturday & Sunday 09:00-12:00		

Based on the above, there is a degree of current spare capacity on the full size hockey suitable AGPs within East Staffordshire for hockey. This is due all the Borough's hockey clubs collectively accessing three of the Borough's four full size community available pitches. However, spare capacity at Thomas Alleyne's High School could only be accommodated if quality improvements are made to the pitch.

Furthermore, midweek spare capacity in the peak period is identified on both of the full size pitches at Shobnall Leisure Complex.

5.4: Supply and demand analysis

Match play analysis

It is suggested that a full size hockey pitch with sports lighting is able to accommodate four match equivalent sessions on one day. With teams playing on a home and away basis, this equates to one AGP being able to cater for eight 'home' teams at peak time (one team requires 0.5 match equivalent sessions per week on its 'home' AGP).

For senior hockey, on the basis that there are five full size AGPs which can accommodate hockey matches in East Staffordshire, there is a theoretical opportunity to accommodate up to 40 hockey teams across the Borough. However, with two of the pitches unavailable and with access restricted at others, the actual capacity is perceived to be for 18 teams, as shown below.

Table 5.9: Summary of actual spare for senior hockey (Saturdays)

Site ID	Site	Actual capacity (match equivalent sessions)	No. of teams that can be fielded	Comments
10	Denstone College	-	0	Unavailable for community use.
10	Denstone College	-	0	Unavailable for community use.
45	Shobnall Leisure Complex (Burton HC)	4	8	Available for community use from 09:00 to 17:00.
45	Shobnall Leisure Complex	4	8	Available for community use from 09:00 to 17:00.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Site ID	Site	Actual capacity (match equivalent sessions)	No. of teams that can be fielded	Comments
54	Thomas Alleyne's High School	1	2	Available for community use from 09:00 to 12:00.
-	Total	9	18	-

Nevertheless, with 15 senior teams currently playing in East Staffordshire, this suggests that current supply is sufficient to accommodate peak time demand, with spare capacity remaining for an additional three teams.

For junior hockey matches, the need for pitches is generally less than it is for senior hockey as younger age groups can play on half a pitch (meaning two fixtures can take place at one time). As such, provision adequate to accommodate senior demand is also likely to be adequate to accommodate junior demand, especially when accounting for more extensive availability at many sites on Sundays.

Training analysis

In terms of capacity for hockey training, the AGP at Thomas Alleyne's High School is used extensively for other purposes, most commonly football training, which can limit access for hockey demand. However, there is still sufficient capacity at other AGPs to accommodate all training demand within the Borough, with no clubs reporting any specific capacity concerns.

5.5: Conclusion

There is a sufficient supply of hockey suitable pitches in East Staffordshire to accommodate current demand, with three community available pitches provided and four clubs requiring access. However, both Uttoxeter Ladies and Wulfric Ladies hockey clubs are one-team clubs; if both clubs were to grow their number of teams, there may be a requirement for additional capacity.

Although improved security of tenure should ideally be secured for clubs renting their pitches, the main issue affecting capacity is the poor quality at Thomas Alleyne's High School and its high degree of football usage. Whilst there is currently sufficient supply to accommodate current demand, should participation increase across each of the four teams, additional availability for hockey will be required at Thomas Alleyne's High School to facilitate any future demand. In addition, in order to continue to accommodate hockey demand, the pitch needs to be resurfaced to improve its quality.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Hockey – supply and demand summary

- ◀ With 15 senior teams currently playing in East Staffordshire, this suggests that current supply is sufficient to accommodate demand, with capacity remaining for an additional three teams.
- ◀ Such spare capacity is based on the assumption that quality improvements are made at Thomas Alleyne's High School.
- ◀ Supply is also sufficient to accommodate junior demand.
- ◀ Improved security of tenure should look to be sought for Barton HC and Uttoxeter Ladies HC at both respective grounds, despite the former's reports that it is satisfied with its short-term agreement.

Hockey – supply summary

- ◀ There are five full size hockey suitable pitches in East Staffordshire located across three sites. Of these, three are available for community use, with both pitches at Denstone College offering no community use to hockey clubs.
- ◀ Of the five pitches, all but one is serviced by sports lighting, with one of the pitches at Denstone College being the sole exemption.
- ◀ Since the 2018 PPOSS study, the number of full size hockey-suitable pitches has remained the same.
- ◀ In addition to the full size AGPs, there are ten smaller size hockey suitable pitches in East Staffordshire across seven sites. Five of the smaller size pitches are available for community use, located at Holland Sports Club, JCB Lakeside Sports & Social Club, Oldfields Hall Middle School and at Rocester Football Club.
- ◀ Currently, Burton HC leases one of the AGPs at Shobnall Leisure Complex from ESBC with its current arrangement running till 2040, demonstrating security of tenure. In comparison, Barton HC rent use of the remaining AGP at the aforementioned site from Everyone Active; in spite of such a short-term arrangement representing an unsecure tenure, the Club expresses it is satisfied with its tenure.
- ◀ Three pitches in East Staffordshire are assessed as good quality, one is assessed as standard, located at Shobnall Leisure Complex (Burton HC), with the remaining pitch at Thomas Alleyne's High School assessed as poor quality.
- ◀ The pitch at Thomas Alleyne's High School has exceeded its recommended lifespan.
- ◀ Both Barton and Burton hockey clubs report that the ancillary provision at Shobnall Leisure Complex, both clubs' home ground, is of a high standard.

Hockey – demand summary

- ◀ The four hockey clubs in East Staffordshire collectively provide nine senior men's, six senior women's and two junior teams, totalling 18 teams.
- ◀ Since the previous 2018 PPOSS, there has been a reduction in the number of teams across the Borough, most notably with Burton HC having lost six teams in total.
- ◀ No imported/exported hockey demand is identified within East Staffordshire.
- ◀ No latent demand is expressed by either of the four clubs within East Staffordshire.
- ◀ Barton HC aspires to field an additional senior men's team and an additional senior women's team next season, whilst Burton HC expects to field one additional senior men's team.
- ◀ Where community availability is offered, the existing supply of hockey pitches are also utilised for other activities such as football, which takes capacity away from hockey demand.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

PART 6: CRICKET

6.1: Introduction

The Staffordshire County Cricket Board (SCCB) is the main governing and representative body for Cricket within East Staffordshire. Working closely with the England & Wales Cricket Board (ECB), it is responsible for the management and development of every form of recreational cricket for men, women and children within East Staffordshire. It is currently working with the ECB on delivering its Strategy, 'Inspiring Generations', which has been live since 2020.

For adult cricket in East Staffordshire there are three main offerings; Saturday, Sunday and midweek cricket (including strong recreational demand across the Borough. The youth league structure tends to be club-based matches which are played mid-week, although some matches are also played on Sundays. The playing season runs from April-September.

Consultation

In total, 12 affiliated cricket clubs are identified as playing within East Staffordshire. Of these, all 12 responded to consultation requests, resulting in a response rate of 100%.

Table 6.1: Summary of cricket club consultation

Club name	Analysis area	Response received
Abbots Bromley CC	Rural 2	Yes
Burton CC	Burton West	Yes
Draycott & Hanbury CC	Rural 1	Yes
Dunstall CC	Rural 1	Yes
Rolleston CC	Rural 1	Yes
Trentside CC	Burton West	Yes
Tutbury CC	Rural 1	Yes
Uttoxeter CC	Uttoxeter	Yes
Washlands CC	Burton West	Yes
Winhill CC	Burton East	Yes
Wootton CC	Rural 2	Yes
Yoxall CC	Rural 1	Yes

Since the previous study in 2018, Barton Under Needwood CC, Leigh CC and Marchington CC have folded, having previously played their matches at Holland Sports Club, Leigh Recreation Ground and Uttoxeter Cricket Club, respectively. Uttoxeter CC has also relocated from its home ground at Uttoxeter Racecourse, moving to Uttoxeter Cricket Club, previously known as Marchington Cricket Club until the Club folded.

In addition, Washlands CC reports that it is due to fold as a club at the end of the 2023 season. The Club highlights the difficulty in integrating young players into its team, leaving an ageing demographic amongst its sole senior team. As the Club played during the 2023 season, its demand is still captured within the report.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

6.2: Supply

Grass wicket squares

In total, there are 19 grass wicket cricket squares in East Staffordshire provided across 16 sites. Of these, 16 squares are available for community use across 15 sites. Rolleston Cricket Club is the only site to accommodate two community available grass squares, whilst the remaining sites each provide one grass square.

Table 6.2: Summary of grass wicket squares

Analysis area	Number of squares available for community use	Number of squares unavailable for community use
Burton East	1	-
Burton West	3	-
Rural 1	10	-
Rural 2	1	3
Uttoxeter	1	-
East Staffordshire	16	3
2018 PPOSS study	18	6

The Rural 1 Analysis Area has the most community available grass cricket squares with a total of ten or just over half of the provision (53%). In comparison, the Burton East and Uttoxeter analysis areas offer the least provision with just one square each.

Changes from the previous study

The previous study identified a total of 24 grass cricket squares, of which 18 were deemed available for community use. The number of unavailable squares has therefore decreased by three (halved), whilst the amount of community available squares has reduced by two (11%).

All of the sites that no longer provide cricket squares are outlined in greater detail below within the disused sites/provision section.

Non-turf pitches

There are a total of eight active non-turf pitches (NTPs) across East Staffordshire with three accompanying grass wickets squares and the remaining five being standalone. Of the eight NTPs, two are considered unavailable for community use, situated at Abbot Beyne School and Smallwood Manor.

The NTPs are summarised in the table below.

Table 6.3: Summary of NTPs in East Staffordshire

Site ID	Site name	Analysis area	Community use?	Number of NTPs	Position
1	Abbot Beyne School	Burton East	No	1	Standalone
11	Smallwood Manor	Rural 1	No	1	Standalone
19	Holland Sports Club	Rural 1	Yes	1	Square
59	Windsor Park C of E Middle School	Uttoxeter	Yes	1	Standalone
60	Winhill Cricket Club	Burton East	Yes	1	Square
66	Uttoxeter Cricket Club	Uttoxeter	Yes	1	Square

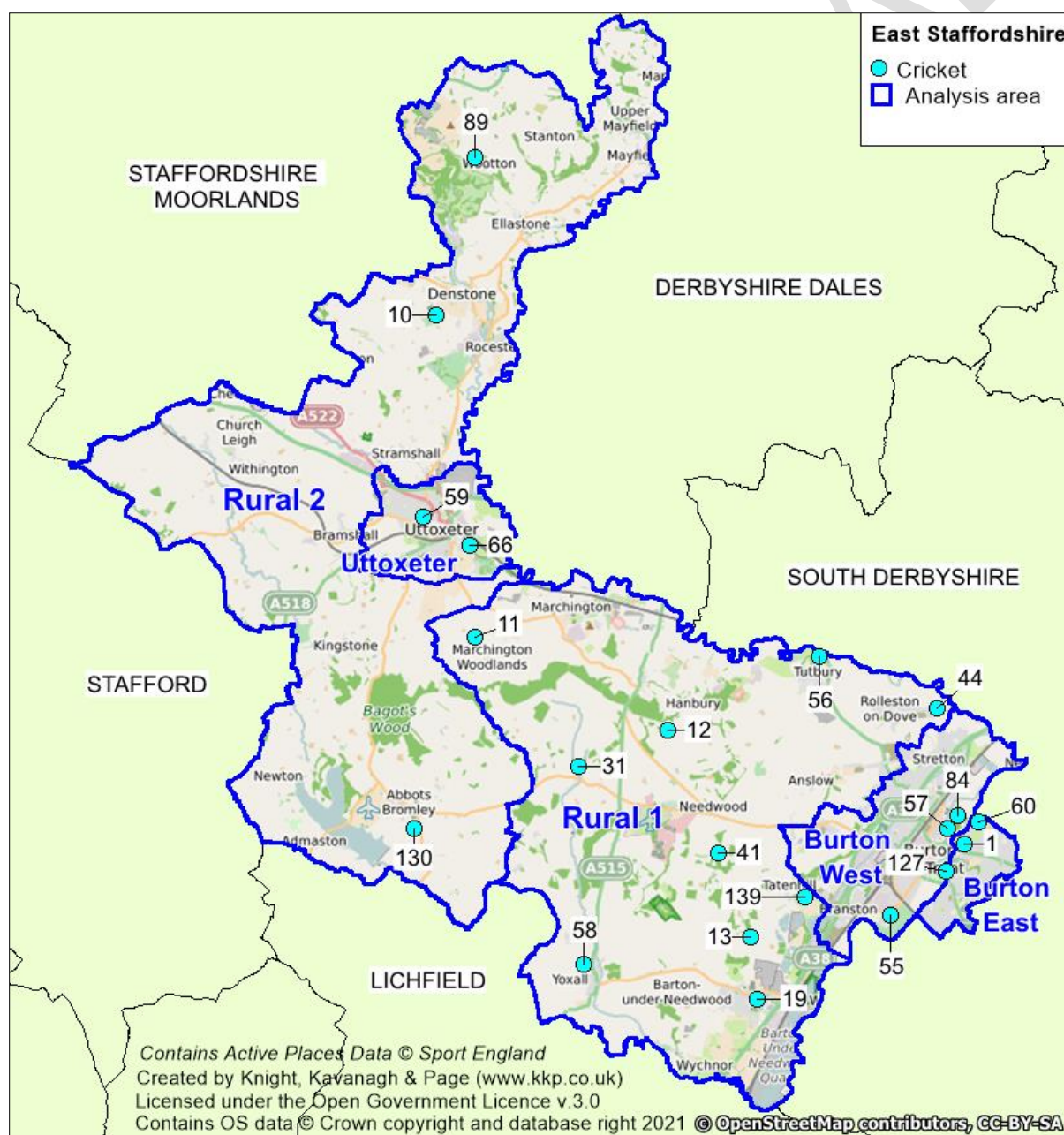
EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Site ID	Site name	Analysis area	Community use?	Number of NTPs	Position
127	Stapenhill Hollows	Burton East	Yes	1	Standalone
139	John Taylor Free School	Rural 1	Yes	1	Standalone

NTPs, particularly when located at club sites, can aid with training and practice and can help reduce overlap on grass wickets when used for matches. The ECB highlights that NTPs which follow its TS6 guidance on performance standards are suitable for high level, senior play. Additionally, NTPs are frequently used for junior matches across the Country.

For the location of all grass wicket and NTP cricket provision, see Figure 6.1 below. For a key to the map, refer to Table 6.4.

Figure 6.1: Location of cricket pitches within East Staffordshire



EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 6.4: Key to map of cricket squares

Site ID	Site name	Postcode	Analysis area	Community use?	No. of squares	User/s	No of grass wickets	No. of non-turf wickets
1	Abbots Beyne School	DE15 0JL	Burton East	No	1	-	-	1
10	Denstone College	ST14 5HN	Rural 2	No	1	-	14	-
10	Denstone College	ST14 5HN	Rural 2	No	1	-	3	-
10	Denstone College	ST14 5HN	Rural 2	No	1	-	16	-
11	Smallwood Manor	ST14 8NS	Rural 1	No	1	-	-	1
12	Draycott and Hanbury Cricket Club	DE13 8TH	Rural 1	Yes	1	Draycott & Hanbury CC	14	-
13	Dunstall Cricket Club	DE13 8BE	Rural 1	Yes	1	Alrewas CC (imported) & Dunstall CC	12	-
19	Holland Sports Club	DE13 8BB	Rural 1	Yes	1	Alrewas CC (imported) & Dunstall CC	9	1
31	Meynell Cricket Club	DE13 8SF	Rural 1	Yes	1	Meynell CC (unaffiliated)	6	-
41	Rangemore Playing Fields	DE13 9RW	Rural 1	Yes	1	Tutbury CC	10	-
44	Rolleston Cricket Club	DE13 9AU	Rural 1	Yes	1	Rolleston CC	14	-
44	Rolleston Cricket Club	DE13 9AU	Rural 1	Yes	1	Rolleston CC	10	-
55	Trentside Cricket Club	DE14 3DP	Burton West	Yes	1	Trentside CC	11	-
56	Tutbury Cricket Club	DE13 9LZ	Rural 1	Yes	1	Tutbury CC	14	-
57	Washlands Sports & Social Club	DE14 1TD	Burton West	Yes	1	Washlands CC	6	-
58	Weaverslake Sports Club	DE13 8NB	Rural 1	Yes	1	Yoxall CC	12	-
59	Windsor Park C of E Middle School	ST14 7JX	Uttoxeter	Yes	1	-	-	1
60	Winshill Cricket Club	DE15 0BB	Burton East	Yes	1	Winshill CC	10	1
66	Uttoxeter Cricket Club	ST14 8LW	Uttoxeter	Yes	1	Uttoxeter CC	9	1
84	Burton Cricket Club	DE14 1TD	Burton West	Yes	1	Burton CC	12	-
89	Wootton Cricket Club	DE6 2GW	Rural 2	Yes	1	Wootton CC	10	-
127	Stapenhill Hollows	DE15 9ER	Burton East	Yes	1	-	-	1
130	Abbots Bromley Sports Association	WS15 3DR	Rural 2	Yes	1	Abbots Bromley CC	10	-
139	John Taylor Free School	DE13 9SA	Rural 1	Yes	1	-	-	1

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Future provision

Wootton CC aspires to install an NTP to accompany its grass square, enabling it to hold practice sessions and alleviating pressures on the grass wickets at the site (Wootton Cricket Club).

Disused sites / provision

Further to the cricket provision mentioned above, there are also seven sites that are either active sites which have previously accommodated cricket provision, or which are completely disused sites. Exact details surrounding each are referenced in the table below.

Table 6.5: Disused sites/provision within East Staffordshire for cricket

Site ID	Site	Post code	Analysis area	Disused site / disused provision ¹⁶	Comments
4	Anglesey Community Park	DE14 3PQ	Burton West	Disused provision	Site previously accommodated one NTP wicket. The site is still used for football purposes.
11	Smallwood Manor	ST14 8NS	Rural 1	Disused provision	Site previously accommodated a six-wicket grass square accompanied by an NTP wicket. The site still offers a standalone NTP wicket.
15	Eton Community Park	DE14 2SP	Burton West	Disused provision	Site previously accommodated one NTP wicket. The site is still used for football purposes.
21	JCB Lakeside Sports and Social Club	ST14 5HY	Rural 2	Disused provision	Site previously accommodated one NTP wicket. The site is still used for football purposes.
25	Leigh Recreation Ground	ST10 4SR	Rural 2	Disused provision	Site previously accommodated a five-wicket grass square, previously used by Leigh CC who have since folded. The site is still used for football purposes.
37	Paget High School	DE14 3DR	Burton West	Disused provision	Site previously accommodated a four-wicket grass square and a standalone NTP. The site is still used for football purposes.
-	Uttoxeter Racecourse	ST14 8BD	Uttoxeter	Disused site	Site previously accommodated a 12-wicket grass square, previously used by Uttoxeter CC.

Management and security of tenure

The table overleaf is a summary of clubs' tenure at their primary sites. As shown, most clubs (ten or 83%) are considered to have secure tenure through either a long-term lease (over five years), rental from ESBC or freehold.

¹⁶ Disused provision relates to former cricket provision that was maintained on a site which is currently in currently in use for another sport such as football / rugby union etc.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 6.6: Summary of security of tenure for clubs at their primary site

Site ID	Primary site name	Club	Agreement	Security of tenure
130	Abbots Bromley Sports Association	Abbots Bromley CC	Lease from ABSA (99-year agreement)	Secure
84	Burton Cricket Club	Burton CC	Freehold	Secure
12	Draycott & Hanbury Cricket Club	Draycott & Hanbury CC	Leased from private landlord (17 years remaining)	Secure
13	Dunstall Cricket Club	Dunstall CC	Three years remaining on lease with Dunstall Hall with an automatic right to renew.	Secure
44	Rolleston Cricket Club	Rolleston CC	Freehold	Secure
55	Trentside Cricket Club	Trentside CC	Leased from ESBC (35 years remaining)	Secure
56	Tutbury Cricket Club	Tutbury CC	Freehold	Secure
66	Uttoxeter Cricket Club	Uttoxeter CC	Leased over 30 years	Secure
57	Washlands Sports & Social Club	Washlands CC	Rent from Sports Club	Unsecure
60	Winshill Cricket Club	Winshill CC	Freehold	Secure
89	Wootton Cricket Club	Wootton CC	Leased from Wootton Estate (three years remaining)	Unsecure
58	Weaverslake Sports Club	Yoxall CC	18 years remaining on a 25 year lease with Yoxall Parish Council.	Secure

As seen above, two clubs (17%) do not have a secure tenure at their home grounds, with this relating to:

- ✦ Washlands CC
- ✦ Wootton CC

In addition, two clubs also access secondary venues to meet their levels of demand in addition to the primary venues listed above. The clubs in question and subsequent sites are as follows:

- ✦ Dunstall CC – Holland Sports Club
- ✦ Tutbury CC – Rangemore Playing Fields

Although the tenure for the clubs listed above is unknown, it can be assumed that, as secondary venues, the clubs rent use of the squares on an annual basis. Whilst this signifies unsecure tenure, no issues are reported. Clubs utilising secondary squares generally do not want to be tied into a long-term commitment as access may not always be required.

Square quality

The quality of cricket pitches has been assessed via a combination of site visits (using non-technical assessments as determined by the ECB) and user consultation to reach and apply an agreed rating on a scale of good, standard and poor. For the full site assessment criteria, please refer to Appendix 2.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Maintaining high square quality is the most important aspect of cricket; if the wicket is poor, it can affect the quality of the game and can, in some instances, become dangerous. As an example, if a square is poor quality, a ball can bounce erratically on a wicket and become a danger to players.

The grass wicket cricket squares in East Staffordshire are all assessed as good quality. This is a testament to sophisticated maintenance regimes in place, which is helped by most regimes being operated or at least organised by clubs.

Table 6.7: Quality of grass squares in East Staffordshire

-	No. of good quality	No. of standard quality	No. of poor quality
Total	19	-	-
2018 PPOSS study	6	10	2

Changes from the previous study

Since the previous study, the overall quality of community available grass cricket squares has significantly improved with all squares now identified as good quality. The following squares have improved from standard to good quality:

- ✦ Burton Cricket Club
- ✦ Holland Sports Club
- ✦ Meynell Cricket Club
- ✦ Rangemore Playing Fields
- ✦ Tutbury Cricket Club
- ✦ Washlands Sports & Social Club
- ✦ Weaverslake Sports Club
- ✦ Wootton Cricket Club

In addition, squares at Leigh Recreation Ground and Uttoxeter Cricket Club (previously known as Marchington Cricket Club) were previously deemed to be poor quality. However, the former is now disused provision, whilst the latter is now home to Uttoxeter Cricket Club and is assessed as good.

Uttoxeter Racecourse previously accommodated a grass square which was also deemed to be standard quality; however, the square is now disused, as previously mentioned.

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

Table 6.8: Performance Quality Standard ratings

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

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

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

Ancillary facilities

The table below identifies the quality of ancillary provision at the primary sites used for community cricket within East Staffordshire. Four community available sites are accompanied by good quality facilities, seven have standard quality provision, whilst three sites are serviced with poor quality facilities.

Table 6.9: Summary of ancillary quality at clubs' primary sites

Club	Site ID	Primary site name	Quality of ancillary provision
Abbots Bromley CC	130	Abbots Bromley Sports Association	Poor
Burton CC	84	Burton Cricket Club	Standard
Draycott & Hanbury CC	12	Draycott & Hanbury Cricket Club	Standard
Dunstall CC	13	Dunstall Cricket Club	Good
Dunstall CC	19	Holland Sports Club	Standard
Rolleston CC	44	Rolleston Cricket Club	Good
Trentside CC	55	Trentside Cricket Club	Good
Tutbury CC	56	Tutbury Cricket Club	Poor
Tutbury CC	41	Rangemore Playing Fields	Poor
Uttoxeter CC	66	Uttoxeter Cricket Club	Standard
Washlands CC	57	Washlands Sports & Social Club	Standard
Winshill CC	60	Winshill Cricket Club	Good
Wootton CC	89	Wootton Cricket Club	Standard
Yoxall CC	58	Weaverslake Sports Club	Standard

The provision at Abbots Bromley Sports Association, Rangemore Playing Fields and Tutbury Cricket Club is assessed as poor quality with the former two offering temporary ancillary facilities (i.e., portacabins) and the latter's clubhouse being outdated and in need of refurbishment.

During consultation, only Abbots Bromley CC and Tutbury CC reports any aspirational ancillary development plans, with both having a desire to refurbish their clubhouse/pavilion facilities, at Abbots Bromley Sports Association and Tutbury Cricket Club respectively. As previously mentioned, Abbots Bromley CC (at Abbots Bromley Sports Association) is currently having to use portacabins for its ancillary needs.

In addition, Trentside and Winshill cricket clubs both report of aspirations to increase their home ground's car parking capacity, with both clubs' current parking deemed to be inadequate to cater for peak time demand.

Training facilities

Access to cricket nets is important, particularly for training purposes. The table below identifies the practice facilities that are available across East Staffordshire, with 11 sites providing some form of provision.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 6.10: Summary of training facilities at clubs' primary sites

Site ID	Primary site name	Club	Type of provision
12	Draycott & Hanbury Cricket Club	Draycott & Hanbury CC	Roll on
13	Dunstall Cricket Club	Dunstall CC	Permanent and roll on
44	Rolleston Cricket Club	Rolleston CC	Permanent and roll on
55	Trentside Cricket Club	Trentside CC	Permanent and roll on
56	Tutbury Cricket Club	Tutbury CC	Permanent
57	Washlands Sports & Social Club	Washlands CC	Roll on
58	Weaverslake Sports Club	Yoxall CC	Permanent
66	Uttoxeter Cricket Club	Uttoxeter CC	Roll on
60	Winshill Cricket Club	Winshill CC	Roll on
84	Burton Cricket Club	Burton CC	-
89	Wootton Cricket Club	Wootton CC	Permanent and roll on
130	Abbots Bromley Sports Association	Abbots Bromley CC	Roll on

As seen Burton CC (at Burton Cricket Club) is the club not currently provided for. However, six clubs report a need for new, additional or improved provision, with these being Abbots Bromley, Burton, Draycott & Hanbury, Tutbury, Winshill and Yoxall cricket clubs.

In addition, although not covered by the scope of this study, it should be noted that John Taylor High School, Shobnall Leisure Complex and Uttoxeter Leisure Centre each has indoor provision that is well used for winter training.

6.3: Demand

There are 12 clubs in East Staffordshire which collectively provide 80 teams (data collated from the 2023 season). This equates to 37 senior men's and 43 junior teams (all junior boys' teams). Most teams are based in the Rural 1 Analysis Area (46 teams or 58%), whilst the fewest number of teams are found in the Burton East Analysis Area (five teams or 6%).

Table 6.11: Summary of number of teams by analysis area

Analysis area	Senior men's	Senior women's	Junior boys'	Junior girls'	Total
Burton East	3	-	2	-	5
Burton West	5	-	4	-	9
Rural 1	20	-	26	-	46
Rural 2	5	-	3	-	8
Uttoxeter	4	-	8	-	12
East Staffordshire	37	-	43	-	80
2018 PPOSS Study	32	1	37	0	70

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

For demand at a club-specific level, please see Table 6.12, below.

Table 6.12: Current summary of number of teams by club and a comparison to the previous study

Site ID	Site name	Name of club	Analysis area	No. of men's teams	No. of women's teams	No. of boys' teams	No. of girls' teams	Total	Team % change from previous study
130	Abbots Bromley Sports Association	Abbots Bromley CC	Rural 2	2	-	-	-	2	67%
84	Burton Cricket Club	Burton CC	Rural 1	2	-	-	-	2	-
12	Draycott & Hanbury Cricket Club	Draycott & Hanbury CC	Burton West	2	-	2	-	4	33%
13	Dunstall Cricket Club	Dunstall CC	Rural 1	4	-	2	-	12	8%
19	Holland Sports Club	Dunstall CC	Rural 1	1	-	5	-		
44	Rolleston Cricket Club	Rolleston CC	Rural 1	5	-	9	-	14	36%
55	Trentside Cricket Club	Trentside CC	Burton West	2	-	4	-	6	17%
41	Rangemore Playing Fields	Tutbury CC	Rural 1	2	-	1	-	9	33%
56	Tutbury Cricket Club	Tutbury CC	Rural 1	3	-	3	-		
66	Uttoxeter Cricket Club	Uttoxeter CC	Uttoxeter	4	-	8	-	12	83%
57	Washlands Sports & Social Club	Washlands CC	Burton West	1	-	-	-	1	-
60	Winhill Cricket Club	Winhill CC	Burton East	3	-	2	-	5	20%
89	Wootton Cricket Club	Wootton CC	Rural 2	3	-	3	-	6	14%
58	Weaverslake Sports Club	Yoxall CC	Rural 1	3	-	4	-	7	29%
-	-	-	Totals	37	0	43	0	80	13%

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Changes from the previous study

As seen in Table 6.12 above, there has been an increase in the number of teams playing within East Staffordshire since the previous study, rising from 70 teams in 2018 to 80 teams in 2023 (a 13% increase).

Contrary to the above, since the previous study, Barton Under Needwood CC, Leigh CC and Marchington CC have folded. However, it is assumed that Uttoxeter CC has absorbed the demand lost by the folding of Marchington CC, with the former showing an 83% increase in participation since 2018.

As previously mentioned, Washlands CC is also due to fold in the near future.

Participation trends

In correspondence with the recorded growth since the previous study, seven clubs report an increase participation over recent years in comparison to two (Trentside CC and Washlands CC) citing a decrease in participation. The remaining three clubs (Burton CC, Rolleston CC & Wootton CC) suggest that participation has stayed the same.

Table 6.13: Summary of cricket club participation trends

Number of teams over the past five years		
Increased	Decreased	Stayed the same
Abbots Bromley CC Draycott & Hanbury CC Dunstall CC Tutbury CC Uttoxeter CC Winshill CC Yoxall CC	Trentside CC Washlands CC	Burton CC Rolleston CC Wootton CC

Latent/unmet demand

Wootton CC reports latent demand, suggesting a need for an NTP to accompany its grass square in order to meet growth and expand as a club.

Imported demand

Alrewas CC imports a single men's team (3rd XI) into East Staffordshire from Lichfield, playing home matches at Holland Sports Club. This is used as a secondary venue by the Club.

Exported demand

No exported cricket demand is identified outside of the Borough.

Additional activity

Meynell CC is an unaffiliated club, playing its matches within the Borough at Meynell Cricket Club in the Rural 1 Analysis Area. The Club consists of one senior men's team and plays approximately 12 matches per season.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

In addition, the ECB is currently running a number of initiatives across the Country which results in additional cricket demand and use of cricket facilities. Whilst these do not generally utilise grass wickets, they can impact upon availability when sessions are being held due to use of cricket outfield, making squares unusable for matches during these periods. This can mean no availability on one or two nights a week.

All Stars cricket

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

The programme seeks to achieve the following aims:

- ◀ Increase cricket activity for 5-8 year olds in the school and club environment.
- ◀ Develop consistency of message in both settings to aid transition.
- ◀ Improve generic movement skills for children, using cricket as the vehicle.
- ◀ Make it easier for new volunteers to support and deliver in the club environment.
- ◀ Use fun small-sided games to enthuse new children and volunteers to follow and play the game.

In East Staffordshire, Abbots Bromley, Burton, Draycott & Hanbury, Dunstall, Rolleston, Tutbury, Uttoxeter, Winshill and Yoxall cricket clubs currently deliver All Stars activity.

Dynamo's cricket

A key development area for the ECB in delivering on the outcomes of 'Inspiring Generations' will be the Dynamos programme for 8–11-year-olds, which originally aimed to launch in 2020. It plans on building on the significant growth of the All Stars and will develop the pathway to retain juniors who progress.

Where All Stars seeks to engage children in cricket activity and learning the skills, Dynamo's seeks to engage children in learning how to play, introducing a modified softball format as competitive progression with a view to eventual transition through to hardball cricket. The programme will be strongly linked to The Hundred, a new, short format competition which also aimed to launch in 2020 (pre-Covid-19).

In East Staffordshire, Abbots Bromley, Draycott & Hanbury, Winshill and Yoxall cricket clubs currently take part in the Dynamos initiative.

Softball cricket

Softball is an ECB initiative aimed at women and girls to increase female participation in cricket as a sport. The aim of softball cricket sections is enjoyment and participation, without pads, a hardball, a heavy bat and limited rules. Sessions are generally played on the outfield of a square and follow a festival format with each session running for a maximum of two and half hours, shorter than traditional formats.

In East Staffordshire, only Draycott & Hanbury CC currently fields women's softball demand.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Street cricket

Street cricket is an ECB initiative run through the Chance to Shine Programme. Chance to Shine Street brings cricket to thousands of young people in urban areas. It uses the game to increase aspiration, promote social cohesion and create opportunities in diverse communities. It's a fast-paced version of the game played with a tapeball - a tennis ball wrapped in electrical tape - in small, enclosed spaces, often courts or indoor sports halls. With six players per team and 20 balls per innings.

Street cricket sessions currently take place in East Staffordshire at Anglesey Primary Academy.

Last Man Stands

Last Man Stands (LMS) was founded in 2005, in London. The social outdoor eight-a-side T20 cricket game is played midweek, lasts approximately two hours and is generally played on NTPs. All eight wickets are required to bowl a team out so when the seventh wicket falls, the 'Last Man Stands' on his own. This shorter format of the game has encouraged more people to participate in the sport and is increasing in popularity.

LMS does not currently operate in East Staffordshire, however, should suitable locations be available it is something that will be considered in the future as there is currently no dedicated alternative (such as a T20 league).

Future demand

Future demand can be defined in three ways, through participation increases, using population forecasts and housing growth. The Strategy Report that proceeds this report contains a range of housing growth scenarios that will estimate the additional demand for cricket arising from housing development.

Population forecasts

For population projections, Sport England's Playing Pitch Calculator can estimate the likely additional demand for grass wicket cricket squares that will arise from forecasted growth. This uses the current population within each relevant age group together with current participation levels to establish team generation rates that are applied to future population projections.

Using the above, it is predicted in East Staffordshire there will be a growth of just one senior men's team and one junior boys' team up to 2031 – the date selected to align the PPOSS with the Council's emerging Local Plan. This is shown in the table below.

Table 6.14: Future demand via population growth (2031)

Age group	Team generation rate	Number of new teams generated by the new population	Number of new teams generated by the new population¹⁷
Men (18-55yrs)	1:782	1.01	1
Women (18-55yrs)	1:0	0	0
Boys (7-18yrs)	1:213	1.17	1
Girls (7-18yrs)	1:0	0	0

¹⁷ Rounded to the nearest whole number

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

At a localised level, future demand generated (one senior men's team and one junior boys' team) is identified solely in the Rural 1 Analysis Area. The remaining analysis areas are not forecast to grow their number of teams.

Table 6.15: Summary of future demand generated via population growth (by analysis area)

Analysis area	No. of senior men's teams	No. of senior women's teams	No. of junior teams
Burton East	-	-	-
Burton West	-	-	-
Rural 1	1	-	1
Rural 2	-	-	-
Uttoxeter	-	-	-
East Staffordshire	1	0	1

Notwithstanding the above, it is important to acknowledge that there are plans and strategies in place to increase the number of teams at some formats beyond what current trends and population changes would suggest. For example, consultation with the ECB suggests that further development of women and girl's participation in cricket in East Staffordshire is likely as it is currently a national priority. This also applies to potential increased growth in junior cricket, linked to the abovementioned All Stars and Dynamos initiatives.

In addition, the ECB's media rights deal includes a continuation of its relationship with Sky Sports, up to 2028. This now extends beyond broadcasting and is a partnership which will secure significant investment and a commitment to increase participation and drive engagement. This could therefore boost demand to levels in excess of those anticipated through the PPOSS, meaning the impact should be reviewed over coming years.

Furthermore, the demand identified is based solely upon current levels of formal demand from community-based cricket clubs and does not capture informal or recreational activity.

Participation increases

Five clubs in East Staffordshire report future demand, totalling nine teams. This is broken down as one senior men, three senior women's and five junior teams. It is expressed by Draycott & Hanbury, Dunstall, Winshill, Wootton and Yoxall cricket clubs as shown below.

Table 6.16: Summary of future demand via club aspirational demand

Club name	No. of senior men's teams	No. of senior women's teams	No. of junior teams	Total
Draycott & Hanbury CC	-	1	1	2
Dunstall CC	-	1	-	1
Winshill CC	-	-	1	1
Wootton CC	-	1	2	3
Yoxall CC	1	-	1	2
Total	1	3	5	9

At a localised level, the largest degree of future demand generated is identified in the Rural 1 Analysis Area with five teams (one senior men's, two senior women's and two junior teams), whilst the Rural 2 Analysis Area projects three teams (one senior women's and two junior teams) and Burton East Analysis Area yields one team (one junior team). The Burton West and Uttoxeter analysis areas are not forecast to grow their number of teams.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 6.17: Summary of future demand generated via club aspirational demand (by analysis area)

Analysis area	No. of senior men's teams	No. of senior women's teams	No. of junior teams
Burton East	-	-	1
Burton West	-	-	-
Rural 1	1	2	2
Rural 2	-	1	2
Uttoxeter	-	-	-
East Staffordshire	1	3	5

In order to draw comparisons with the previous study, future demand generated via participation increases (clubs' aspirational demand) will be taken forward into the supply and demand analysis. The impact of future demand produced from population growth (up to 2031) will be considered as a scenario in the proceeding strategy document, although it is likely that this will be absorbed within the club aspirations.

6.4: Capacity analysis

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

The capacity of a square to accommodate matches is driven by the number and quality of wickets. This section of the report therefore presents the current pitch stock available for cricket and illustrates the number of competitive match equivalent sessions per season per square that is available and that currently takes place.

For good quality squares, capacity is considered to be five matches per grass wicket per season, whilst for a standard quality square, capacity is four matches per wicket per season. For poor quality squares, no capacity is considered to exist as such provision is not deemed safe for play.

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

The above is used to allocate capacity ratings as follows:

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

Please note that non-turf wickets have been discounted from the table overleaf. No non-turf wicket squares are recorded as accommodating more than 60 matches per season; therefore, all non-turf wickets are considered to have spare capacity. This generally translates to actual spare capacity for junior cricket as peak time is midweek, whereby non-turf wickets are more commonly used and where matches can be played on a variety of days. However, this is not the case where midweek demand is particularly high, with capacity still limited due to general site usage.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

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

Peak time demand

An analysis of match play identifies that peak time demand for senior cricket in East Staffordshire is Saturday, although a good proportion of teams are also fielded on a Sunday, including senior women's teams, as well as midweek in shorter formats of the game. In addition, peak time is midweek for junior cricket, albeit that some Sunday cricket is also recorded.

Based on the above, capacity across Saturday's, Sunday's and midweek requires consideration, which the following analysis looks to provide. This involves factoring in the overall capacity level at each site and current usage levels across each relevant period.

Education usage

Whilst only few available squares based at school sites currently have any recorded community use, it must be recognised that the majority do cater for curricular and extra-curricular, especially at those with a relatively strong cricket programme. At such sites, internal usage leaves little capacity remaining for any external access, with this demand therefore built into the below analysis.

Spare capacity

The table below explains the difference between the potential spare capacity referenced in Table 6.19 and the actual spare capacity identified in the final three columns (Saturday, Sunday and midweek).

Table 6.18: Spare capacity examples

Potential spare capacity in peak period (examples)	Explanation of spare capacity
No	If the cell has a "no" it means that the pitch is played to capacity within this period and therefore cannot accommodate any further demand.
Yes	If the cell has a "yes" that is not highlighted it means there is spare capacity to accommodate further demand within this designated peak period; however, this is discounted due to unsecure tenure, poor pitch quality, the pitch not being available for community use or the pitch already being played to capacity or being overplayed so it cannot accommodate any additional demand.
Yes	If the cell has a "yes" and is also highlighted in green it means there is actual available spare capacity within this peak period which can be utilised.

**EAST STAFFORDSHIRE BOROUGH COUNCIL
PLAYING PITCH & OUTDOOR SPORTS STRATEGY**

Table 6.19: Capacity analysis of grass cricket squares across East Staffordshire

Site ID	Site name	Analysis area	Available for community use?	Security of tenure	Club users	No. of squares	Square quality	No. of grass wickets	Capacity (Sessions per season)	Actual play (Sessions per season)	Capacity rating (sessions per season)	Potential spare capacity for senior cricket? (Saturday)	Potential spare capacity for senior cricket? (Sunday)	Potential spare capacity for junior cricket? (Midweek)
10	Denstone College	Rural 2	No	Unsecure	-	1	Good	14	70	0	70	Yes	Yes	Yes
10	Denstone College	Rural 2	No	Unsecure	-	1	Good	3	15	0	15	Yes	Yes	Yes
10	Denstone College	Rural 2	No	Unsecure	-	1	Good	16	80	0	80	Yes	Yes	Yes
12	Draycott & Hanbury Cricket Club	Rural 1	Yes	Secure	Draycott & Hanbury CC	1	Good	14	70	28	42	No	Yes	Yes
13	Dunstall Cricket Club	Rural 1	Yes	Secure	Dunstall CC	1	Good	12	60	57	3	No	No	No
19	Holland Sports Club	Rural 1	Yes	Unsecure	Dunstall CC	1	Good	9	45	38	7	No	No	Yes
31	Meynell Cricket Club	Rural 1	Yes	Secure	Meynell CC (unaffiliated)	1	Good	6	30	12	18	Yes	Yes	Yes
41	Rangemore Playing Fields	Rural 1	Yes	Unsecure	Tutbury CC	1	Good	10	50	26	24	No	Yes	Yes
44	Rolleston Cricket Club	Rural 1	Yes	Secure	Rolleston CC	1	Good	14	70	54	16	No	Yes	Yes
44	Rolleston Cricket Club	Rural 1	Yes	Secure	Rolleston CC	1	Good	10	50	30	20	No	Yes	Yes
55	Trentside Cricket Club	Burton West	Yes	Secure	Trentside CC	1	Good	11	55	43	12	No	Yes	Yes
56	Tutbury Cricket Club	Rural 1	Yes	Secure	Tutbury CC	1	Good	14	70	38	32	No	Yes	Yes
57	Washlands Sports & Social Club	Burton West	Yes	Unsecure	Washlands CC	1	Good	6	30	11	19	Yes	Yes	Yes
58	Weaverslake Sports Club	Rural 1	Yes	Secure	Yoxall CC	1	Good	12	60	26	34	Yes	Yes	Yes
60	Winshill Cricket Club	Burton East	Yes	Secure	Winshill CC	1	Good	10	50	43	7	No	Yes	Yes
66	Uttoxeter Cricket Club	Uttoxeter	Yes	Secure	Uttoxeter CC	1	Good	9	45	51	6	No	No	No
84	Burton Cricket Club	Burton West	Yes	Secure	Burton CC	1	Good	12	60	23	37	No	Yes	Yes
89	Wootton Cricket Club	Rural 2	Yes	Unsecure	Wootton CC	1	Good	10	50	33	17	No	Yes	Yes
130	Abbots Bromley Sports Association	Rural 2	Yes	Secure	Abbots Bromley CC	1	Good	10	50	22	28	No	Yes	Yes

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Actual spare capacity

A square is only considered to have actual spare capacity if it is available for further usage during a particular peak period. Using the capacity analysis, this section considers the level of actual spare capacity available for each playing format.

Notwithstanding the above, it should be noted that the actual spare capacity on Saturdays, Sundays and during midweek should not be viewed collectively as utilising it across different days may result in overplay. For example, a site with 12 match equivalent sessions of spare capacity per season theoretically has capacity for one additional senior team and two additional junior teams; however, it does not have capacity for both. As such, this needs to be taken into consideration on a site-by-site basis as and when demand grows.

Saturday cricket spare capacity

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

Taking the above into consideration, two squares in East Staffordshire currently has spare capacity for an increase in Saturday demand.

Table 6.20: Summary of actual spare capacity for senior cricket (Saturday)

Site ID	Site name	Analysis area	Actual spare capacity (match equivalent sessions per season)	Comments
31	Meynell Cricket Club	Rural 1	18	Used by one Saturday team; spare capacity exists for one additional team.
58	Weaverslake Sports Club	Rural 1	34	Used by one Saturday team; spare capacity exists for one additional team.

Actual spare capacity amounting to 52 match equivalent sessions per season, all of which is located in the Rural 1 Analysis Area.

Sunday cricket spare capacity

Similar to Saturday cricket, a square on a Sunday is only considered to have actual spare capacity if it is not already used by two teams at this time, has secure tenure and is not over, at, or close to capacity.

Taking this into consideration, there are ten squares in East Staffordshire that have potential capacity to accommodate further Sunday demand.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 6.21: Summary of actual spare capacity for senior cricket (Sunday)

Site ID	Site name	Analysis area	Actual spare capacity (match equivalent sessions per season)	Comments
12	Draycott & Hanbury Cricket Club	Rural 1	42	Used by one Sunday team; spare capacity exists for one additional team
31	Meynell Cricket Club	Rural 1	18	Unused on Sunday
44	Rolleston Cricket Club	Rural 1	16	Used by one Sunday team; spare capacity exists for one additional team
44	Rolleston Cricket Club	Rural 1	20	Used by one Sunday team; spare capacity exists for one additional team
55	Trentside Cricket Club	Burton West	12	Used by one Sunday team; spare capacity exists for one additional team
56	Tutbury Cricket Club	Rural 1	32	Unused on Sunday
58	Weaverslake Sports Club	Rural 1	34	Used by one Sunday team; spare capacity exists for one additional team
60	Winshill Cricket Club	Burton East	7	Used by one Sunday team; spare capacity exists for one additional team
84	Burton Cricket Club	Burton West	37	Unused on Sunday
130	Abbots Bromley Sports Association	Rural 2	28	Unused on Sunday
-	-	Total	246	-

A total of 246 match equivalent sessions of actual spare capacity is identified for Sunday cricket, most significantly of which in the Rural 1 Analysis Area with 162 match equivalent sessions (66%) identified. The Uttoxeter Analysis Areas is without spare capacity for additional Sunday cricket, as seen in the table below.

Table 6.22: Actual spare capacity for senior cricket (Sunday) by analysis area

Analysis area	Actual spare capacity (sessions per season)
Burton East	7
Burton West	49
Rural1	162
Rural 2	28
Uttoxeter	-
East Staffordshire	246

Midweek cricket spare capacity

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

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

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

Taking this into consideration, there are nine squares in East Staffordshire that have potential capacity to accommodate further midweek demand.

Table 6.23: Summary of actual spare capacity for midweek cricket by site

Site ID	Site name	Analysis area	Actual spare capacity (match equivalent sessions per season)	Comments
12	Draycott & Hanbury Cricket Club	Rural 1	42	Used by one midweek team; spare capacity exists for five additional teams
31	Meynell Cricket Club	Rural 1	18	Unused midweek.
44	Rolleston Cricket Club	Rural 1	16	Used by four midweek teams; spare capacity exists for two additional teams
44	Rolleston Cricket Club	Rural 1	20	Used by four midweek teams; spare capacity exists for two additional teams
55	Trentside Cricket Club	Burton West	12	Used by three midweek teams; spare capacity exists for three additional teams
56	Tutbury Cricket Club	Rural 1	32	Used by four midweek teams; spare capacity exists for two additional teams
58	Weaverslake Sports Club	Rural 1	34	Used by five midweek teams; spare capacity exists for one additional team
60	Winshill Cricket Club	Burton East	7	Used by two midweek teams; spare capacity exists for four additional teams
84	Burton Cricket Club	Burton West	37	Unused midweek
130	Abbots Bromley Sports Association	Rural 2	28	Unused midweek
-	-	Total	246	-

Similarly to Sunday cricket, a total of 246 match equivalent sessions of actual spare capacity is identified for midweek cricket, most significantly of which is in the Rural 1 Analysis Area with 162 match equivalent sessions (66%) identified. The Uttoxeter Analysis Area is without spare capacity for additional midweek cricket, as seen in the table below.

Table 6.24: Actual spare capacity for senior cricket (Midweek) by analysis area

Analysis area	Actual spare capacity (sessions per season)
Burton East	7
Burton West	49
Rural1	162

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Analysis area	Actual spare capacity (sessions per season)
Rural 2	28
Uttoxeter	-
East Staffordshire	246

Overplay

Overplay translates to a site accommodating more demand than it can sustain based on the number of wickets provided and the quality of the square. Although it is possible to sustain certain, minimal levels of overplay providing that a regular, sufficient maintenance regime is in place, a reduction in play is recommended on overplayed squares to ensure there is no detrimental effect on quality over time.

On this basis, just one site in East Staffordshire is overplayed by a total of six match equivalent sessions a season, at Uttoxeter Cricket Club.

Table 6.25: Summary of overplay

Site ID	Site name	Analysis area	Overplay (match equivalent sessions per season)
66	Uttoxeter Cricket Club	Uttoxeter	6

The square is overplayed by six match equivalent sessions per season and is identified in the Uttoxeter Analysis Area.

It must be noted that the overplay identified at Uttoxeter Cricket Club is predominately because of an overuse of the square's wicket and not a result of quality issues (as it is assessed as good quality).

6.5: Supply and demand analysis

Consideration must be given to the extent to which current provision can accommodate current and future demand for both senior and junior cricket. This section therefore looks at actual spare capacity on grass wicket squares considered against overplay and identified future demand. Match equivalent sessions for future demand are calculated using the average number of matches played per season (12 matches for senior Saturday teams, eight match for Sunday teams and four matches for junior teams).

Senior cricket supply and demand analysis (Saturday)

The table below looks at the supply and demand balance during the peak period for senior men's cricket (Saturday).

Table 6.26: Supply and demand analysis of cricket squares for senior cricket (Saturday)

Analysis area	Actual spare capacity	Overplay	Current total
Burton East	-	-	0
Burton West	-	-	0
Rural 1	24	-	24
Rural 2	-	-	0
Uttoxeter	-	6	6
East Staffordshire	24	6	18

As seen in the table above, there is a spare capacity for Saturday cricket in East Staffordshire amounting to 18 match equivalent sessions per season.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

When future demand (via club aspirational demand) across the Borough is accounted for (one additional senior men's team or 12 match equivalent sessions per season in the Rural 1 Analysis Area), the overall spare capacity for Saturday cricket will reduce, leaving a spare capacity of six match equivalent sessions per season.

Table 6.27: Future supply and demand balance for Saturday cricket in East Staffordshire

Analysis area	Current total	Future competitive demand	Future total
Burton East	0	-	0
Burton West	0	-	0
Rural 1	24	12	12
Rural 2	0	-	0
Uttoxeter	6	-	6
East Staffordshire	18	12	6

Senior cricket supply and demand analysis (Sunday)

The table below looks at the supply and demand balance for Sunday cricket, which is peak time for senior women's demand but also relevant to some senior men's and junior teams.

Table 6.28: Supply and demand analysis of cricket squares for senior cricket (Sunday)

Analysis area	Actual spare capacity	Overplay	Current total
Burton East	7	-	7
Burton West	36	-	36
Rural 1	96	-	96
Rural 2	24	-	24
Uttoxeter	-	6	6
East Staffordshire	163	6	157

As seen in the table above, there is spare capacity for Sunday cricket in East Staffordshire amounting to 157 match equivalent sessions per season. The Burton East, Burton West, Rural 1 and Rural 2 analysis areas each reflect spare capacity for additional Sunday cricket, Uttoxeter is operating below capacity.

When future demand (via club aspirational demand) across the Borough is accounted for (three additional senior men's team or 36 match equivalent sessions per season across the Rural 1 and Rural 2 analysis areas), the overall spare capacity for Sunday cricket will diminish, leaving a spare capacity of 121 match equivalent sessions per season.

Table 6.29: Future supply and demand balance for Sunday cricket in East Staffordshire

Analysis Area	Current total	Future competitive demand	Future total
Burton East	7	-	7
Burton West	36	-	36
Rural 1	96	24	72
Rural 2	24	12	12
Uttoxeter	6	-	6
East Staffordshire	157	36	121

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Midweek cricket supply and demand analysis (midweek)

For the midweek supply and demand analysis, actual spare capacity equates to the total spare capacity at each available site or, if it is lower, the total number of additional midweek teams that could be fielded on each available square (on the assumption that one square can accommodate six midweek teams), multiplied by four (the minimum number of matches a junior team plays). This is because midweek demand at peak time is not limited to one day, although some capacity should be reserved for activity such as All Stars and Dynamos cricket.

Table 6.30: Supply and demand analysis of cricket squares for midweek cricket

Analysis area	Actual spare capacity	Overplay	Current total
Burton East	7	-	7
Burton West	36	-	36
Rural 1	108	-	108
Rural 2	24	-	24
Uttoxeter	-	6	6
East Staffordshire	175	6	169

As seen in the table above, there is spare capacity for midweek cricket in East Staffordshire amounting to 169 match equivalent sessions per season. The Burton East, Burton West, Rural 1 and Rural 2 analysis areas each reflect spare capacity for additional midweek cricket, whilst Uttoxeter is operating below capacity.

When future demand (via club aspirational demand) across the Borough is accounted for (five additional junior teams or 30 match equivalent sessions per season across the Burton East, Rural 1 and Rural 2 analysis areas), the overall spare capacity for midweek cricket will diminish, leaving a spare capacity of 139 match equivalent sessions per season.

Table 6.31: Future supply and demand balance for midweek cricket in East Staffordshire

Analysis Area	Current total	Future competitive demand	Future total
Burton East	7	6	1
Burton West	36	-	36
Rural 1	108	12	96
Rural 2	24	12	12
Uttoxeter	6	-	6
East Staffordshire	169	30	139

6.6: Conclusion

Overall, there is a current sufficient supply of cricket squares in East Staffordshire to cater for all forms of cricket (Saturday, Sunday and midweek). When considering future demand, spare capacity across all formats of cricket diminishes, yet remains.

Table 6.32: Capacity balance of grass cricket squares across East Staffordshire match equivalent sessions per season

Playing format	Actual spare capacity	Overplay	Current total	Future demand	Future total
Saturday	24	6	18	12	6
Sunday	163	6	157	36	121
Midweek	175	6	169	30	139

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

The above suggests that demand for cricket is being adequately met across all three formats, with significant spare capacity evidenced for Sunday and midweek play.

Changes from the previous PPOSS

Although it is difficult to make a direct comparison to the previous study as the supply and demand analysis for cricket has changed and become more detailed, it should be acknowledged that spare capacity has increased. This is because of an improvement in the quality of squares across the Borough; with all squares now being assessed as good quality (eight squares have improved from standard to good quality and one square has improved from poor quality to good quality). This also minimises shortfalls to just six match equivalent sessions per season when accounting for future demand.

Cricket – supply and demand summary

- ◀ 52 match equivalent sessions of spare capacity is identified at peak time for senior men's cricket (Saturday), whereas 246 match equivalent sessions exist on a Sunday and 246 match equivalent sessions exist midweek.
- ◀ In total, just one site in East Staffordshire is overplayed by a total of six match equivalent sessions a season, at Uttoxeter Cricket Club.
- ◀ Overall, there is a current sufficient supply of cricket squares in East Staffordshire to cater for all forms of cricket (Saturday, Sunday and midweek). When considering future demand, spare capacity across all formats of cricket diminishes, yet remains.

Cricket – supply summary

- ◀ In total, there are 19 grass wicket cricket squares in East Staffordshire provided across 16 sites. Of these, 16 squares are available for community use across 15 sites.
- ◀ There are a total of eight active non-turf pitches (NTPs) across East Staffordshire with three accompanying grass wickets squares and the remaining five being standalone.
- ◀ There are also seven sites that are either active sites which have previously accommodated cricket provision, or which are completely disused sites.
- ◀ Wootton CC aspires to install an NTP to accompany its grass square, enabling it to hold practice sessions and alleviating pressures on the grass wickets at the site (Wootton Cricket Club).
- ◀ Most clubs (ten or 83%) are considered to have secure tenure through either a long-term lease (over five years), rental from ESBC or freehold.
- ◀ The audit of grass wicket cricket squares found all 19 squares to be good quality.
- ◀ Four community available sites are accompanied by good quality facilities, seven have standard quality provision, whilst three sites are serviced with poor quality facilities.

Cricket – demand summary

- ◀ There are 12 clubs in East Staffordshire which collectively provide 80 teams (data collated from the 2023 season). This equates to 37 senior men's and 43 junior teams (all junior boys' teams).
- ◀ There has been an increase in the number of teams playing within East Staffordshire since the previous study, rising from 70 teams in 2018 to 80 teams in 2023 (a 13% increase).
- ◀ A total of nine clubs undertake All Stars cricket, whilst four undertake Dynamo's and one (Draycott & Hanbury CC) has women's softball demand.
- ◀ Meynell CC is an unaffiliated club, playing its matches within the Borough at Meynell Cricket Club in the Rural 1 Analysis Area. The Club consists of one senior men's team and plays approximately 12 matches per season.
- ◀ Wootton CC reports latent demand, suggesting a need for an NTP to accompany its grass square in order to meet growth and expand as a club.
- ◀ Future demand from population forecasts equates to the predicted growth of four senior men's, one senior women's and six junior teams (to 2031), whilst participation increases expects a growth of one senior men's team and one junior boys' team.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

PART 7: TENNIS

7.1: Introduction

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

Consultation

There are seven tennis clubs in East Staffordshire with a total of six clubs responding to consultation requests resulting in an 86% response rate. The table below shows the list of clubs and whether they have responded to consultation.

The unresponsive club is Abbots Bromley LTC.

Table 7.1: Summary of tennis club consultation

Club	Analysis area	Responded to consultation?
Abbots Bromley LTC	Rural 2	No
Barton LTC	Rural 1	Yes
Burton TC	Burton East	Yes
Denstone TC	Rural 2	Yes
Ellastone TC	Rural 2	Yes
Grange LTC	Burton West	Yes
Marchington TC	Rural 1	Yes

7.2: Supply

There are 96 tennis courts identified in East Staffordshire across 27 sites. Of the courts, 69 (72%) are categorised as being available for community use at 20 sites, compared to 27 (28%) that are unavailable at seven sites.

Burton West contains the highest amount of accessible provision with 24 courts, equating to 35% of all community available tennis facilities. This is followed by 19 courts (28%) in Burton East, 13 courts (19%) in Rural 1, whilst just four courts (6%) are accessible in Uttoxeter.

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

Analysis area	No. of courts available for community use	No. of courts unavailable for community use	Total
Burton East	19	5	24
Burton West	24	-	24
Rural 1	13	10	23
Rural 2	9	12	21
Uttoxeter	4	-	4
East Staffordshire	69	27	96
2018 PPOSS study	76	23	99

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Please note that courts are classified as being available for community use provided that they are deemed to be easily accessible to the general population, either via pay and play or through a membership at a club (or a mixture of both). All unavailable courts in East Staffordshire are located at educational sites with the only exception at Hoars Cross Hall Spa Hotel.

Changes from the previous study

Overall, there has been a slight decrease in the number of tennis courts within East Staffordshire since the 2018 study (three courts fewer). Furthermore, there has been a decrease in community available provision from 76 to 69 (9% decrease) courts. There are six sites in East Staffordshire which now cater for fewer courts (22 courts), these sites are:

- ◀ Abbots Beyne School
- ◀ Abbots Bromley School
- ◀ Marstons Sports & Social Club
- ◀ Thomas Alleyne's High School
- ◀ Washlands Sports & Social Club
- ◀ Hanbury & Draycott Village Hall

For further detail, see Table 7.4.

Notwithstanding the above, five sites now cater for additional community available courts (eight courts), these sites are:

- ◀ The De Ferrers Academy - Trent Campus
- ◀ Ryecroft Middle School
- ◀ Marchington Bowls & Tennis Club
- ◀ Clays Lane Park
- ◀ John Taylor Free School

Figure 7.1 shows the location of the courts servicing East Staffordshire regardless of community use. For a key to the map, see Table 7.3.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Figure 7.1: Location of tennis courts in East Staffordshire



**EAST STAFFORDSHIRE BOROUGH COUNCIL
PLAYING PITCH & OUTDOOR SPORTS STRATEGY**

Table 7.3: Tennis courts in East Staffordshire

Site ID	Site name	Postcode	Analysis area	Management	Community use?	Club user/s	No. of courts	Sports lighting?	Court type	Court quality
1	Abbot Beyne School	DE15 0JL	Burton East	Education	Yes-unused	-	8	No	Macadam	Standard
2	Abbot Beyne-Evershed Building	DE15 0BA	Burton East	Education	Yes-unused	-	5	No	Macadam	Standard
10	Denstone College	ST14 5HN	Rural 2	Education	No	-	8	No	Macadam	Good
11	Smallwood Manor	ST14 8NS	Rural 1	Education	No	-	2	No	Macadam	Standard
19	Holland Sports Club	DE13 8BB	Rural 1	Sports Club	Yes	Barton LTC	3	Yes	Artificial turf	Good
19	Holland Sports Club	DE13 8BB	Rural 1	Sports Club	Yes	Barton LTC	2	Yes	Macadam	Good
21	JCB Lakeside Sports & Social Club	ST14 5HY	Rural 2	Private	No	-	2	No	Grass	Poor
22	John Taylor High School	DE13 8AZ	Rural 1	Education	No	-	6	No	Macadam	Standard
24	Kingstone Recreation Ground	ST14 8QS	Rural 2	Council	Yes	-	2	No	Macadam	Poor
26	Loxley Hall School	ST14 8RS	Rural 2	Education	No	-	2	No	Macadam	Poor
29	Mayfield Playing Field	DE6 2HW	Rural 2	Community Organisation	Yes	-	1	No	Macadam	Poor
34	Newton Recreation Ground	DE15 0TX	Burton East	Council	Yes	-	2	No	Macadam	Standard
38	Paulet High School	DE15 9RT	Burton East	Education	No	-	5	No	Macadam	Standard
45	Shobnall Leisure Complex	DE14 2BB	Burton West	Carlsberg/Council	Yes	-	6	No	Macadam	Standard
50	The De Ferrers Academy - Dove Campus	DE13 0AS	Rural 1	Education	Yes-unused	-	6	No	Macadam	Poor
51	The De Ferrers Academy - Trent Campus	DE13 0LL	Burton West	Education	Yes-unused	-	7	No	Macadam	Poor
59	Windsor Park C of E Middle School	ST14 7JX	Uttoxeter	Education	Yes-unused	-	2	Yes	Macadam	Standard
65	Ryecroft Middle School	ST14 5JR	Rural 2	Education	Yes-unused	-	1	No	Polymeric	Standard
100	Tom Boden Memorial Sports Trust	ST14 5HB	Rural 2	Trust	Yes	Denstone TC	2	Yes	Macadam	Good
101	Ellastone Bowling Club	DE6 2HB	Rural 2	Sports Club	Yes	Ellastone TC	1	No	Macadam	Standard
103	Marchington Bowls & Tennis Club	ST14 8LD	Rural 1	Sports Club	Yes	Marchington TC	2	No	Macadam	Good
107	Bramshall Road Park	ST14 7PF	Uttoxeter	Council	Yes	-	2	No	Macadam	Poor
110	Burton Tennis & Squash Club	DE15 0LQ	Burton East	Sports Club	Yes	Burton TC	4	Yes	Macadam	Good
112	Abbots Bromley Tennis Club	WS15 3EF	Rural 2	Sports Club	Yes	Abbots Bromley TC	2	Yes	Macadam	Good
113	Grange Lawn Tennis Club	DE14 2EF	Burton West	Sports Club	Yes	Grange LTC	4	No	Grass	Poor
113	Grange Lawn Tennis Club	DE14 2EF	Burton West	Sports Club	Yes	Grange LTC	2	Yes	Macadam	Good
128	Clays Lane Park	DE14 3HU	Burton West	Council	Yes	-	1	No	Macadam	Good
133	Hoars Cross Hall Spa Hotel	DE13 8QS	Rural 1	Commercial	No	-	2	No	Macadam	Good
139	John Taylor Free School	DE13 9SA	Burton West	Education	Yes	-	4	No	Macadam	Good

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Disused provision

Further to the courts mentioned above there are also 22 tennis courts that are considered disused in East Staffordshire. These are referenced in the table below.

Table 7.4: Disused tennis courts within East Staffordshire

Site ID	Site	Postcode	Analysis area	Tennis courts	Comments
1	Abbots Beyne School	DE15 0JL	Burton East	2	Loss of two tennis courts no longer maintained.
3	Abbots Bromley School	WS15 3BW	Rural 2	6	Area previously used for tennis is now not maintained.
28	Marstons Sports & Social Club	DE14 2BG	Burton West	2	Area previously used for tennis is now used for recreational mini football.
54	Thomas Alleyne's High School	ST14 8DU	Uttoxeter	8	Area previously used for tennis is now used principally for hockey and football.
57	Washlands Sports & Social Club	DE14 1TD	Burton West	3	Loss of two courts for carparking.
104	Hanbury & Draycott Village Hall	DE13 8TJ	Rural 1	1	Loss of one court for carparking.

Future supply

Grange LTC reports of an aspiration to replace its four grass courts with either a macadam or artificial turf, enabling the Club to make use of the courts all-year round. No funding has been secured yet for such a development.

Padel tennis

Padel tennis is relatively new to Great Britain and is growing in popularity, particularly since its recognition as a sport and integration within the LTA. It is played mainly in a doubles format on an enclosed court about a third of the size of a tennis court and can be played in groups of mixed ages and abilities. The rules are broadly the same as tennis, although you serve under-arm and the walls are used as part of the game with the ball allowed to bounce off them.

In order to grow the sport, the LTA is focused on improving the infrastructure and the coach education pathway. At the end of 2020, there were 87 courts, whereas there are now 153, with a projected growth to 250 by the end of 2022 and 450 in 2023. It is therefore envisaged that the infrastructure and participation in padel will increase significantly in the next five years.

There are no padel courts identified within East Staffordshire.

The LTA states that padel court development at leisure centre sites can be particularly beneficial as provision can be tied into other sports facilities and profit from an already established operating model. Furthermore, it identifies that they can benefit clubs and particularly those that may be otherwise struggling due to the additional revenue that they can provide.

Notwithstanding the above, the LTA also states that it is not encouraging providers to convert existing tennis courts to padel courts, unless it can be shown that they have the capacity to support this. This is to ensure that the provision of traditional courts remains sufficient.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Management and security of tenure

The table below highlights the management of tennis courts within East Staffordshire. Most courts are operated by schools (56 courts), with 59% of these are available for community use. There are only 13 courts (14%) identified at local authority sites.

Table 7.5: Number of tennis courts by management type

Community use?	Council	Education ¹⁸	Sports club	Community organisation / trust	Commercial	Private
Available	13	33	20	3	-	-
Unavailable	-	23	-	-	2	2
Total	13	56	20	3	2	2

Security of tenure

All seven tennis clubs in East Staffordshire have security of tenure, with six clubs owning their sites or leasing them on a long-term basis, whilst one club (Ellastone TC) rents from Ellastone Parish Council. Parish council owned sites are deemed to offer security of tenure due to an expectation of continued community access to provision in the same way as council sites.

Venues used by each club and existing usage arrangements are summarised in the following table.

Table 7.6: Summary of club venues and tenure

Club name	Site used	Type of tenure	Security of tenure?
Abbots Bromley LTC	Abbots Bromley Tennis Club	Lease from Sports Club	Secure
Barton LTC	Holland Sports Club	Freehold	Secure
Burton TC	Burton Tennis & Squash Club	Freehold	Secure
Denstone TC	Tom Boden Memorial Sports Trust	Lease from Sports Club	Secure
Ellastone TC	Ellastone Bowling Club	Rent from Ellastone Parish Council	Secure
Grange LTC	Grange Lawn Tennis Club	Freehold	Secure
Marchington TC	Marchington Bowls & Tennis Club	Freehold	Secure

Court type

Most community available outdoor tennis courts in East Staffordshire (61 courts or 88%) have a macadam surface. The estimated lifespan of a macadam court is ten years, depending on levels of use and maintenance levels. To ensure courts can continue to be used beyond this time frame, it is recommended that a sinking fund is put into place for eventual refurbishment.

The remaining provision is either artificial (three courts), grass (four courts) or polymeric (one court). Whilst artificial courts have a similar lifespan to macadam courts, grass courts are generally much harder and more expensive to maintain, especially during bad weather spells.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Grass courts are solely found at Grange Lawn Tennis Club, whereas the Borough's only artificial courts can be found at Holland Sports Club. Previously there had been two additional grass courts, located at Marstons Sports & Social Club; however, such provision has fallen out of use.

Sports lighting

Sports lit courts enable use throughout the year and are identified by the LTA as being a key priority for growing participation nationally. The LTA reports that sports lighting allows for a 35% increase in available court time on an annual basis.

In East Staffordshire, 17 of the 69 community available tennis courts are serviced by sports lights, representing 25% of the provision.

Access to courts with sports lighting is considered particularly key for clubs as it allows for greater use of provision, which in turn can help accommodate more members. To that end, it must be noted that in East Staffordshire, Ellastone and Marchington tennis clubs are not serviced by any form of sports-lit provision.

Of the clubs without sports lighting, Marchington TC indicates a desire to service its courts with sports lighting in the future. The Club expresses that this will help increase capacity to better accommodate members.

In addition, of the clubs that are already equipped with sports lighting, Barton TC and Grange LTC report demand for either additional or refurbished sports lighting.

Increasing the number of local authority courts with sports lighting is also a strategic aim for the LTA due to the additional recreational demand and tennis programmes such provision can help accommodate. Of the local authority courts in East Staffordshire, none are currently serviced with sports lighting.

LTA Quick Access Loan Scheme¹⁹

The LTA's mission is to grow tennis and padel by making them accessible, welcoming, and enjoyable. Ensuring local communities have access to quality facilities is critical to attracting and retaining more players. As such, the LTA's Quick Access Loan Scheme aims to provide interest-free loans to support venues investment in facilities, prioritising the installation and construction of covered courts.

The objectives of the fund are to:

- ◆ Provide covered or sports-lit playing facilities to encourage community accessible play all year.
- ◆ Retain and increase the number of participants at the venue.
- ◆ Offer and increase both non-members pay and play usage and coaching opportunities.
- ◆ Grow the numbers of adults and juniors on the coaching programme.
- ◆ Provide seamless booking of tennis courts and lessons through an [online booking system](#).

¹⁹[Quick Access Loan Scheme for tennis facilities \(lta.org.uk\)](#)

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

As part of the fund, the LTA will fund:

- ◀ Lighting upgrades to LED (outdoor and indoor)
- ◀ New sports lights
- ◀ New court provision
- ◀ Outdoor padel courts
- ◀ Covered padel (courts and cover)
- ◀ Covered tennis courts

Over markings

Tennis courts, particularly within schools, are often over marked by netball, basketball and/or football courts. Courts which are over marked tend to receive higher levels of use which can be detrimental to quality over time, as well as creating capacity issues if there is community demand from more than one sport.

In East Staffordshire, some or all of the courts at the following sites are overmarked.

Table 7.7: Summary of tennis court overmarking

Site ID	Site	Analysis area	Tennis courts	Overmarked with
29	Mayfield Playing Field	Rural 2	1	Netball, basketball and mini football.
45	Shobnall Leisure Complex	Burton West	6	6 netball courts.
110	Burton Tennis & Squash Club	Burton East	1	4 mini tennis courts.
128	Clays Lane Park	Burton West	1	Netball, basketball and mini football.

Quality

The quality of tennis courts has been informed through non-technical site assessments and consultation with providers to assign each court a rating of good, standard and poor. Key aspects informing the findings include surface quality, grip underfoot, line marking quality, evenness and evidence of inappropriate use (e.g. vandalism and/or littering).

For the full assessment criteria, please refer to Appendix 2.

Of the courts in East Staffordshire, 32 (33%) are assessed as good quality, 38 (40%) as standard quality and 26 (27%) as poor quality. Of the community available provision, 22 (32%) are good quality, 25 (36%) are standard and 22 (32%) are poor. In both aspects, this resembles a relatively high proportion of good quality courts and a relatively low proportion of poor quality courts, yet still prevalent.

Table 7.8: Quality of tennis courts across East Staffordshire

Community use?	No. of good quality courts	No. of standard quality courts	No. of poor quality courts
Available	22	25	22
Unavailable	10	13	4
Total	32	38	26
2018 PPOSS study	27	47	25

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

The community available courts assessed as poor quality are located at the following sites:

- ◀ Bramshall Road Park
- ◀ Grange Lawn Tennis Club
- ◀ Kingstone Recreation Ground
- ◀ Mayfield Playing Field
- ◀ The De Ferrers Academy - Dove Campus
- ◀ The De Ferrers Academy - Trent Campus

Issues recorded at these sites include poor grip underfoot, the presence of moss, worn line markings and loose gravel. Moreover, maintenance is also considered to be basic and infrequent at most of the poor quality sites, which can lead to further deterioration.

Many of the poor quality courts are at local authority sites (Bramshall Road Park, Kingstone Recreation Ground and Mayfield Playing Field). Improving local authority courts is currently a national priority for the LTA, with a focus on suitable sites that cater for high levels of recreational demand or that have the potential to do so. This is especially if the provision is serviced (or could be serviced) by changing facilities and sports lighting.

Most clubs access good quality courts, with the only exceptions being Ellastone TC and Grange LTC, at Ellastone Bowling Club and Grange Lawn Tennis Club respectively. The courts at the former are standard quality, whilst the courts at the latter are poor quality. Both sites' courts show signs of wear and tear to their surfaces', with the courts at Grange Lawn Tennis Club in a worse condition.

In correlation with this, three clubs deem their courts to be good quality, whilst two regard their courts as standard quality and one (Grange LTC) reports its courts as poor quality. Despite this, four of the responding clubs report that conditions have worsened (the remainder reporting no change).

Three clubs (Burton TC, Grange LTC and Marchington TC) also reference a desire to resurface their courts in the near future.

Changes from the previous study

Since the previous study was completed in 2018, overall quality has remained relatively similar, with improvements at some sites (e.g. at Marchington Bowls & Tennis Club) offset by deterioration at others (at Shobnall Leisure Complex). However, there are now more good quality courts (16% increase). The courts which have improved to good quality are identified at Grange Lawn Tennis Club and Marchington Bowls & Tennis Club, whilst courts at Clays Lane Park, Hoars Cross Hall Spa Hotel and John Taylor Free School are new courts (also assessed as good quality).

Renovation fund²⁰

The LTA has secured a £22 million investment fund to be put into public tennis courts across Britain, together with an £8.5 million investment from the LTA. This will see thousands of public park tennis courts that are in poor or unplayable condition improved for the benefit of local communities.

²⁰<https://www.gov.uk/government/news/30-million-package-to-refurbish-4500-public-tennis-courts-in-deprived-parts-of-uk-announced>

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

The LTA's ambition is to drive participation across park tennis sites, as well as ensuring the future sustainability of these facilities. As well as paying for the refurbishment of public park courts, the new investment will also pay for the implementation of sustainable operating models for the facilities, with specialist programmes (e.g., gated access and Smart Access lite) and support to ensure courts are both affordable and utilised.

At present, no sites have been identified for investment in East Staffordshire.

Ancillary provision

The table below identifies the quality of ancillary provision at community available tennis sites within East Staffordshire. Overall, six sites are accompanied by good quality facilities, three have standard quality provision, one is categorised as having poor quality provision (Kingstone Recreation Ground), with an additional three not currently serviced. Of these, one is a club-site, Ellastone Bowling Club (Ellastone TC).

Please note that education sites are not included within the table. This is because the ancillary provision does not generally service the tennis courts at the sites', meaning quality is irrelevant.

Table 7.9: Summary of ancillary quality

Site ID	Site name	Club	Quality of ancillary provision
19	Holland Sports Club	Barton LTC	Good
24	Kingstone Recreation Ground	-	Poor
29	Mayfield Playing Field	-	Standard
34	Newton Recreation Ground	-	N/A
45	Shobnall Leisure Complex	-	Good
100	Tom Boden Memorial Sports Trust	Denstone TC	Standard
101	Ellastone Bowling Club	Ellastone TC	N/A
103	Marchington Bowls & Tennis Club	Marchington TC	Good
107	Bramshall Road Park	-	Standard
110	Burton Tennis & Squash Club	Burton TC	Good
112	Abbots Bromley Tennis Club	Abbots Bromley TC	Good
113	Grange Lawn Tennis Club	Grange LTC	Good
128	Clays Lane Park	-	N/A

Denstone TC is serviced with standard quality provision, whilst the remaining clubs are equipped with good quality provision.

A further two clubs also have ancillary provision aspirations at their respective sites; Burton TC aspires to replace its sports lighting, whilst Grange LTC hopes to undergo a refurbishment of its clubhouse.

Neither have secured funding for their ancillary development.

For non-club courts, ancillary provision is generally considered to be problematic. Whilst most of the other sites do provide changing facilities and/or toilets, they are not specific for tennis and are generally too far away from the courts to be realistically used. Often, the facilities predominately service football/cricket pitch users and therefore are not readily available or suited to tennis court users.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Insight from the LTA indicates good quality ancillary facilities such as toilets, changing rooms and cafes encourage players to visit community available provision and stay for extended periods of time. Therefore, a potential way to increase usage of such provision would be to invest in suitable ancillary amenities, which can then also provide a source of income.

7.3: Demand

Competitive tennis

Where known through consultation (six clubs) membership equates to 594. As a breakdown, this totals 442 senior members and 152 junior members.

Membership is summarised by club in the table below.

Table 7.10: Summary of tennis club demand

Club	Analysis area	No. of senior members	No. of junior members	Total members
Abbots Bromley LTC	Rural 2	<i>Unknown</i>		
Barton LTC	Rural 1	157	80	237
Burton TC	Burton East	60	40	100
Denstone TC	Rural 2	90	-	90
Ellastone TC	Rural 2	60	-	60
Grange LTC	Burton West	39	20	59
Marchington TC	Rural 1	36	12	48
-	Total	442	152	594

Of the responding clubs, Barton LTC with 237 members is the largest, whilst Marchington TC is the smallest with 48 members.

Participation trends

Nationally, the LTA has announced participation figures for 2022 showing sustained success in getting more people playing tennis more often, with growth across all demographics, regions and nations of Great Britain. This is particularly amongst 16-34 year-olds and those from lower socio-economic backgrounds.

The number of adults reporting that they had played tennis during the year increased 43% compared to the previous year (2021), rising from 3.3 million to 4.7 million from January through to December. This is the highest total recorded since 2017 and has continued the growth seen in 2018-19 before being interrupted by the Covid-19 pandemic.

In addition, more than two million adults play monthly, and this is the highest level recorded since the LTA started tracking this measure seven years ago. This means that the LTA has achieved the targets set out in its five-year 2018-23 strategy for adult annual and monthly participation one year ahead of schedule.

Finally, children's weekly participation in tennis has seen positive growth in the past year with over three and a half million children playing tennis and with an extra 328,000 children playing tennis in schools.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

For senior membership, where known, no clubs report an increase in participation, two clubs (Barton TC, Burton TC and Denstone TC) state membership has stayed the same and two clubs (Grange LTC and Marchington TC) indicate a decrease. Similarly, for junior membership, the same two clubs report a decrease in participation, whilst the same three clubs report that junior membership has stayed the same. No responding clubs report an increase in participation.

Table 7.11: Summary of tennis club participation trends

Senior membership over the past five years		
Increased	Decreased	Stayed the same
-	Grange LTC Marchington TC	Barton TC Burton LTC Denstone TC
Junior membership over the past five years		
Increased	Decreased	Stayed the same
-	Grange LTC Marchington TC	Barton TC Burton LTC Denstone TC

Informal and parks tennis

Most clubs allow for pay and play usage from non-members, although take up is seemingly low throughout East Staffordshire.

Away from club courts, usage can be difficult to quantify as it is not always monitored, especially at sites that are free to access as is the case at some local authority sites in East Staffordshire. Demand for such provision is generally at its highest during summer months, especially following events such as Wimbledon, but significant capacity is likely to exist outside of this.

The LTA has developed a package of support for local authorities and other providers to grow the use of tennis courts by removing key barriers to participation. The three products are ClubSpark, Play (previously Rally) and Gate Access, which are further detailed below.

The following courts in East Staffordshire are known to utilise some or all of the products currently, although the LTA reports that there are likely to be more:

- ✦ Burton Tennis & Squash Club
- ✦ Grange Lawn Tennis Club
- ✦ Holland Sports Club
- ✦ Marchington Bowls & Tennis Club

The products are further summarised below.

ClubSpark – Improving the booking process

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

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

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

- ◀ Managed coaching – set up coaching lessons and courses online.
- ◀ Membership management - improve membership engagement by making it easier for the venue and for members to pay, renew and keep in touch (includes online payments, direct debits and the monitoring of revenue streams; membership modules can also be used to take season ticket payments for venues operating a non-traditional annual facility fee).
- ◀ Organise payments - set the way payments are taken, whether it's immediate pay and play, or bookable as part of a membership package.
- ◀ Court bookings – reduced administration for managing bookings; give staff, coaches, members and the general public access to book and pay for courts, classes or other resources online.
- ◀ Scheduling - set unique booking and price rules to suit the venue and enable lights to switch on/off automatically when linked to the LTA Premium Gate Access system.
- ◀ Book and pay remotely - customers can make bookings and payments for a venue anytime, anywhere via the real-time booking app.
- ◀ Reporting - ClubSpark allows administrators to view reports highlighting income, court usage, revenue and number of members and season ticket holders; this allows for identification of trends and patterns and evidence to demonstrate participation levels and impact.

LTA Play

Play is an aggregator that collects all booking and coaching information via ClubSpark pages and displays it for participants in one easy to view page. It allows players to search for venues close to them and provides booking options, removing the barriers of not knowing where courts are or how to book.

Play provides a helpful customer journey, with a personal profile to review and manage bookings, and helpful reminders. Courts can be set to book for free of charge or at a fee agreed by the provider.

Gate Access

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

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

Nationally, the LTA has supported the installation of 177 gate access systems within the last two years. Furthermore, it states that sites with Gate Access installations:

- ◀ Attracted 65,751 unique players
- ◀ Led to 791,226 court bookings
- ◀ Generated £1.5 million of income

Additional demand

The LTA operates various tennis initiatives across the Country which result in some courts receiving additional demand. Furthermore, there are other formats away from traditional tennis that can result in increased usage. These are all detailed overleaf.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Local Tennis Leagues

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

There are no Local Tennis Leagues across East Staffordshire with the nearest identified in Derby.

LTA Youth Programme

The LTA coordinate courses for children aged 4 – 18, consisting of fun games and dynamic training. Specialist coaches make sure every child has the best start to their tennis journey in a safe and inclusive environment. Sessions cater to all abilities and split into the following:

- ◀ Blue Stage (Age 4-6)
- ◀ Red Stage (Age 6-8)
- ◀ Orange Stage (Age 8-9)
- ◀ Green Stage (Age 9-10)
- ◀ Yellow Stage (Age 10+)

Key points:

- ◀ There are assigned ages to each stage, but this only serves as a guide.
- ◀ Young people want to play in groups and with their friends, and so whatever stage they start at, all kids will see progression.
- ◀ In every LTA Youth stage, young people will be active, having fun and developing skills.

LTA Youth Start²¹

LTA Youth Start²² is a six week coaching offer for children that have never played tennis before and is identified as a priority by the LTA. For £29.99 (Plus £5 postage & packaging), kids get six weeks coaching by an LTA Accredited coach, along with a free racket, pack of balls and personalised t-shirt so that they can continue playing.

There are no LTA Youth Start programmes currently in operation within East Staffordshire.

Free Parks Tennis

The LTA is due to launch the LTA Free Parks Tennis offer. This is due to the following needs:

- ◀ Player Trends:
 - ◀ 35% of people who play tennis once per year or more do so in a park.
 - ◀ The most common type of play for park players is socially with friends or family.
- ◀ Barriers:
 - ◀ 25% of players cite not having anyone to play with as a barrier to playing more tennis.

²¹ <https://www.lta.org.uk/play-compete/lta-youth/start/>

²² <https://ClubSpark.lta.org.uk/tennisforkids>

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

- ◀ 24% of players cite having nowhere to play or difficulty in accessing local courts as reasons why they do not play tennis more often.
- ◀ 32% of these players say local courts are not affordable.
- ◀ 75% of parks players consider themselves to be of beginner (41%) or improver (36%) standard, which is significantly lower than club players.
- ◀ 22% of players state that a lack of equipment prevents them from playing tennis.

The key points of a free park tennis session are:

- ◀ Free for all players to book and attend.
- ◀ Run by a minimum of two trained and DBS checked Activators.
- ◀ Sessions should run all year round (weather depending).
- ◀ Run on a Saturday or Sunday morning at 10.00-11.00am.

Court requirements are for three courts minimum in parks that have this many, or two courts at two court sites – a three court site can have up to 34 players attending. The sessions are designed for those aged eight and over, but under eights can attend when accompanied by a parent.

Future consideration should be given to offer Free Parks Tennis in Parks across East Staffordshire.

Padel

Currently 90,000 people reportedly play Padel more than once a year in England - a 493% year on year increase compared to 2021 (15,000). This exemplifies the continued growth of the sport and the need to ensure that such demand is being adequately catered for.

No sites currently offer padel tennis in East Staffordshire, whilst no responding clubs aspire to create dedicated Padel provision at their home site, despite its growing popularity nationally. Given the growing popularity of the format, it is likely that there will be further demand moving forward as it is thought that take-up would be considerable were additional provision to be established.

Latent/unmet demand

Latent demand for tennis nationally is reported to be high by the LTA, which has an insight tool that suggests that 18% of the five million players that pick up a racket each year would play more often if key barriers such as poor promotion of opportunities to get on court, unclear booking journeys (especially those that are 'offline') and low quality facilities were addressed. As such, there is a potential opportunity in East Staffordshire for the Council and other providers to address such barriers, whilst also bettering understanding of court usage.

In addition, Sport England's Segmentation Tool enables an analysis of the percentage of adults that would like to participate in tennis but that 'are not currently doing so'. The tool identifies latent demand of 2,037 people within East Staffordshire, which represents approximately 1.6% of the Borough's population compared to a national average of 1.7%. This therefore suggests that unmet demand is marginally lower than what would otherwise be expected.

Notwithstanding the above, all but Barton TC reports that existing membership can be accommodated on the current level of provision available to them and that no potential members are being turned away due to capacity issues. Barton TC asserts that other sports make use of the three artificial courts at Holland Sports Club, causing some capacity issues for the Club.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Future demand

The below table summarises the future demand aspirations highlighted during consultation with the clubs. In total this equates to 90 members and is expressed by two clubs.

Table 7.12: Summary of tennis club aspirations future demand

Club	Analysis area	No. of senior members	No. of junior members
Burton TC	Burton East	10	20
Grange LTC	Burton West	30	30
-	Total	40	50

It should be noted that some of the remaining clubs which responded to consultation requests also mention aspirations to increase in membership; however, they did not quantify their potential growth. Instead, it is just that they are open to as many new members as they can recruit/attract.

In addition, the LTA also expects future growth via its insight tools, with much of this demand likely to include participation outside of the club environment.

7.4: Supply and demand analysis

Club tennis

The LTA suggests that a hard court with no sports lighting can accommodate 40 members whereas a hard court with sports lighting can accommodate 60 members. For air domed courts, membership of 100 is considered applicable and permanent indoor courts can accommodate 200 members. As grass courts are only available for 12 weeks of the year, they are not included in capacity numbers.

Using the guidance, the table overleaf identifies the capacity balance at all sites currently used by clubs.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 7.13: Capacity analysis (club courts)

Site ID	Site	Club	Analysis area	No. of courts	Sports lighting?	Capacity	Current membership total	Current capacity balance	Future demand	Future capacity balance
19	Holland Sports Club	Barton TC	Rural 1	3	Yes	300	237	63	-	63
19	Holland Sports Club	Barton TC	Rural 1	2	Yes	-	-	-	-	-
100	Tom Boden Memorial Sports Trust	Denstone TC	Rural 2	2	Yes	120	90	30	-	30
101	Ellastone Bowling Club	Ellastone TC	Rural 2	1	No	40	60	20	-	20
103	Marchington Bowls & Tennis Club	Marchington TC	Rural 1	2	No	80	48	32	-	32
110	Burton Tennis & Squash Club	Burton TC	Burton East	4	Yes	240	100	140	30	110
112	Abbots Bromley Tennis Club	Abbots Bromley TC	Rural 2	2	Yes	120			<i>Unknown</i>	
113	Grange Lawn Tennis Club	Grange LTC	Burton West	4	No	120 ²³	59	61	60	1
113	Grange Lawn Tennis Club	Grange LTC	Burton West	2	Yes	-	-	-	-	-

As evidenced in the table above, where membership is known through consultation, only one club, Ellastone TC (at Ellastone Bowling Club) in East Staffordshire is operating above LTA capacity guidelines, by 20 members. Total current spare capacity amounts to 306 members.

When accounting for future demand expressed by the clubs, only two of the responding clubs (Burton TC & Grange LTC) project increases in participation. Despite such future demand projections, no additional clubs in the Borough are expected to experience capacity pressures, whilst both Burton TC and Grange LTC will experience a decrease in spare capacity, the latter of which is significant. Total future spare capacity amounts to 216.

²³ Grass courts yield no capacity, although it is acknowledged that they can contribute during dry spells in summer months.

Non-club tennis

For non-club courts, analysing supply and demand is difficult in East Staffordshire as full usage figures are not known. No capacity issues have been identified and it is therefore considered that all sites have capacity for additional growth.

7.5: Conclusion

For club-based tennis, Ellastone TC has potential capacity issues through using LTA guidelines, amounting to a shortfall of 20 members. When accounting for future demand, spare capacity reduces at two clubs (Burton TC and Grange LTC). Providing that the current shortfall at Ellastone Bowling Club can be alleviated without the necessity for additional stock, it should be deemed that the Borough is adequately catered for. The proceeding strategy document will explore how to meet this shortfall.

For non-club courts, whilst no courts are identified as having any capacity issues, it is clear that the existing supply can be improved upon through roll out of LTA products and, where required, quality improvements. This should therefore be of focus, with the proceeding Strategy document to identify priority sites.

Changes from the previous PPOSS

Since the previous study in 2018, the position has remained relatively consistent but with improvements carried at some sites (e.g., at Marchington Bowls & Tennis Club) offset by deteriorations at others (e.g., Shobnall Leisure Complex).

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Tennis – supply and demand summary

- ◀ For club-based tennis, Ellastone TC has potential capacity issues through using LTA guidelines, amounting to a shortfall of 20 members. When accounting for future demand, spare capacity reduces at two clubs (Burton TC and Grange LTC).
- ◀ Providing that the current shortfall at Ellastone Bowling Club can be alleviated without the necessity for additional stock, it should be deemed that the Borough is adequately catered for.
- ◀ For non-club courts, whilst no courts are identified as having any capacity issues, it is clear that the existing supply can be improved upon through roll out of LTA products and, where required, quality improvements. This should therefore be of focus, with the proceeding Strategy document to identify priority sites.

Tennis – supply summary

- ◀ There are 96 tennis courts identified in East Staffordshire across 27 sites.
- ◀ Of the courts, 69 (72%) are categorised as being available for community use at 20 sites, compared to 27 (28%) that are unavailable at seven sites.
- ◀ There has been a slight decrease in the number of tennis courts within East Staffordshire since the 2018 study (three courts fewer). Furthermore, there has been a decrease in community available provision from 76 to 69 (9% decrease) courts.
- ◀ There are also 22 tennis courts that are considered disused in East Staffordshire.
- ◀ Grange LTC reports of an aspiration to replace its four grass courts with either a macadam or artificial turf, enabling the Club to make use of the courts all-year round. No funding has been secured yet for such a development.
- ◀ Most courts are operated by schools (56 courts), with 59% of these are available for community use. There are only 13 courts (14%) identified at local authority sites.
- ◀ Most community available outdoor tennis courts in East Staffordshire (61 courts or 88%) have a macadam surface.
- ◀ In East Staffordshire, 17 of the 69 community available tennis courts are serviced by sports lights, representing 25% of the provision.
- ◀ Of the courts in East Staffordshire, 32 (33%) are assessed as good quality, 38 (40%) as standard quality and 26 (27%) as poor quality.

Tennis – demand summary

- ◀ Where known through consultation (six clubs) membership equates to 594. As a breakdown, this totals 442 senior members and 152 junior members.
- ◀ For senior membership, where known, no clubs report an increase in participation, two clubs (Barton TC, Burton TC and Denstone TC) state membership has stayed the same and two clubs (Grange LTC and Marchington TC) indicate a decrease.
- ◀ Similarly, for junior membership, the same two clubs report a decrease in participation, whilst the same three clubs report that junior membership has stayed the same. No responding clubs report an increase in participation.
- ◀ Four sites utilise LTA products, which can increase recreational tennis (e.g., Clubspark).
- ◀ Sport England's Segmentation Tool enables an analysis of the percentage of adults that would like to participate in tennis but that 'are not currently doing so' and identifies latent demand of 2,037 people within East Staffordshire.
- ◀ Future demand is expressed by two clubs and equates to 90 members, whilst the LTA also predicts future growth via its insight tools, with much of this demand likely to include participation outside of the club-environment.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

PART 8: NETBALL

8.1: Introduction

England Netball is the governing body with overall responsibility for ensuring the effective governance of the sport.

Whilst often played indoors, there are far more outdoor courts provided and in use by the netball community than there are indoor. Nationally, England Netball reports that the challenge is that the supply of outdoor netball courts is generally not of a good enough standard for use by the community, whilst accessibility and a lack of floodlighting can also be problematic.

As netball was not included in the previous study, an exact comparison to previous levels of supply and demand cannot be presented.

Outdoor netball in East Staffordshire is played in the summer via the Burton District Junior Netball League (BDJNL).

Consultation

Information to inform this section of the report was primarily obtained through discussions with England Netball.

8.2: Supply

A total of 55 netball courts have been identified in East Staffordshire across 16 sites. Of the courts, 32 at 10 sites are available for community use, with 23 courts at six sites unavailable (all provided at education sites).

The largest number of courts are located in the Burton West Analysis Area (17 courts or 31%), of which 15 (47%) are available for community use. In contrast, the fewest number of courts are located in the Uttoxeter Analysis Area (four courts or 13%), of which two (6%) are available for community use. This is summarised in the following table.

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

Analysis area	No. of courts available for community use	No. of courts unavailable for community use	Total
Burton East	10	3	13
Burton West	15	2	17
Rural 1	4	8	12
Rural 2	1	8	9
Uttoxeter	2	2	4
East Staffordshire	32	23	55

A traditional netball court is 30.5 metres long and 15.25 metres wide. As such, please note that some additional courts are not included in the above figures due to them being undersized, especially those located at primary schools. Such courts are generally marked out on generic playgrounds and are not considered to be permanent or conducive for formal play. It is, however, recognised that the provision can meet a curricular and extra-curricular needs.

Figure 8.1 shows the location of the netball courts included within the study.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Figure 8.1: Location of netball courts in East Staffordshire



EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 8.2: Netball courts in East Staffordshire

Site ID	Site name	Postcode	Analysis area	Ownership	Community use?	No. of courts	Sports lighting?	Court type	Over-marked?	Court quality
1	Abbot Beyne School	DE15 0JL	Burton East	Education	Yes-unused	6	No	Macadam	Yes	Standard
2	Abbot Beyne-Evershed Building	DE15 0BA	Burton East	Education	Yes-unused	3	No	Macadam	Yes	Standard
10	Denstone College	ST14 5HN	Rural 2	Education	No	8	No	Macadam	Yes	Good
11	Smallwood Manor	ST14 8NS	Rural 1	Education	No	2	No	Macadam	Yes	Standard
22	John Taylor High School	DE13 8AZ	Rural 1	Education	No	6	Yes	Macadam	Yes	Poor
29	Mayfield Playing Field	DE6 2HW	Rural 2	Community Organisation	Yes	1	No	Macadam	Yes	Poor
38	Paulet High School	DE15 9RT	Burton East	Education	No	2	No	Macadam	Yes	Standard
38	Paulet High School	DE15 9RT	Burton East	Education	No	1	No	Macadam	Yes	Poor
45	Shobnall Leisure Complex	DE14 2BB	Burton West	Carlsberg/Council	Yes	6	No	Macadam	Yes	Standard
50	The De Ferrers Academy - Dove Campus	DE13 0AS	Rural 1	Education	Yes-unused	4	No	Macadam	Yes	Poor
51	The De Ferrers Academy - Trent Campus	DE13 0LL	Burton West	Education	Yes	5	No	Macadam	Yes	Poor
59	Windsor Park C of E Middle School	ST14 7JX	Uttoxeter	Education	Yes	2	Yes	Macadam	No	Standard
70	Oldfields Hall Middle School	ST14 7PL	Uttoxeter	Education	No	2	Yes	Macadam	No	Poor
128	Clays Lane Park	DE14 3HU	Burton West	Council	Yes	1	No	Macadam	Yes	Good
131	Newton Park	DE15 0TZ	Burton East	Council	Yes	1	No	Polymeric	Yes	Good
132	Scienta Academy	DE13 0UF	Burton West	Education	No	2	Yes	Macadam	Yes	Good
139	John Taylor Free School	DE13 9SA	Burton West	Education	Yes	3	No	Macadam	Yes	Good

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Disused provision

Further to the courts identified above, there are also three netball courts that are now considered disused in East Staffordshire located at Abbots Bromley School. These are referenced in the table below.

Table 8.3: Disused netball courts within East Staffordshire

Site ID	Site	Postcode	Analysis area	No. of netball courts	Comments
3	Abbots Bromley School	WS15 3BW	Rural 2	3	Area previously used for netball is now not maintained.

Management and security of tenure

Most outdoor netball courts in East Staffordshire are operated by education providers, with 46 courts falling under this management type, of which 23 (50%) of these are available to the community.

Of the remaining courts, eight are managed by the Council (at Clays Lane Park, Newton Park and Shobnall Leisure Comple) and one is managed by a community organisation (at Mayfield Playing Field). All of these are available to the community.

Table 8.4: Courts by management type

Community use	No. of Council courts	No. of education courts	No of 'other' courts
Available	8	23	1
Unavailable	-	23	-
East Staffordshire	8	46	1

Court type

All but one of the outdoor netball courts in East Staffordshire have a macadam surface, with 54 being of this type and 31 (57%) of these being available for community use. The estimated lifespan of a macadam court is ten years, depending on levels of use and maintenance levels.

The sole remaining court has a polymeric surface, located at Newton Park (available for community use).

Sports lighting

Despite 55 outdoor netball courts being provided in East Staffordshire, only 12 (22%) are serviced by sports lighting across four sites (all education sites), located at:

- ◀ John Taylor High School
- ◀ Oldfields Hall Middle School
- ◀ Scienta Academy
- ◀ Windsor Park C of E Middle School

Of these, only two courts are available to the community, located at Windsor Park C of E Middle.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

An absence of sports lighting on courts is an issue nationwide, with England Netball's national database (updated in 2020) identifying that only 1,941 of 5,108 outdoor netball courts are with sports lighting throughout the Country (38%). Despite this being identified as problematic, the percentage is substantially higher than that identified in East Staffordshire, evidencing a particular issue within the Borough.

Over markings

Netball courts, particularly at school sites, are often overmarked, predominately by tennis courts but also on occasion by basketball and/or football courts. Provision such as this tends to receive higher levels of use which can be detrimental to quality over time, as well as potentially causing capacity issues when there is external netball demand.

In East Staffordshire, 51 netball courts are overmarked compared to four that are dedicated for netball use. This represents a comparatively low number of standalone courts and can be attributed to most of the provision being located at secondary schools where tennis markings are also often provided.

The standalone courts are provided at Oldfields Hall Middle School and Windsor Park C of E Middle School, with two standalone courts provided at both sites. Moreover, only the two courts at the latter are accessible to the community.

Quality

The quality of netball courts has been informed through non-technical site assessments and consultation with providers to assign each court a rating of good, standard or poor. Key aspects informing the findings include surface quality, grip underfoot, line marking quality, evenness and evidence of inappropriate use (e.g., vandalism and/or littering). For the full assessment criteria, please refer to Appendix 2.

Of the courts in East Staffordshire, seven courts are assessed as good quality, 19 as standard quality and 19 as poor quality. Of those available to the community, five (16%) courts are good quality, 17 (53%) courts are standard quality and ten (31%) courts are poor quality.

Table 8.5: Quality of all courts in East Staffordshire

Community use	No. of good quality courts	No of standard quality courts	No. of poor quality courts
Available	5	17	10
Unavailable	2	2	9
Total	7	19	19

The poor quality courts available for community use are found at The De Ferrers Academy - Dove Campus, The De Ferrers Academy - Trent Campus and Mayfield Playing Field. The poor quality courts unavailable for community use are identified at John Taylor High School, Oldfields Hall Middle School and Paulet High School.

Issues surrounding the poor quality courts include poor grip underfoot, evidence of moss and worn line markings.

The courts at De Ferrers Academy – Trent Campus are used to accommodate the Burton District Junior Netball League and as such receive significant demand. The poor quality provision therefore has further implications.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

In contrast, the good quality courts that are available for community use are found at:

- ◀ Clays Lane Park
- ◀ John Taylor Free School
- ◀ Newton Park

The good quality courts unavailable for community use are located at Denstone College and Scienta Academy.

All remaining courts are assessed as standard quality.

Ancillary provision

Ancillary provision is generally considered to be problematic for community netball. Whilst most sites provide changing facilities and/or toilets, they are not specific for netball and are generally too far away from the courts to be realistically used. Moreover, given that most courts are located at schools, the facilities predominately service sports halls or grass pitches and are therefore not readily available or suited to netball court users. Access can then also be limited, even at sites that allow for community use as this may entail opening the main school buildings.

8.3: Demand

Demand for outdoor netball tends to come in two forms; league and club-based netball that consists of matches and training, and the netball-based initiative, walking netball. As such, there is significant activity across East Staffordshire, as summarised via the following sub sections.

Club demand

There are six netball clubs based in East Staffordshire. Across these, there are currently 192 playing members where membership is known, although demand at three clubs' is not clear. The table below provides a summary of this by club.

Table 8.6: Summary of club membership

Clubs	Current membership
Abbots Bromley NC	150
Barton Belles NC	<i>Unknown</i>
Branston Bullets NC	25
Burton Juniors NC	<i>Unknown</i>
Eureka Park NC	<i>Unknown</i>
Sevens NC	17
East Staffordshire	192

Where known, the largest membership base is found at Abbots Bromley NC which has 150 members. At the other end of the scale, Branston Bullets and Sevens netball clubs are comparably small clubs with 25 and 17 members, respectively.

Five of the six clubs play in the Burton District Junior Netball League, with the exception being Burton Juniors NC.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Abbots Bromley NC train at The De Ferres Academy – Trent Campus, utilising the indoor courts at the School on Tuesday evenings. Burton Junior NC travel outside of the Borough, into South Derbyshire for its training demand, utilising the sports hall at The Graville Academy on Tuesday evenings.

The remaining clubs in East Staffordshire do not train and simply compete in matches.

Burton District Junior Netball League (BDJNL)

The League consists of two divisions teams, with a total of 25 teams playing competitive matches.

Most recently, matches have been held at two central venues (as opposed to teams playing home and away and arranging their own venue) at Repton School (South Derbyshire) and The De Ferres Academy – Trent Campus. All summer fixtures (April to July) are played outdoors, whilst winter activity (September to April) is played indoors.

Commercial leagues

In addition to the club-based demand identified above, there is one commercial netball league operating in East Staffordshire, with this catering for teams outside of the normal club environment on more of a casual/recreational basis. Leisure Leagues operates a commercial league every Sunday, utilising The De Ferres Academy – Trent Campus. However, this is via the indoor provision at the site. The League generally runs all-year round (a new season begins as soon as the previous one ends) and, in addition to welcoming already established teams, individual players are also encouraged to sign up before being within a team that suits their ability.

Back to Netball

Back to Netball is a scheme put into place by England Netball in 2010, with participation increasing ever since. Sessions are running weekly by qualified coaches across England with the aim of re-introducing female players over the age of 16 to the sport.

In East Staffordshire, no Back to Netball sessions are currently running.

Walking netball

Walking netball is a lower version of the sport, designed so that anyone can play regardless of age or fitness level. It can give those who are isolated an outlet, provide an activity for those who do not deem themselves fit enough and offer a stepping-stone for those looking for a pathway back into traditional netball.

Walking Netball sessions are hosted in East Staffordshire, predominantly at Meadowside Leisure Centre and Uttoxeter Leisure Centre. This demand takes place via indoor provision.

Netball Now

Netball Now is a simple, straight forward way to play netball. It is not a competition led by rules or scores but rather a simple session where players can play a variety of positions and even have a go at umpiring.

No Netball Now sessions are in operation in East Staffordshire.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Bee Netball

A new initiative by England Netball, Bee Netball is a programme for children all about friendship, inclusion, fair play and teamwork.

No Bee Netball sessions are in operation in East Staffordshire.

Exported/imported demand

Due to the presence of the BDJNL and its use of a central venue system, there is relatively high levels of imported demand into the Borough (playing at The De Ferres Academy – Trent Campus). Clubs identified as importing demand into East Staffordshire from neighbouring authorities via competing in the aforementioned league include the following:

- ◀ Central NC
- ◀ Civil Service NC
- ◀ Coopers NC
- ◀ Fountains NC
- ◀ Hilton NC
- ◀ Hollanders NC
- ◀ Lichfield NC
- ◀ Seekers NC
- ◀ Sirens NC
- ◀ Springs NC
- ◀ Stretton Swifts NC
- ◀ Striders NC
- ◀ Swadlincote NC
- ◀ Tally's Eagles NC

To offset some of this, as Repton School in South Derbyshire is also used as one of the central venues for the BDJNL, a large degree of exported demand is also identified amongst all clubs in the Borough.

Latent/unmet demand

Sport England's Segmentation Tool enables analysis of the percentage of adults that would like to participate in netball but that 'are not currently doing so'. The tool identifies latent demand of 327 people within East Staffordshire, which represents approximately 0.26% of the Borough's population compared to a national average of just over 0.2%. This therefore suggests that unmet demand is marginally higher in East Staffordshire than what would otherwise be expected.

Notwithstanding the above, no responding clubs express any form of latent demand. This suggests that other barriers are preventing participation, or that most latent demand is being expressed outside of the club environment (at which point initiatives such as Back to Netball or commercial leagues are pivotal).

Future demand

Abbots Bromley NC reports an aspiration to grow its playing members by nine in the upcoming season.

In addition to club-based activity, it is hoped by England Netball that there will be an increase in the number of its initiatives held in East Staffordshire and the demand for them. However, this is reliant on volunteers running and organising the sessions.

8.4: Supply and demand analysis

There is a relatively low degree of netball demand emanating from East Staffordshire, with only six clubs operating. However, due to the presence of the central venue league (BDJNL) there is a high level of imported demand, although some demand is also exported to neighbouring South Derbyshire to partially offset some of this.

To cater for demand, there is a relatively high number of community available courts; however, many are of poor quality (31%), with a very small number of good quality courts in comparison (12%). Furthermore, there is a significant lack of sports-lit courts, with only two community available courts (6%) in the Borough equipped with such provision. With this in mind, the current supply of outdoor netball courts is likely to be sufficient in quantitative terms, but improvements are needed to better meet what demand exists and to ensure that the sport can continue to grow.

Of particular importance are the courts at De Ferres Academy – Trent Campus given their poor quality and use by the BDJNL. It is imperative that the provision is improved in order to better cater for demand in the Borough.

8.5: Conclusion

The current stock of outdoor netball courts requires investment in order to adequately accommodate for the demand that exists. This can be achieved through improving quality and through installing sports lighting where such provision would accommodate and attract greater levels of demand.

Netball – supply and demand summary

- ◀ The current stock of outdoor netball courts requires investment in order to adequately accommodate for the demand that exists. This can be achieved through improving quality and through installing sports lighting where such provision would accommodate and attract greater levels of demand.
- ◀ Of particular importance are the courts at De Ferres Academy – Trent Campus given their poor quality and use by the BDJNL. It is imperative that the provision is improved in order to better cater for demand in the Borough.

Netball – supply summary

- ◀ There are 55 netball courts identified in East Staffordshire across 16 sites, with 32 courts at 16 sites available for community use.
- ◀ There are also three netball courts that are now considered disused in East Staffordshire located at Abbots Bromley School.
- ◀ Most outdoor netball courts in East Staffordshire are operated by education providers, with 46 courts falling under this management type, of which 23 (50%) of these are available to the community.
- ◀ All but one of the outdoor netball courts in East Staffordshire have a macadam surface, with 54 being of this type and 31 (57%) of these being available for community use.
- ◀ Only 12 (22%) are serviced by sports lighting across four sites.
- ◀ 51 netball courts are overmarked compared to four that are dedicated for netball use.
- ◀ Of the courts in East Staffordshire, seven courts are assessed as good quality, 19 as standard quality and 19 as poor quality. Of those available to the community, five (16%) courts are good quality, 17 (53%) courts are standard quality and ten (31%) courts are poor quality.

Netball – demand summary

- ◀ There are six netball clubs based in East Staffordshire. Across these, there are currently 192 playing members where membership is known, although demand at three clubs' is not clear.
- ◀ Five of the six clubs play in the Burton District Junior Netball League, with the exception being Burton Juniors NC.
- ◀ The BDJNL consists of two divisions teams, with a total of 25 teams playing competitive matches. Most recently, matches have been held at two central venues (as opposed to teams playing home and away and arranging their own venue) at Repton School (South Derbyshire) and The De Ferres Academy – Trent Campus.
- ◀ Leisure Leagues operates a commercial league every Sunday, utilising The De Ferres Academy – Trent Campus.
- ◀ Due to the presence of the BDJNL and its use of a central venue system, there is relatively high levels of imported and exported demand into the Borough (playing at The De Ferres Academy – Trent Campus and Repton School in South Derbyshire).

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

PART 9: BOWLS

9.1: Introduction

Outdoor bowls in East Staffordshire is principally played on crown greens, with a typical season running in the Summer from May until October. The British Crown Green Bowling Association (BCGBA) is the NGB with overall responsibility for ensuring effective governance of the sport.

Consultation

There are 23 bowls clubs identified as currently using outdoor greens in East Staffordshire. Of these, 11 responded to consultation requests, equating to a response rate of 48%. A low response rate can be common when it comes to bowls, with nearly half responding therefore representing a relatively typical level.

Table 9.1: Summary of consultation

Name of club	Analysis area	Responded?
Abbots Bromley BC	Rural 2	Yes
Barton BC	Rural 1	No
Belvedere BC	Burton West	No
Burton Constitutional BC	Burton West	No
Denstone BC	Rural 2	Yes
Elkes BC	Uttoxeter	Yes
Ellastone BC	Rural 2	Yes
Eton Park BC	Burton West	No
Hanbury & Draycott BC	Rural 1	No
Henhurst BC	Burton West	Yes
Jubilee BC	Uttoxeter	No
Marchington BC	Rural 1	Yes
Marstons BC	Burton West	No
Mayfield BC	Rural 2	No
Rolleston BC	Rural 1	Yes
Stapenhill BC	Burton East	Yes
Stretton Anglesey BC	Burton West	No
Stretton BC	Burton West	No
Tatenhill BC	Rural 1	Yes
Tutbury BC	Rural 1	Yes
Washlands BC	Burton West	No
Winhill BC	Burton East	No
Yoxall BC	Rural 1	Yes

Since the previous study in 2018, Bradley House BC, Fox's BC, JCB BC and Rangemore BC have each folded, having previously been based at Bradley House Club, Elkes Social Club, JCB Sports & Social Club and Rangemore Playing Fields respectively.

9.2: Supply

There are currently 27 bowling greens in East Staffordshire provided across 23 sites, all of which are available for community use.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Most greens are located in the Burton West Analysis Area, which has 12 (44%), whereas the fewest number of greens are provided in the Burton East and Uttoxeter analysis areas, with two each (15% in total).

Table 9.2: Summary of the number of greens by analysis area

Analysis area	Number of greens
Burton East	2
Burton West	12
Rural 1	7
Rural 2	4
Uttoxeter	2
East Staffordshire	27
2018 PPOSS study	32

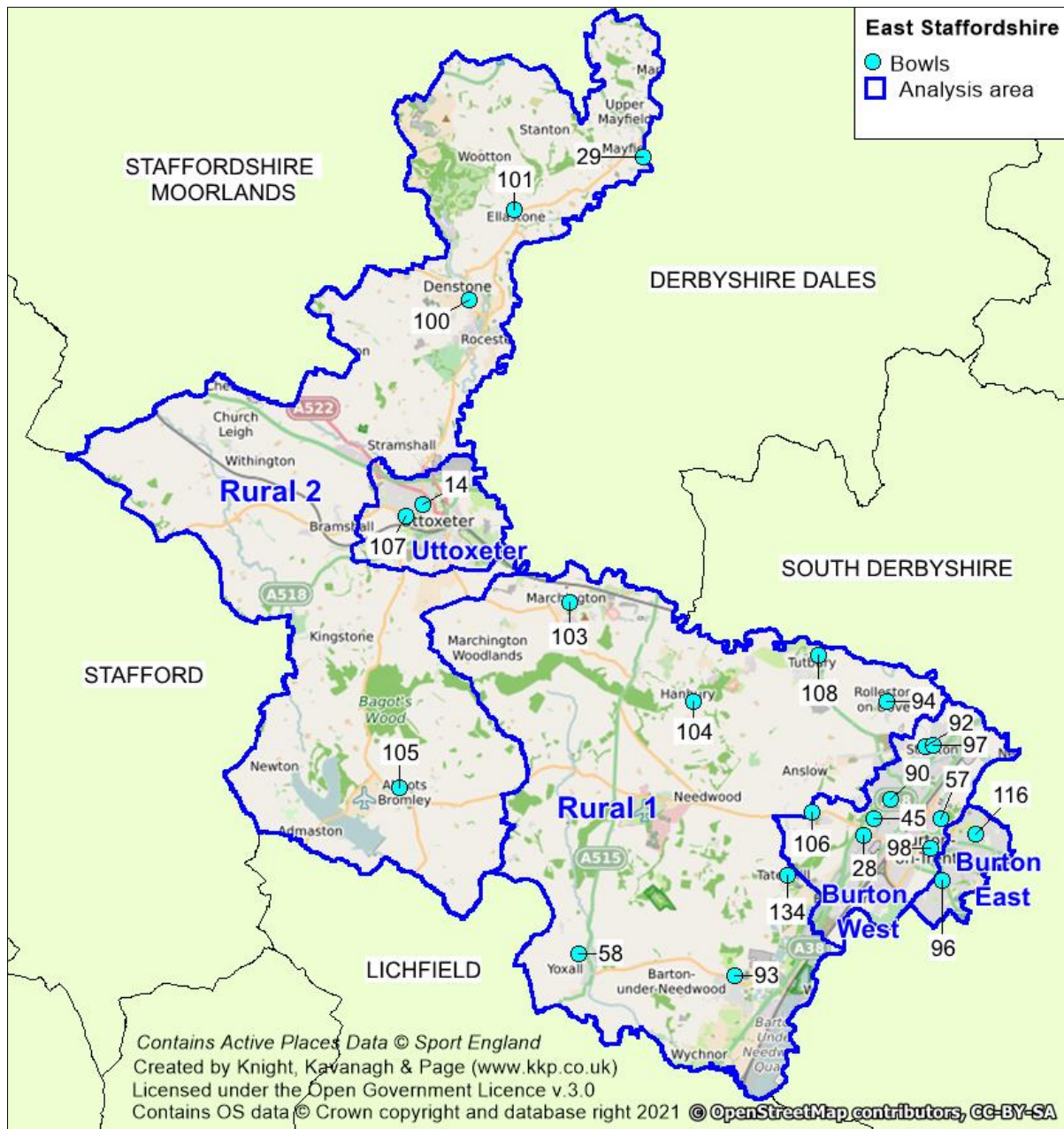
Since the previous study in 2018, there has been a reduction of five (16% decrease) greens in East Staffordshire (as detailed in Table 6.4). The Burton West, Rural 2 and Uttoxeter analysis areas have each lost one green (at Washlands Sports & Social Club, JCB Lakeside Sports & Social Club and Bradley House Club), whilst the Rural 1 Analysis Area has lost two (at Barton Bowls & Social Club and Rangemore Playing Fields). No greens have been lost in the Burton East Analysis Area.

For more information, see Table 9.4.

Figure 9.1 overleaf shows the location of all bowling greens currently servicing East Staffordshire. For a key to the map, see Table 9.3 overleaf.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Figure 9.1: Location of bowling greens in East Staffordshire



EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 9.3: Key to map

Site ID	Site	Postcode	Analysis area	Club user/s	No. of greens	Quality
14	Elkes Social Club	ST14 7LU	Uttoxeter	Elkes BC	1	Good
28	Marstons Sports & Social Club	DE14 2BG	Burton West	Marstons BC	1	Good
29	Mayfield Playing Field	DE6 2HW	Rural 2	Mayfield BC	1	Good
45	Shobnall Leisure Complex	DE14 2BB	Burton West	-	1	Poor
57	Washlands Sports & Social Club	DE14 1TD	Burton West	Washlands BC	2	Good
58	Weaverslake Sports Club	DE13 8NB	Rural 1	Yoxall BC	1	Good
90	Belvedere Park Bowls Club	DE13 0RG	Burton West	Belvedere BC	2	Good
92	Stretton Bowls Club	DE13 0HA	Burton West	Stretton BC	2	Good
93	Barton Bowls & Social Club	DE13 8AX	Rural 1	Barton BC	1	Standard
94	Rolleston Bowling Club	DE13 9DN	Rural 1	Rolleston BC	1	Good
96	Stapenhill Bowls Club	DE15 9AP	Burton East	Stapenhill BC	1	Good
97	Stretton Anglesey Bowls Club	DE13 0EQ	Burton West	Stretton Anglesey BC	1	Good
98	Burton Constitutional Club	DE14 1JY	Burton West	Burton Constitutional BC	1	Standard
100	Tom Boden Memorial Sports Trust	ST14 5HB	Rural 2	Denstone BC	1	Good
101	Ellastone Bowling Club	DE6 2HB	Rural 2	Ellastone BC	1	Good
103	Marchington Bowls & Tennis Club	ST14 8LD	Rural 1	Marchington BC	1	Good
104	Hanbury & Draycott Village Hall	DE13 8TJ	Rural 1	Hanbury & Draycott BC	1	Good
105	Abbots Bromley Bowls Club	WS15 3DA	Rural 2	Abbots Bromley BC	1	Standard
106	Henhurst & District Recreation Club	DE13 9TB	Burton West	Eton Park BC & Henhurst BC	2	Good
107	Bramshall Road Park	ST14 7PF	Uttoxeter	Jubilee BC	1	Poor
108	Tutbury Bowls Club	DE13 9LW	Rural 1	Tutbury BC	1	Good
116	Winshill Bowling Club	DE15 0JW	Burton East	Winshill BC	1	Standard
134	Tatenhill Memorial Hall	DE13 9SD	Rural 1	Tatenhill BC	1	Standard

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Disused provision

As mentioned earlier, there are five disused greens that are provided across the same number sites. These are summarised in the following table.

Table 9.4: Disused bowling greens sites within East Staffordshire

Site ID	Site	Postcode	Analysis area	No. of disused greens	Comments
21	JCB Lakeside Sports & Social Club	ST14 5HY	Rural 2	1	One disused bowling green that now serves as two grass tennis courts.
41	Rangemore Playing Fields	DE13 9RW	Rural 1	1	One disused bowling green now serves as community gardens.
57	Washlands Sports & Social Club	DE14 1TD	Burton West	1	One disused bowling green which is no longer in use.
93	Barton Bowls & Social Club	DE13 8AX	Rural 1	1	One disused bowling green which is no longer in use.
102	Bradley House Club	ST14 7QA	Uttoxeter	1	One disused bowling green now serves as a beer garden.

The clubs that used the greens have each folded.

Ownership/management

Details around the ownership and management arrangements for clubs which responded to consultation requests are provided in the table below. As seen, where such arrangements are known, six clubs own their green, three have some form of lease arrangement in place and the remaining three rent their greens.

Table 9.5: Ownership/management arrangements for bowling clubs in East Staffordshire

Site ID	Site name	Name of club	Ownership/management details
105	Abbots Bromley Bowls Club	Abbots Bromley BC	Rented
93	Barton Bowls & Social Club	Barton BC	Unknown
90	Belvedere Park Bowls Club	Belvedere BC	Unknown
98	Burton Constitutional Club	Burton Constitutional BC	Unknown
100	Tom Boden Memorial Sports Trust	Denstone BC	Freehold
14	Elkes Social Club	Elkes BC	Rented
101	Ellastone Bowling Club	Ellastone BC	Freehold
104	Hanbury & Draycott Village Hall	Hanbury & Draycott BC	Unknown
106	Henhurst & District Recreation Club	Eton Park BC	Unknown
106	Henhurst & District Recreation Club	Henhurst BC	Freehold
107	Bramshall Road Park	Jubilee BC	Rented
103	Marchington Bowls & Tennis Club	Marchington BC	Freehold
28	Marstons Sports & Social Club	Marstons BC	Unknown
29	Mayfield Playing Field	Mayfield Bowls Club	Unknown
94	Rolleston Bowling Club	Rolleston BC	Freehold

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Site ID	Site name	Name of club	Ownership/management details
96	Stapenhill Bowls Club	Stapenhill BC	Leased till 2026
97	Stretton Anglesey Bowls Club	Stretton Anglesey BC	<i>Unknown</i>
92	Stretton Bowls Club	Stretton BC	<i>Unknown</i>
134	Tatenhill Memorial Hall	Tatenhill BC	Leased till 2024
108	Tutbury Bowls Club	Tutbury BC	Freehold
57	Washlands Sports & Social Club	Washlands BC	<i>Unknown</i>
116	Winshill Bowling Club	Winshill BC	<i>Unknown</i>
58	Weaverslake Sports Club	Yoxall BC	Leased till 2038

Where rental agreements are in place, no security of tenure is provided, unless the site is operated by the Council, in which case long-term access is considered guaranteed as part of its commitment to provide a leisure offering.

Clubs with lease agreements are considered to have greater security of tenure. In East Staffordshire, lease agreements are in place at Stapenhill Bowls Club, Tatenhill Memorial Hall and Weaverslake Sports Club, although the arrangements at these sites are all shorter than 25-years. Generally, clubs require at least 25 years on lease arrangements in order to secure funding for site improvements.

Sports lighting

Bowling greens that are serviced by sports lighting can enable increased usage, especially during evenings outside of summer months. In East Staffordshire, 17 greens are serviced by sports lighting at the following sites:

- ✦ Abbots Bromley Bowls Club
- ✦ Barton Bowls & Social Club
- ✦ Belvedere Park Bowls Club
- ✦ Elkes Social Club
- ✦ Henhurst & District Recreation Club
- ✦ Marstons Sports & Social Club
- ✦ Rolleston Bowling Club
- ✦ Stapenhill Bowls Club
- ✦ Stretton Anglesey Bowls Club
- ✦ Stretton Bowls Club
- ✦ Tutbury Bowls Club
- ✦ Washlands Sports & Social Club
- ✦ Winshill Bowling Club

Greens with sports lighting are relatively rare across the Country. As such, the level of supply in East Staffordshire is comparatively very high with 65% of the provision accompanied by lighting.

From consultation, Tutbury BC (at Tutbury Bowls Club) reports aspirations to construct sports lighting at their home ground, whilst Elkes BC (at Elkes Social Club) aspires to replace its current sports lighting.

Quality

The quality of bowling greens across East Staffordshire has been assessed via a combination of site visits (using non-technical assessments) and user consultation to reach and apply an agreed rating of either good, standard and poor.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

For bowling greens, the non-technical assessment considers several attributes of the site including the surrounding hard surfaces to the green, disability access, evenness, grass coverage and signs off unofficial use. For further detail regarding the criteria, please see Appendix 2.

Of the greens in East Staffordshire, 20 greens (74%) are assessed as good quality, five (19%) as standard quality and two (7%) are poor quality.

Table 9.6: Quality of all greens in East Staffordshire

Community use	No. of good quality	No. of standard quality	No. of poor quality
Total	20	5	2
2018 PPOSS study	16	10	6

Most greens (20) in East Staffordshire are assessed as good quality, with such greens showing minimal signs of wear and tear and significant grass coverage.

Bramshall Road Park and Shobnall Leisure Complex offer the two poor quality greens in the Borough, with significant signs of wear and tear evident at both.

The remaining bowling greens (five) are assessed as standard quality, identified at Abbots Bromley Bowls Club, Barton Bowls & Social Club, Burton Constitutional Club, Tatenhill Memorial Hall and Winhill Bowling Club.

Changes from the previous study

As seen, the quality of greens in East Staffordshire has improved since the previous study, with a 20% increase in good quality greens and an 67% decreased in the number of poor quality greens. The quality of greens has improved at the following sites:

- ◀ Ellastone Bowling Club
- ◀ Marstons Sports & Social Club
- ◀ Stretton Anglesey Bowls Club
- ◀ Stretton Bowls Club
- ◀ Washlands Sports & Social Club

In correlation with the above, of the responding clubs, five report that quality has improved over the last 12 months, with most of these stating that this is due to improved and/or increased maintenance. This relates to the following clubs:

- ◀ Denstone BC
- ◀ Rolleston BC
- ◀ Stapenhill BC
- ◀ Tutbury BC
- ◀ Yoxall BC

Of the greens used by these five clubs, all five are assessed as good quality.

Contrastingly, Marchington BC reports that quality has worsened recently at its home ground (at Marchington Bowls & Tennis Club). The Club attributes a lack of funding put towards maintenance being the key reason for such a regress in green quality. This deterioration correlates to its standard quality assessment, whereas the previous PPOSS study deemed the green to be good quality.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Ancillary provision

Most clubs have access to some form of clubhouse/pavilion on site or through an adjoining public house, although the quality of these ranges from purpose-built, good quality brick pavilions to basic wooden huts and shelters. It is therefore important to recognise the importance of ancillary provision to bowling clubs as, if the facilities onsite are of suitable quantity/quality and meet players' needs, this can help sustain and grow membership levels. This is also acknowledged by the BCGBA as it offers potential grants for clubs looking to make ancillary facility improvements.

The table below identifies the quality of ancillary provision at community available bowling greens within East Staffordshire. Overall, 19 sites are accompanied by good quality facilities, seven have standard quality provision and one site offers poor quality ancillary provision, at Elkes Social Club.

Table 9.7: Summary of ancillary quality

Site ID	Site name	Club	Quality of ancillary provision
14	Elkes Social Club	Elkes BC	Poor
28	Marstons Sports & Social Club	Marstons BC	Good
29	Mayfield Playing Field	Mayfield BC	Standard
45	Shobnall Leisure Complex	-	Standard
57	Washlands Sports & Social Club	Washlands BC	Good
58	Weaverslake Sports Club	Yoxall BC	Good
90	Belvedere Park Bowls Club	Belvedere BC	Good
92	Stretton Bowls Club	Stretton BC	Good
93	Barton Bowls & Social Club	Barton BC	Good
94	Rolleston Bowling Club	Rolleston BC	Good
96	Stapenhill Bowls Club	Stapenhill BC	Good
97	Stretton Anglesey Bowls Club	Stretton Anglesey BC	Good
98	Burton Constitutional Club	Burton Constitutional BC	Good
100	Tom Boden Memorial Sports Trust	Denstone BC	Standard
101	Ellastone Bowling Club	Ellastone BC	N/A
103	Marchington Bowls & Tennis Club	Marchington BC	Good
104	Hanbury & Draycott Village Hall	Hanbury & Draycott BC	Standard
105	Abbots Bromley Bowls Club	Abbots Bromley BC	Standard
106	Henhurst & District Recreation Club	Eton Park BC & Henhurst BC	Good
107	Bramshall Road Park	Jubilee BC	Standard
108	Tutbury Bowls Club	Tutbury BC	Good
116	Winshill Bowling Club	Winshill BC	Good
134	Tatenhill Memorial Hall	Tatenhill BC	Standard

In terms of consultation, only Elkes BC states that it is serviced with poor quality ancillary facilities, whilst Ellastone BC reports of not having any dedicated ancillary provision (as acknowledged in the table above). All remaining clubs report that they have good or standard quality provision.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

In addition, across East Staffordshire, several clubs have plans/aspirations to improve their provision. This includes the following five clubs:

- ✦ Elkes BC (at Elkes Social Club)
- ✦ Marchington BC (at Marchington Bowls & Tennis Club)
- ✦ Stapenhill BC (at Stapenhill Bowls Club)
- ✦ Tutbury BC (at Tutbury Bowls Club)
- ✦ Yoxall BC (at Weaverslake Sports Club)

Of these, none have secured funding for their planned refurbishment and as such are seen as aspirational. The table below summarises bowling clubs' aspirational development plans.

Table 9.8: Summary of clubs' ancillary development plans

Club	Comments
Elkes BC	Sports lighting replacement
Marchington BC	Improvements to surrounding areas of the green
Stapenhill BC	New roof needed in storage building
Tutbury BC	Provide shelter provision and sports lighting installation
Yoxall BC	New green maintenance equipment

9.3: Demand

There are 23 clubs using bowling greens in East Staffordshire. Membership equates to 1,284 members, made up of 812 senior men, 415 senior women and 57 juniors as shown below. The average club membership is 56.

Table 9.9: Summary of club membership

Club name	Analysis area	Men	Women	Juniors	Membership total
Abbots Bromley BC	Rural 2	22	8	-	30
Barton BC	Rural 1	62	16	12	90
Belvedere BC	Burton West	63	35	-	98
Burton Constitutional BC	Burton West	20	11	-	31
Denstone BC	Rural 2	20	8	-	28
Elkes BC	Uttoxeter	33	18	-	51
Ellastone BC	Rural 2	8	10	1	19
Eton Park BC	Burton West	23	-	-	23
Hanbury & Draycott BC	Rural 1	6	12	-	18
Henhurst BC	Burton West	34	24	1	59
Jubilee BC	Uttoxeter	20	20	-	40
Marchington BC	Rural 1	9	9	-	18
Marstons BC	Burton West	34	20	2	56
Mayfield BC	Rural 2	16	10	1	27
Rolleston BC	Rural 1	62	26	3	91
Stapenhill BC	Burton East	43	15	7	65
Stretton Anglesey BC	Burton West	40	18	7	65
Stretton BC	Burton West	82	57	9	148
Tatenhill BC	Rural 1	22	15	-	37
Tutbury BC	Rural 1	55	12	1	68
Washlands BC	Burton West	60	45	12	117

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Club name	Analysis area	Men	Women	Juniors	Membership total
Winshill BC	Burton East	40	2	1	43
Yoxall BC	Rural 1	38	24	-	62
-	Total	812	415	57	1,284
-	2018 PPOSS study	838	417	60	1,335

The largest club is Stretton BC (148 members). In comparison, the smallest club is Hanbury & Draycott BC (18 members).

By analysis area, Burton West provides for the most demand within the Borough (46%), whereas Uttoxeter has the least participation (7%).

Table 9.10: Summary of membership by analysis area

Analysis area	Men's membership	Women's membership	Junior membership	Total
Burton East	83	17	8	108
Burton West	356	210	31	597
Rural 1	254	114	16	384
Rural 2	66	36	2	104
Uttoxeter	53	38	-	91
East Staffordshire	812	415	57	1,284

Changes since the previous study

Since the previous study, there has been an overall decrease in participation from 1,335 members in 2018 to 1,284 members in 2023 (decrease of 51 members or 4%). As a breakdown, this represents a 3% decrease in senior men's, a 0.5% decrease in senior women's and a 5% decrease in juniors.

Notwithstanding the above, five clubs report that senior demand has increased over the recent years, whilst just two clubs report a decrease in demand (the remaining clubs indicate no change).

Table 9.11: Summary of club participation trends

Membership over the past five years		
Increased	Decreased	Stayed the same
Elkes BC Rolleston BC Stapenhill BC Tutbury BC Yoxall BC	Ellastone BC Henhurst BC	Abbots Bromley BC Denstone BC Marchington BC Tatenhill BC

Due to the nature of the bowls as a sport, it is important that clubs with static membership continuously attract new members to replace existing users.

Additional demand

None of the greens used by the responding clubs are available for pay and play.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

The most prominent reason for pay and play not being offered is that there is no one on site at required times to manage the process. There is also a perceived lack of demand to make it financially viable.

Play Bowls

Play Bowls is a new product designed to assist clubs in attracting more casual, pay and play users. Clubs are able to sign up to the scheme, with booking slots for access then secured and paid for via the Play Bowls website. The aim is for this to help greens become more accessible whilst making it easy for clubs to evolve and manage the demand from the casual audience.

East Staffordshire Bowls Development Group

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

Latent/unmet demand

Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in bowls but 'are not currently doing so'. The tool identifies latent demand amounting to 202 people in East Staffordshire, which equates to just over 0.16% of the population. This is larger than the national average (just over 0.1%).

Notwithstanding the above, all responding clubs report that existing membership can be accommodated on the current level of provision available to them, and none report having a waiting list in place. As such, no clubs report any latent or unmet demand, with the majority actively trying to recruit new members. This means that it is likely that other barriers are preventing increased participation, rather than a lack of provision or capacity.

Future demand

The BCGBA is actively working to negate the stereotype that bowls is a sport is for the older generation. As such, they are taking active steps at county and national level to encourage younger players to participate.

Furthermore, using ONS projections, the number of persons aged 65 and over is likely to significantly increase for the period up to 2031. Due to this age band being the most likely to play bowls, demand for greens could increase, although exactly to what extent is unclear.

Of responding clubs in East Staffordshire, four quantify future demand aspirations, with this equating to an overall potential growth of 103 members (58 senior and 45 junior). This is summarised in the following table.

Table 9.12: Summary of future demand

Club name	No. of senior members	No. of junior members	Total
Rolleston BC	12	14	26
Stapenhill BC	15	15	30
Tutbury BC	6	6	12
Yoxall BC	25	10	35

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Club name	No. of senior members	No. of junior members	Total
Total	58	45	103

9.4: Capacity analysis

The capacity of a bowling green is very much dependent on the leagues and the day that they operate. A green may have no spare capacity on an afternoon or evening when a popular league operates but may be unused for the rest of the week. However, in many cases, greens are used during morning and afternoons by club members who bowl socially, with access a potential issue during peak times if membership is particularly high.

BCGBA has no specific guidance on bowling green capacity, stating that it can vary from site-to-site and from club-to-club. However, it states that any green used by at least 20 members is generally considered to be sustainable, whilst any green operating with a membership of over 80 may need additional resource to ensure that it is meeting the required level of demand. It is also agreed that capacity should be assessed on a site-by-site and club-by-club basis as the club-orientated nature of the sport means that demand cannot and does not easily transfer.

Based on the above, capacity ratings for bowling greens in East Staffordshire is classified as follows:

Within capacity range	Membership ensures green is sustainable without capacity issues
At capacity range	Membership is at the capacity limit of the green
Outside capacity range	Membership is below or above the recommended capacity range

Following this, the table overleaf highlights the level of usage each green receives, taking into account both current and expressed future demand.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Table 9.13: Supply and demand balance of bowling greens in East Staffordshire

Site ID	Site	Analysis area	Club user	No. of greens	Capacity threshold	Current membership	Future membership
14	Elkes Social Club	Uttoxeter	Elkes BC	1	20-80	51	51
28	Marstons Sports & Social Club	Burton West	Marstons BC	1	20-80	56	Unknown
29	Mayfield Playing Field	Rural 2	Mayfield BC	1	20-80	27	Unknown
45	Shobnall Leisure Complex	Burton West	-	1	20-80	0	0
57	Washlands Sports & Social Club	Burton West	Washlands BC	2	40-160	117	Unknown
58	Weaverslake Sports Club	Rural 1	Yoxall BC	1	20-80	62	97
90	Belvedere Park Bowls Club	Burton West	Belvedere BC	2	40-160	98	Unknown
92	Stretton Bowls Club	Burton West	Stretton BC	2	40-160	148	Unknown
93	Barton Bowls & Social Club	Rural 1	Barton BC	1	20-80	90	Unknown
94	Rolleston Bowling Club	Rural 1	Rolleston BC	1	20-80	91	117
96	Stapenhill Bowls Club	Burton East	Stapenhill BC	1	20-80	65	95
97	Stretton Anglesey Bowls Club	Burton West	Stretton Anglesey BC	1	20-80	65	Unknown
98	Burton Constitutional Club	Burton West	Burton Constitutional BC	1	20-80	31	Unknown
100	Tom Boden Memorial Sports Trust	Rural 2	Denstone BC	1	20-80	28	28
101	Ellastone Bowling Club	Rural 2	Ellastone BC	1	20-80	19	19
103	Marchington Bowls & Tennis Club	Rural 1	Marchington BC	1	20-80	18	18
104	Hanbury & Draycott Village Hall	Rural 1	Hanbury & Draycott BC	1	20-80	18	Unknown
105	Abbots Bromley Bowls Club	Rural 2	Abbots Bromley BC	1	20-80	30	30
106	Henhurst & District Recreation Club	Burton West	Henhurst BC	2	40-160	59	59
107	Bramshall Road Park	Uttoxeter	Jubilee BC	1	20-80	40	Unknown
108	Tutbury Bowls Club	Rural 1	Tutbury BC	1	20-80	68	80
116	Winshill Bowling Club	Burton East	Winshill BC	1	20-80	43	Unknown
134	Tatenhill Memorial Hall	Rural 1	Tatenhill BC	1	20-80	37	37

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

9.5: Supply and demand analysis

Two greens are currently operating above the capacity limit, situated at Barton Bowls & Social Club and Rolleston Bowling Club. The green at the latter is assessed as good quality, meaning it is likely to be able to cope with a certain degree of overplay, whereas the green at the former is standard quality and thus requires greater monitoring to ensure it can cope with its demand.

In addition, when accounting for future demand, two additional greens (at Stapenhill Bowls Club and Weaverslake Sports Club), are forecast to also exceed their capacity limit due to aspirations expressed by Stapenhill BC and Yoxall BC. Rolleston BC also express aspirational future demand, worsening its future capacity pressures.

Notwithstanding the above, Barton BC, Rolleston BC, Stapenhill BC and Yoxall BC do not report any existing or potential future capacity issues. These clubs each suggest that both current and future demand can be accommodated via their existing provision.

At the other end of the scale, at Ellastone Bowling Club, Marchington Bowls & Tennis Club and Hanbury & Draycott Village Hall, each green is currently operating below the recommended capacity range. Subsequently, all three clubs may require support to ensure that it can remain sustainable, with avenues needing to be explored to increase membership levels.

There is also just one green (at Shobnall Leisure Complex) that does not currently have a club assigned to it. The green is one of the two in the Borough to be assessed as poor quality and thus requires improvement if it is to cater for any future demand.

9.6: Conclusion

There are some capacity pressures on bowling greens in East Staffordshire; however, where these do exist, none of the affected clubs report any issues. Furthermore, most of the impacted greens are good quality which can assist with enabling clubs to operate with higher levels of demand.

All remaining greens either have sufficient capacity to meet both current and future demand, or club users state that they do. As such, overall supply is considered sufficient to meet requirements, especially when factoring in the presence of the unused green at Shobnall Leisure Complex. Focus should, however, be placed on oversubscribed sites to ensure that this remains the case.

Whilst no provision shortfalls are identified, it is also clear that most of the supply requires protection to ensure that demand can continue to be accommodated. Of greens that are in use, all receive relatively high levels of demand, with the only exceptions found at Ellastone Bowling Club and Marchington Bowls & Tennis Club. As a result, it is considered that no in-use greens can be lost.

Changes from the previous PPOSS

It is somewhat difficult to draw a comparison to the 2018 study as capacity guidance has been altered, with this therefore distorting any capacity comparisons. However, broadly speaking, capacity of greens across the Borough has remained the same.

There has been the loss of five greens (at Barton Bowls & Social Club, Bradley House Club, JCB Lakeside Sports & Social Club, Rangemore Playing Fields and Washlands Sports & Social Club); however, this correlates with a loss of clubs at the sites. This has also been partially offset by the quality of greens improving across the Borough.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Bowls – supply and demand summary

- ◀ Two greens are currently operating above the capacity limit, situated at Barton Bowls & Social Club and Rolleston Bowling Club.
- ◀ At the other end of the scale, at Ellastone Bowling Club, Marchington Bowls & Tennis Club and Hanbury & Draycott Village Hall, each green is currently operating below the recommended capacity range.
- ◀ There are some capacity pressures on bowling greens in East Staffordshire; however, where these do exist, none of the affected clubs report any issues. Furthermore, most of the impacted greens are good quality which can assist with enabling clubs to operate with higher levels of demand.
- ◀ Whilst no provision shortfalls are identified, it is also clear that most of the supply requires protection to ensure that demand can continue to be accommodated. Of greens that are in use, all receive relatively high levels of demand, with the only exceptions found at Ellastone Bowling Club and Marchington Bowls & Tennis Club. As a result, it is considered that no in-use greens can be lost.

Bowls – supply summary

- ◀ There are currently 27 bowling greens in East Staffordshire provided across 23 sites, all of which are available for community use.
- ◀ Since the previous study in 2018, there has been a reduction of five (16% decrease) green.
- ◀ There are five disused greens that are provided across the same number sites.
- ◀ 17 greens are serviced by sports lighting.
- ◀ Of the greens in East Staffordshire, 20 greens (74%) are assessed as good quality, five (19%) as standard quality and two (7%) are poor quality.
- ◀ The quality of greens in East Staffordshire has improved since the previous study, with a 20% increase in good quality greens and an 67% decrease in the number of poor quality greens.
- ◀ 19 sites are accompanied by good quality facilities, seven have standard quality provision and one site offers poor quality ancillary provision, at Elkes Social Club.

Bowls – demand summary

- ◀ There are 23 clubs using bowling greens in East Staffordshire. Membership equates to 1,284 members, made up of 812 senior men, 415 senior women and 57 juniors.
- ◀ The average membership across the clubs is 56.
- ◀ Since the previous study, there has been an overall decrease in participation from 1,335 members in 2018 to 1,284 members in 2023 (decrease of 51 members or 4%).
- ◀ All clubs report that existing membership can be accommodated on the current level of provision and that no potential members are being turned away, suggesting that there is no latent or unmet demand.
- ◀ Four quantify future demand aspirations, with this equating to an overall potential growth of 103 members (58 senior and 45 junior).

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

PART 10: ATHLETICS

10.1: Introduction

As a Governing Body, UK Athletics is responsible for developing and implementing the rules and regulations of athletics, including everything from anti-doping, health and safety, facilities and welfare, to training and education for coaches and officials as well as permitting and licensing.

Locally, the sport is governed through England Athletics, which is the development and membership body for athletics and running clubs in England. It has a National Head of Clubs and Participation and a team of five club support managers across the Country, with one of these covering activity in East Staffordshire.

Consultation

Consultation took place with England Athletics to inform this section of the report. Furthermore, electronic surveys have been completed by the following clubs:

- ◆ Burton Athletics Club
- ◆ JCB Lakeside Club
- ◆ Washlands Women Runners

This reflects a response rate of 75%, with Uttoxeter Road Runners being the only unresponsive club.

10.2: Supply

There are two purpose-built outdoor athletics tracks currently provided in East Staffordshire, located at Denstone College and Shobnall Leisure Complex. The former offers a six-lane, 400-metre cinder track, whilst the latter provides a six-lane, 400-metre track with a synthetic surface. The track at Shobnall Leisure Complex is the only track to offer community use and sports lighting.

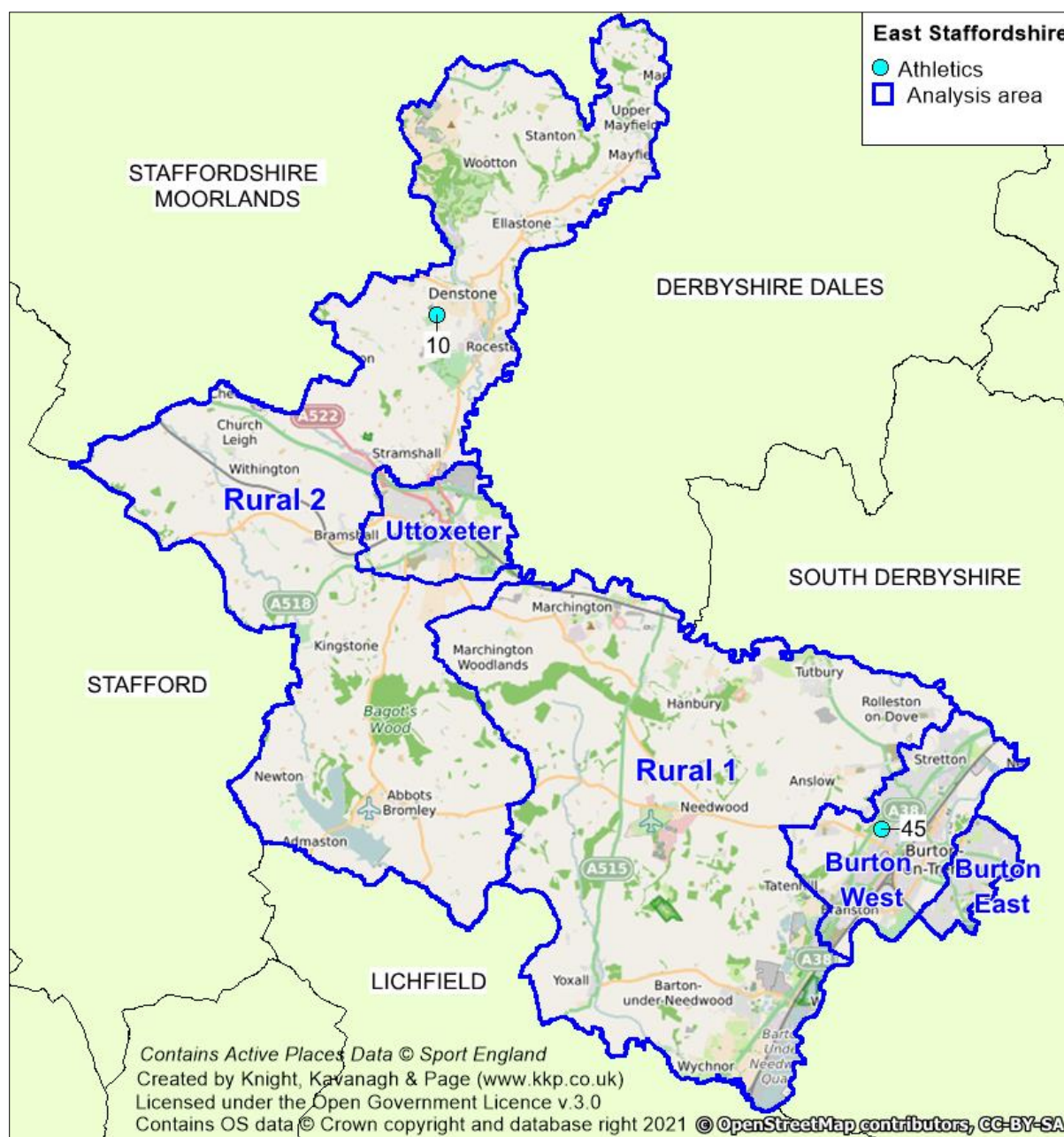
Table 10.1: Summary of athletics tracks in East Staffordshire

Site ID	Site	Analysis area	Length	Surface type	Community use?	Sports lighting?
10	Denstone College	Rural 2	400-metre	Cinder	No	No
45	Shobnall Leisure Complex	Burton West	400-metre	Synthetic	Yes	Yes

For the specific location of both athletics tracks, please see Figure 10.1 overleaf.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Figure 10.2: Location of athletics tracks in East Staffordshire



Management

The facilities at Shobnall Leisure Complex are owned by Carlsberg; however, both pitches operate under a 999-year lease agreement with ESBC, with day-to-day management of the site carried out by Everyone Active.

The track at Denstone College is owned by the School and offers no community use.

Quality

Key factors impacting upon the quality ratings of athletics facilities include the condition and age of the track surface, the prominence of the line markings and any signs of wear and tear or unofficial use. For the full site assessment criteria, please see Appendix 2.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

In East Staffordshire, the track at Shobnall Leisure Complex is assessed as good quality, whilst the track at Denstone College is assessed as standard quality. No major issues are identified at either track; however, both tracks are now old and therefore resurfacing is likely to be required in the near future.

Table 10.2: Summary of the quality of athletics tracks in East Staffordshire

Site ID	Site	Year built (last refurbished)	Surface type	Quality
10	Denstone College	2000	Cinder	Standard
45	Shobnall Leisure Complex	1993 (2008)	Synthetic	Good

The provision at the Shobnall Leisure Complex displays no signs of damage to the surface and a strong grip underfoot. In correlation, Burton AC reports no issues as it pertains to the track (at Shobnall leisure Complex) and describes it as good quality.

A new throwing cage has been installed at Shobnall Leisure Complex (2023), having previously (in 2018) been regarded by Burton AC as poor quality.

Burton AC reports that the sports lighting of the track at Shobnall Leisure Complex is temperamental and often appears to turn on/off throughout training sessions.

TrackMark

TrackMark is UK Athletics' quality assurance scheme for outdoor track and field athletics facilities. A venue that achieves TrackMark is recognised by UK Athletics as having well managed, compliant facilities that are accessible to participants of all abilities. From 2021, venues that actively choose not to pursue accreditation are not eligible to apply for a competition licence at any level.

The track at Shobnall Leisure Complex is fully accredited following a recent inspection. Re-testing will be required in 2026. In comparison, the track at Denstone College is not accredited.

Changes from the previous PPOSS

In correlation with the previous study in 2018, the community available track at Shobnall Leisure Complex has remained as good quality, whilst the unavailable track at Denstone College has remained as standard quality.

Ancillary provision

Given the wider facilities on offer at Shobnall Leisure Complex, the ancillary supply is all-encompassing, with changing facilities and social space provided in addition to catering provision. Quality is good.

Future provision

There are no known new athletics tracks proposed to be constructed in East Staffordshire. In addition, consultation with England Athletics reveals that, nationally, no new standard 400-metre athletics tracks are planned to be established, with focus instead on the retention of existing 400-metre facilities and the development of new, innovative, entry level facilities such as mini tracks and endurance loops. This is particularly the case if they can be provided as part of sports-lit, multi-sport developments.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Linked to the above, England Athletics is currently exploring three alternative approaches in designing new athletics provision. These three designs, outlined below, present more affordable and feasible means of creating athletics tracks.

Compact Track

The first of the three alternative designs is a 'compact track' featuring a 60-metre sprint straight with an accompanying jump lane and shot put space. This provision is the smallest of the three and is installed at sites with limited available land.

Mini Track

A 'mini track' features a four lane 140-metre oval track with a six lane 60-metre straight, as well as accompanying shot put and jumping provision. An advantage over the mini track design is that this leaves a large space in the centre of the track to be used for either various field events such as long jump/ triple jump, or alternatively for other sports/activities such as football pitches or an outdoor gym.

Mini track sites also feature a new design of shot put practice areas in which it creates a natural slope, with athletes then throwing into a hill in order to allow the shot to roll back. This therefore reduces the time spent retrieving after each throw.

Active Track

Finally, an 'active track' is a synthetic loop with no fixed shape or distance (similar to a formula one circuit). Instead, a track is drawn to fit its natural surroundings, such as an existing park or school field. This is installed at sites where a 400-metre oval would not be feasible as it allows for adaptations to the shape in order to suit the land in its current state.

10.3: Demand

For the purposes of this study, athletics demand is considered to come in various forms, rather than just traditional track and field activity. As such, running clubs are also considered, as are organised running events and various running initiatives, some of which, are governed by England Athletics. It is also acknowledged that recreational running forms a large part of demand, although this is difficult to measure.

There is one athletics club in East Staffordshire, Burton AC, as well as three dedicated running groups: JCB Lakeside Club, Uttoxeter Road Runners and Washlands Women Runners.

Burton Athletics Club

Burton Athletics Club is based at the Shobnall Leisure Complex and currently caters for 190 members. The Club uses the track for its training sessions twice a week for two hours at a time, whilst occasionally also accessing it on Saturdays for any additional competition training. Burton Athletics Club hires out the facility at Shobnall Leisure Complex from Everyone Active (operators of the site; owned by Carlsberg/Council).

JCB Lakeside Club

JCB Lakeside Club caters for 27 members covering both females and males of all ages and abilities. The Club does not access track provision and instead principally provides road running sessions, starting at JCB Lakeside Sports & Social Club.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Uttoxeter Road Runners

Uttoxeter Road Runners consists of 80 members, holding road running sessions three nights per week; on Tuesdays at 19:00 meeting at Uttoxeter Leisure Centre and on Wednesdays and Thursdays at 19:00, meeting outside Thomas Alleyne's School.

Washlands Women Runners

Washlands Women Runners accommodates road running sessions for 69 members, meeting at 19:15 at Meadowside Leisure Centre on Wednesday evenings.

Run Together

Run Together is an official England Athletics recreational running project which aims to get the whole nation running. Its aim is to provide fun, friendly, supportive and inclusive running opportunities for everyone, regardless of ability and availability. It believes that running is more fun and easier to become part of a lifestyle when shared with others.

There is currently one Run Together group in East Staffordshire, Shobnall Beginner Runners, delivered by Washlands Women Runners. A key focus for England Athletics is increasing demand for participation programmes such as Run Together, meaning this could be something that is targeted moving forward.

Park Run

Park Run is a series of 5k runs held on Saturday mornings in areas of open space around the UK, with 1,063 events now operating across the Country. They are open to all, free, and are safe and easy to take part in. Runners must first register online in order to access a printed barcode which gives them access to all Park Run events.

There are two Park Run events operating in the Borough, situated at Bramshall Road Park and Burton Rugby Football Club. The former has staged a total of 56 events with an average attendance of 94 participants, whilst data on the latter is unknown.

Great Run Local

Great Run hosts numerous running events across the Country. However, none are identified as taking place in East Staffordshire.

Couch to 5k

Couch to 5k is a national health initiative promoted by the National Health Service (NHS) to encourage absolute beginners get into running as part of establishing and maintaining an active and healthy lifestyle including regular exercise.

The plan consists of three runs per week and a day of rest in between, with a different schedule for each of the nine weeks to completion. It starts with a mix of running and walking, to gradually build up fitness and stamina, in order to create realistic expectations and a sense of achievability to encourage participants to stick with it. The end goal of the plan is for the participant to be able to run 5k.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Through the Couch to 5k plan the NHS particularly promotes the health benefits of running and regular exercise which underpin the initiative, such as improved heart and lung health, weight loss and possible increases in bone density which can help protect against bone diseases such as osteoporosis. This also includes mental benefits of running through goal setting and challenge setting, which can help boost confidence and self-belief. Furthermore, running regularly has been linked to combating depression.

It is believed that an increase in people running through the Couch to 5k plan may increase interest and possibly have a knock-on effect of leading to increased demand at running groups and clubs as people may wish to continue develop their running further.

Uttoxeter Road Runners runs a Couch to 5K beginners course every January.

Exported/imported demand

No imported or exported demand is identified.

Latent/unmet demand

Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in athletics but 'are not currently doing so'. The tool identifies latent demand amounting to 2,376 people within East Staffordshire, which works out at just over 1.9% of the population and aligns to the national average.

In addition, Burton AC expresses unmet demand, with the Club currently operating a waiting list of ten individuals.

Future demand

Of the responding clubs, all report a desire for future demand, although only JCB Lakeside Club and Washlands Women Runners quantifying such potential growth. The former aspires to add 20 additional members (ten male and ten female), whilst the latter foresees an additional 12 members.

England Athletics also believes that demand for initiatives such as Park Run is likely to continue to increase in the future, although again to what extent is difficult to quantify.

10.4: Supply and demand analysis

East Staffordshire is well provided for in relation to athletics tracks, with one community available synthetic 400-metre facility provided (at Shobnall Leisure Complex). This meets the demand from the one athletics club (Burton AC), meaning that demand is being adequately met. However, the small degree of unmet demand identified requires attention.

The remaining clubs in the Borough do not require access to track provision and therefore do not have any facility requirements. Furthermore, no requirement for access to the track at Denstone College has been identified, suggesting that the lack of community availability is not an issue.

10.5: Conclusion

The existing 400-metre track at Shobnall Leisure Complex requires protection and future improvement to ensure that existing demand can continue to be met. Despite it being assessed as good quality, quality improvements will be likely be needed within the lifetime of the PPOSS given its age.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Away from track and field activity, emphasis should also be placed on supporting the other activities taking place in East Staffordshire, with a focus on retaining and increasing participation and growing the various initiatives that are in place. This, however, does not require dedicated provision.

Athletics – supply and demand summary

- ◀ The existing 400-metre track at Shobnall Leisure Complex requires protection and future improvement to ensure that existing demand can continue to be met. Despite it being assessed as good quality, quality improvements will be likely be needed within the lifetime of the PPOSS given its age.
- ◀ Away from track and field activity, emphasis should also be placed on supporting the other activities taking place in East Staffordshire, with a focus on retaining and increasing participation and growing the various initiatives that are in place. This, however, does not require dedicated provision.

Athletics – supply summary

- ◀ There are two purpose-built outdoor athletics tracks currently provided in East Staffordshire, located at Denstone College and Shobnall Leisure Complex. The former offers a six-lane, 400-metre cinder track, whilst the latter provides a six-lane, 400-metre track with a synthetic surface.
- ◀ The track at Shobnall Leisure Complex is the only track to offer community use and sports lighting.
- ◀ The track at Shobnall Leisure Complex is assessed as good quality and is TrackMark accredited, whilst the track at Denstone College is assessed as standard quality and is not accredited.

Athletics – demand summary

- ◀ There is one athletics club in East Staffordshire, Burton AC, as well as three dedicated running groups: JCB Lakeside Club, Uttoxeter Road Runners and Washlands Women Runners.
- ◀ Burton Athletics Club is based at the Shobnall Leisure Complex and currently caters for 190 members. The Club uses the track for its training sessions twice a week for two hours at a time, whilst occasionally also accessing it on Saturdays for any additional competition training.
- ◀ JCB Lakeside Club caters for 27 members covering both females and males of all ages and abilities. The Club does not access track provision and instead principally provides road running sessions, starting at JCB Lakeside Sports & Social Club.
- ◀ Uttoxeter Road Runners consists of 80 members, holding road running sessions three nights per week; on Tuesdays at 19:00 meeting at Uttoxeter Leisure Centre and on Wednesdays and Thursdays at 19:00, meeting outside Thomas Alleyne's School.
- ◀ Washlands Women Runners accommodates road running sessions for 69 members, meeting at 19:15 at Meadowside Leisure Centre on Wednesday evenings.
- ◀ There is currently one Run Together group in East Staffordshire, Shobnall Beginner Runners, delivered by Washlands Women Runners.
- ◀ There are two Park Run events operating in the Borough, situated at Bramshall Road Park and Burton Rugby Football Club.
- ◀ Sport England's Segmentation Tool forecasts a latent demand of 2,376 people, although with no clubs report any latent or unmet demand, it is suggested that other barriers are preventing participation.
- ◀ Of the responding clubs, all report a desire for future demand, although only JCB Lakeside Club and Washlands Women Runners quantifying such potential growth. The former aspires to add 20 additional members (ten male and ten female), whilst the latter foresees an additional 12 members.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

PART 11: GOLF

11.1: Introduction

Golf is the fifth largest participation sport in England, with around 730,000 members belonging to one of 1,800 Affiliated clubs and a further two million people playing independently outside of club membership. There are an estimated 3,000 golf courses across the Country, with approximately 90 designated as Sites of Special Scientific Interest because apart from the intensively managed trees and greens they have other habitats with high wildlife value. Many other courses also exist within designated Heritage Coast sites, Areas of Outstanding Natural Beauty, or listed Historic Parklands.

Nationally, the sport is governed by England Golf. Its role includes providing competitions for players of all ages and abilities, identifying and developing the most talented golfers, maintaining a uniform system of handicapping, administering and applying the rules, and introducing new golfers via its initiatives such as 'Get into Golf'.

Consultation

This section was informed via consultation with England Golf, which provided information relating to all facilities and clubs within East Staffordshire.

11.2: Supply

There are three different types of golf facilities recognised by Sport England and governed by England Golf, as defined in the table below. Facilities such as pitch and putt courses and miniature/crazy golf courses are not included as these are not considered to be traditional formats of the game and are not comparable offerings.

Table 11.1: Definitions of golf facilities

Facility type	Description
Standard	A standard par course, with a minimum of 9 holes but normally associated with 18-hole courses; many 9-hole courses have different tee boxes which allow the provision to be played as an 18-hole course. Some courses provide 27 holes, with any two loops of 9-holes played to make up an 18-hole round.
Par 3	Shorter length of holes than a standard course, with no hole longer than Par 3. Most likely to be a 9-hole course although 18-hole offerings do exist. Does not include pitch and putt courses, which are even shorter offerings and are not considered to be a traditional version of the sport.
Driving Range	Includes covered and uncovered driving range bays but not practice areas within golf courses; ranges are based on the hiring of balls, with users not required to retrieve, whereas practice areas are generally for members to use with their own balls (although a growing number have dispensers). Does not include 'entertainment' ranges or virtual offerings, although some driving ranges have expanded to also provide these features.

Within East Staffordshire, there are five golf venues that provide facilities conforming with the above definitions, as identified in Figure 11.1 and Table 11.2 overleaf.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Figure 11.1: Location of golf courses in East Staffordshire



Table 11.2: Golf facilities within East Staffordshire

Site ID	Site name	Postcode	Analysis area
135	Belmont Golf Club	DE13 9PH	Rural 1
136	Branston Golf & Country Club	DE14 3DP	Burton West
137	Denstone College Golf Club	ST14 5HN	Rural 2
138	Uttoxeter Golf Club	ST14 8JR	Uttoxeter
140	Manor Golf Club	ST14 8QT	Uttoxeter

There is also an additional golf course within East Staffordshire known as JCB Golf & Country Club (ST14 5HY); however, this will not be factored into the majority of this section as it is regarded as a resort-style course, offering no membership. It is predominantly used by JCB employees and their guests.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Standard hole golf courses

Across East Staffordshire, there are three 18-hole courses and three dedicated 9-hole courses across five sites. These are summarised in the table below.

Table 11.3: Summary of standard hole provision in East Staffordshire

Site ID	Site name	Holes	Par ²⁴	Yardage ²⁵			Slope rating
135	Belmont Golf Club	9	34	2,415	2,270	2,076	-
136	Branston Golf & Country Club	18	72	6,682	6,368	5,670	112-128
136	Branston Golf & Country Club	9 ²⁶	62	-	3,550	3,236	93
137	Denstone College Golf Club	9	32	-	2,200	-	-
138	Uttoxeter Golf Club	18	69	5,833	5,501	5,141	117-125
140	Manor Golf Club	18	71	6,092	5,808	5,236	124-129

Of the three standard 18-hole courses, Branston Golf & Country Club provides the longest offering (6,682 yards), with Uttoxeter Golf Club providing the shortest (5,833 yards). However, all three courses are in the range of what you would expect from traditional provision. Shorter courses tend to offer some variety that may appeal more so to a defined market that would not feel comfortable playing lengthier provision e.g., beginner and/or casual golfers.

Nationally, many 9-hole courses are shorter than the front or back nine of an 18-hole course, primarily to attract and cater for a different userbase. This is the case at Belmont Golf Club which is only 2,270 yards long and Denstone College Golf Club at 2,200 yards long.

Slope ratings²⁷

Slope ratings are new to golf across the World (established in 2021). The intention is for them to allow the handicap system to reflect course difficulty and the difference in difficulty for all players compared to scratch golfers. In effect, this enables each player to have a handicap that will vary from course-to-course, depending on difficulty, as well as a general handicap.

The maximum slope rating is 155, whereas the minimum is 55. The standard difficulty is considered to be 113, which means that the courses in East Staffordshire are generally considered to be typical to the mean difficulty, with them collectively ranging from 93-128 (the slope rating varies depending on which tee is used).

Par 3 golf holes

Most commonly, Par 3 provision is used by beginner and casual players, although they are also frequented by more traditional golfers wanting to practice their short game.

There is no dedicated 9-hole Par 3 course in East Staffordshire.

Driving range bays

Accumulatively, there are 34 covered driving range bays across East Staffordshire, with 16 at Belmont Golf Club and 18 at Branston Golf & Country Club.

²⁴ Par is based on White tees yardage

²⁵ White denotes Championship tees, yellow denotes men's tees and red denotes ladies' tees.

²⁶ Course has two sets of tees to resemble an 18-hole offering.

²⁷ <https://www.randa.org/en/course-handicap-calculator>

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

All of these bays are available for anyone to use on a pay and play basis and the provision is serviced by sports lighting to allow all-year round and late evening usage.

Table 11.4: Summary of driving range bays in East Staffordshire

Site ID	Site name	Analysis area	No. of bays	Sports lit?	Pay and play?	Price? (50 balls)
135	Belmont Golf Club	Rural 1	16	Yes	Yes	£4
136	Branston Golf & Country Club	Burton West	18	Yes	Yes	£5

Nationally, many driving range providers are updating their facilities with modern technology in a bid to increase demand, such as through the installation of automatic tees or via entertainment systems such as TopTracer and FlightScope. Such provision allows for users to simulate playing on courses across the world and provides ball tracking and statistical feedback.

In East Staffordshire, currently Branston Golf & Country Club is the only facility to have technology installed. Generally, standalone driving ranges are more likely to be equipped as this adds to their business model; however, this is not the case in East Staffordshire.

Management and ownership

There are three main types of ownership and management models of golf facilities in England: members clubs, proprietary clubs and municipal facilities, as summarised in the table below.

Table 11.5: Types of ownership and management of golf facilities

Management type	Description
Members	Traditionally owned by members and run by committees. They are likely to hire caterers and green staff. Most members' clubs offer some level of pay and play and encourage golf societies but are mostly focused on membership numbers.
Proprietary	Owned or managed by businesses or individuals, these can include country club type facilities at the high end of the golfing market alongside more localised facilities. Many have clubs operating within them but can also take a much more relaxed attitude to dress and traditions of golf. Pay and play opportunities tend to be a key feature of the business plan.
Municipal	These are generally owned by a local authority, although in a growing number of instances, management has been contracted and externalised to private companies. Due to a lack of financial viability, many have closed across the Country in recent years and many that remain are under threat.

It is recognised that members clubs and visitors to such clubs are normally expected to dress appropriately, have a registered handicap certificate (a certificate issued by the Council of National Golf Unions (CONGU)) and be familiar with the rules and etiquette of the game. This is not uncommon at some proprietary clubs, but municipal courses tend to be more relaxed and do not require people to have handicaps, making golf much more accessible.

Consequently, municipal courses are, in many instances, seen as entry level facilities, with players using them before having the confidence to move on to a members' or high-end proprietary club (although many people can and do stay attached to a particular course). They also tend to offer a more affordable golfing experience.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

The business model for members clubs tends to rely heavily on income through membership subscriptions and use of ancillary facilities, rather than from pay and play usage, although attention has somewhat switched at many sites in recent years due to demand falling. The same can be said for some proprietary clubs, although, in general, more emphasis is placed on supplementing regular activity with green fee sales. Conversely, municipal sites have always been heavily reliant on visitors even though membership packages are normally available (often in the shape of season tickets). On occasion, these can be linked to access to other local authority operated sports facilities, such as leisure centres and swimming pools.

Despite the above generalisations, each golf facility, regardless of management type, will have its own processes in terms of how much focus is placed on membership and pay and play usage, or whether it equally encourages both. There is no correct way to run a site. A club that focuses on members has guaranteed income, but this can often deter more casual players or nomadic golfers through, for example, a lack of peak time availability. In contrast, a site that depends on visitors can struggle to be viable if there are spells of inclement weather during summer months and can discourage people that want to be part of a club environment.

Of the sites providing standard hole golf courses in East Staffordshire, Belmont Golf Club, Denstone College Golf Club, Manor Golf Club and Uttoxeter Golf Club are members clubs, whereas the outstanding golf club in the Borough, Branston Golf & Country Club, is proprietary owned. There are no municipal golf clubs in East Staffordshire.

Table 11.6: Summary of ownership/management in East Staffordshire

Site ID	Site name	Management type	Course type
135	Belmont Golf Club	Members	Parkland
136	Branston Golf & Country Club	Proprietary	Parkland
137	Denstone College Golf Club	Members	Parkland
138	Uttoxeter Golf Club	Members	Parkland
140	Manor Golf Club	Members	Parkland

Pricing

A key issue for the wider golf population is whether golf courses are available to the general population at a price point which is accessible to the majority of residents. Better quality courses tend to cost more to use, whilst 18-hole provision is generally more expensive to access than 9-hole provision.

Nationally, over the past few years, many facilities have altered their pricing structures to allow for discounts following a previous decline in golf membership. England Golf has positively encouraged this as its view is that clubs are more likely to experience growth when flexible packages are available. For instance, some now offer five and/or six day memberships (whereby members can access the course on specific days but not on one or both weekend days), whilst others provide discounts that are no longer limited solely to junior players (e.g. discounts for those aged 18-21 and 21-30 or for those aged 65 and over).

England Golf reports that the average cost of a full adult membership across the Country is currently £901.00. In East Staffordshire, membership fees at the private member clubs (where known) is significantly below this figure, amounting to £613 per annum, although this accounts for 9-hole courses being on offer. In contrast, membership fees at Branston Golf & Country Club, a proprietary owned site with both 18 and 9 hole courses, are significant. It amounts to £1,572 per annum.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

An exact membership price is unavailable for Denstone College Golf Club and it is not believed to offer pay and play opportunities. Pricing at all the sites is summarised in the table below.

Table 11.7: Pricing structures at golf facilities within East Staffordshire

Site ID	Site name	Management type	Full membership (per year)	Green fee (per round)	
				Weekday	Weekend
135	Belmont Golf Club	Members	£370	£14	£16
136	Branston Golf & Country Club	Proprietary	£1,572	£35	£40
137	Denstone College Golf Club	Members	POA	POA	POA
138	Uttoxeter Golf Club	Members	£748	£27	£33
140	Manor Golf Club	Members	£720	£25	£30

Quality

There are no official national or county golf facility rankings. Generally, the better course quality and supporting infrastructure is, the higher the joining/membership and green fees are likely to be. Some sites gain status through hosting county, national and international golf events and some tend to feature in ranking articles put together by golf magazines.

Quality of the golf courses in East Staffordshire is relatively good, with no significant issues identified.

The ancillary facilities are also for the most part good across the Borough. Golf clubs often need such revenue sources to operate effectively and the provision of a good quality, well equipped clubhouse is a key opportunity to provide a secondary income stream. This emanates from a variety of sources including bar and catering income from members and visitors as well as venue hire for special occasions including weddings, christenings and funerals.

From a golfing perspective, given the current emphasis on increasing levels of female and junior golf membership across the Country, it is also imperative that ancillary provision can adequately cater for all types of members e.g., by providing gender specific changing facilities.

11.3: Demand

Golf participation considerably increased across the Country following the lifting of Covid-19 restrictions, both initially in 2020 and again following the later lockdown period in 2021. As one of the first sports to be allowed on both occasions, people were able to play whilst maintaining social distancing and England Golf provided very clear guidance as to how this should manifest itself (e.g., by not allowing the flag to be taken out or rakes to be used). Some courses report a near doubling of demand, highlighting that a significant opportunity now exists to increase participation in the long-term. However, to what level this may apply remains unclear as retention may be challenging as more users return to normal working/ living conditions and with ongoing economic issues.

Prior to the recent growth in demand, participation in golf had generally been in decline, with only recent signs showing that the reduction may have been levelling off. The landscape of demand has also changed, with fewer users taking up membership packages and more golfers becoming nomadic and using a range of courses on a pay and play basis.

The following section examines current demand for golf in East Staffordshire as well as recent trends and potential future demand.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Membership

England Golf suggests that the average membership of a golf club nationally is 386, which is based on a central national handicap platform. In East Staffordshire, the average membership is currently 426, meaning it is above the national average (5% above). However, this has decreased significantly since 2018, when the club average was 494, and from 2022, when it was 459.

The decline in membership goes against a national increase over the same time period. However, it is important to note that the drop in membership across the Borough could largely be attributed to a 30% decrease in membership at Branston Golf & Country Club. Such a large decline is expected to be related to Covid-19; many members of the Club may have previously taken advantage of the wider leisure facilities at the site and since moved on elsewhere whilst the leisure facilities were closed during the pandemic.

Table 11.8: Summary of golf membership within East Staffordshire

Site ID	Site name	2015 Average	2016 Average	2017 Average	2018 Average	2022 Average	2023 Average
135	Belmont Golf Club	372	401	365	494	459	426
136	Branston Golf & Country Club						
137	Denstone College Golf Club						
138	Uttoxeter Golf Club						
140	Manor Golf Club						

It should be noted that if any clubs are operating below the national average, this does not necessarily indicate insufficient levels demand. In fact, this could simply mean there is a particular emphasis on pay and play use. At the members clubs, it is expected that most if not all will have a membership that is higher than average.

Where demand is especially low, England Golf can assist in this regard, primarily through a variety of tools that can be used to better understand the local market. There may also be opportunities for some clubs across the area to work more collaboratively in terms of creating pathways where appropriate to collectively cater for all types of players.

Exported/imported demand

Cross-boundary demand for golf is common nationally due to the nature of the sport. Golfers do not necessarily recognise local authority borders, and many will choose a facility for a whole range of reasons other than where it is located, with factors including quality, availability, cost and where friends/family play. This can be especially pronounced at venues located close to neighbouring authorities and if there is a comparative lack of provision within those authorities.

For East Staffordshire, imported demand is expected to typical of what would ordinarily be considered given the number and variety of golf courses that are provided. Although not affiliated to England Golf, the course at JCB Golf & Country is expected to host competitions on an ad-hoc basis due to its high standard and notoriety, hence attracting a degree of imported demand. In comparison, there is likely to be a certain degree of exported demand due to the lack of a Par-3 course within the Borough, although there is no data to evidence this clearly.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Unmet demand

Unmet demand is existing demand that is not getting access to golf facilities. This could be reflected via a waiting list at a club, although it is likely that people on a waiting list are still playing golf elsewhere, either via membership of another club or through pay and play access. As such, unmet demand in East Staffordshire is considered to be very minimal, with all of the sites offering a membership scheme actively looking for new members and with ample opportunities for pay and play access.

Recent analysis carried out by England Golf indicates an increasing number of clubs now operate a waiting list nationwide (approximately one third of all clubs).

Latent demand

Latent demand is demand for golf that is not currently being realised. This could be for numerous reasons, such as time constraints, financial reasons and a lack of suitable, available provision. To that end, Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in golf but 'are not currently doing so'. The tool identifies latent demand of 1,312 people within East Staffordshire.

In addition, England Golf also has a mapping tool that enables an assessment of potential demand within a 20-minute drive time of each golf facility (which is considered to be a reasonable travel distance). This is based on research undertaken that identifies that 24% of adults in England are potential players, amounting to circa 9.6 million people and equating to 9% current players, 8% lapsed (former) players and 7% latent players. It can be used by providers to identify what demand may exist for their facilities, thus helping inform marketing, development and investment decisions.

Using the tool across East Staffordshire, Branston Golf & Country Club is identified as having the largest potential demand, with 41,748 people falling within the segments within a 20-minute drive time. In comparison, Uttoxeter Golf Club has the smallest potential demand, equating to 5,651 people, which is still significant.

The tool also breaks the potential playing population down into nine golfing segments, with these defined to help provide an indication as to what type of golfing offer each would be most likely to access. They are:

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

The demand for each of the sites is relatively evenly split across the nine segments; the highest demand is from "relaxed members" (9,240 people), whilst the lowest is from "older traditionalists" (8,104 people).

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Whilst the reasoning for the latent demand is unknown and is likely to be varied, the data does show relatively high demand which would significantly increase membership and/or pay and play usage across facilities if realised. England Golf is supportive of clubs/sites that proactively target new audiences in an attempt to tap into such demand i.e., through developing a variety of golfing offers, coaching programmes and a range of membership options.

Future demand

England Golf has an aim to increase membership of clubs nationally; however, after reaching its previous target, it no longer has a fixed goal in terms of growth. Nationally, many clubs, especially the most established ones, will be happy to retain current demand levels, whilst others will be open to growing and some considerably so. In that regard, England Golf reports that many providers are proactively targeting new audiences through coaching programmes and a wider range of membership and playing options.

In East Staffordshire, each facility will have different aspirations in terms of future growth. Many clubs, especially the most established ones, will be happy to retain current demand levels, whilst many others will be open to growing by significantly more than most. What is clear is that the current provision has ample capacity to accommodate demand increases based on the average membership identified across the sites, although to what extent will vary from site-to-site.

11.4: Supply and demand analysis

With six golfing sites in East Staffordshire (five actively serving the Borough, excluding JCB Golf & Country Club) and a mix of 18-hole courses, 9-hole courses and two driving ranges, the Borough is relatively well placed to meet demand. This is especially the case given the various operational structures in place, with some facilities offering a high price point and others offering a low price point, and with some prioritising membership and others focusing on pay and play usage. This suggests that most types of golfers can be collectively catered for, although it is noted that there are no municipal or Par 3 courses.

Based on the above, it is considered that supply is sufficient to meet demand; however, it must be noted that membership levels are above the national average. This means that some sites will have capacity pressures that would only be amplified if any sites were to be lost. As such, there is a clear need to protect all existing provision and to support sites to ensure that any future demand can be absorbed.

11.5: Conclusion

There is an adequate quantity of golfing facilities in East Staffordshire that offer a good variety of facilities to ensure that most golfers can be catered for. However, demand is also high, which means that all existing provision needs to be protected.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Golf – supply and demand summary

- ◀ With six golfing sites in East Staffordshire (five actively serving the Borough, excluding JCB Golf & Country Club) and a mix of 18-hole courses, 9-hole courses and two driving ranges, the Borough is relatively well placed to meet demand.
- ◀ Based on the above, it is considered that supply is sufficient to meet demand; however, it must be noted that membership levels are above the national average. This means that some sites will have capacity pressures that would only be amplified if any sites were to be lost.
- ◀ There is an adequate quantity of golfing facilities in East Staffordshire that offer a good variety of facilities to ensure that most golfers can be catered for. However, demand is also high, which means that all existing provision needs to be protected.

Golf – supply summary

- ◀ Within East Staffordshire, there are five golf venues that provide facilities.
- ◀ There are three 18-hole courses and three dedicated 9-hole courses across five sites.
- ◀ There is no dedicated 9-hole Par 3 course in East Staffordshire.
- ◀ Accumulatively, there are 34 covered driving range bays across East Staffordshire, with 16 at Belmont Golf Club and 18 at Branston Golf & Country Club.
- ◀ Membership costs are significantly below the national average (£904) at all members clubs, totalling £613.
- ◀ Quality of the golf courses in East Staffordshire is relatively good, with no significant issues identified.

Golf – demand summary

- ◀ In East Staffordshire, the average membership is currently 426, meaning it is above the national average (5% above).
- ◀ Membership has decreased significantly since 2018, when the club average was 494, and from 2022, when it was 459.
- ◀ Although not affiliated to England Golf, the course at JCB Golf & Country is expected to host competitions on an ad-hoc basis due to its high standard and notoriety, hence attracting a degree of imported demand.
- ◀ There is likely to be a certain degree of exported demand due to the lack of a Par-3 course within the Borough.
- ◀ Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in golf but 'are not currently doing so' and identifies latent demand of 1,312 people within East Staffordshire, although no clubs express any capacity issues.
- ◀ Branston Golf & Country Club is identified as having the largest potential demand, with 41,748 people falling within the segments within a 20-minute drive time. In comparison, Uttoxeter Golf Club has the smallest potential demand, equating to 5,651 people, which is still significant.

APPENDIX 1: SPORTING CONTEXT

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

National context

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

Department of Media Culture and Sport Get Active: A Strategy for the Future of Sport and Physical Activity (2023)

The Government published its new strategy for sport in August 2023. The 2015 government sport strategy, Sporting Future: A New Strategy for a More Active Nation, was a fundamental re-framing of sport and physical activity in the UK. It set out five outcomes delivered by sport and physical activity:

- ◀ Physical wellbeing
- ◀ Mental wellbeing
- ◀ Individual development
- ◀ Social and community development
- ◀ Sustainable economic development

This new strategy builds on the foundations of Sporting Future and retains these five outcomes at its core. In order to measure its success in producing outputs which accord with these aims it has also adopted a series of three core priorities, with seven indicators to achieve these priorities as follows:

- ◀ **Being unapologetically ambitious in making the nation more active**
 - ◀ Ensuring everyone is focused on increasing physical activity, meaning fewer inactive children, and narrowing the gap on inactivity where groups are not being reached, with visible progress across the country by 2030
 - ◀ Focusing on evidence, data and metrics
 - ◀ Setting the future direction for facilities and spaces where people can be active
- ◀ **Making sport and physical activity more inclusive and welcoming for all that everyone can have confidence that there is a place for them in sport**
 - ◀ Helping the sector to be welcoming to all
 - ◀ Improving how issues and concerns are dealt within the sector
- ◀ **Moving towards a more sustainable sector that is more financially resilient and robust**
 - ◀ Supporting the sector to access additional, alternative forms of investment
 - ◀ Working towards a more environmentally sustainable sector

Delivering against these priorities will help create a more active nation and a more sustainable sport sector. These aims are complementary; greater participation, stronger governance and confidence in the sector will help to drive investment, which in turn helps to attract new audiences. The vision is to make sport and physical activity accessible, resilient, fun and fair, for now and the years to come – for the benefit of individuals and the country.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Sport England Uniting the Movement: Our 10-year vision to transform lives and communities through sport (2021-2031)

Sport and physical activity makes people happier and healthier, and movement is the lens through which we can make that happen. It does the same thing for our communities, with life-changing, sustainable benefits that have huge economic and social value. That's why Sport England wants sport and physical activity to be recognised as essential to help overcome these national challenges.

The Strategy recognises the need to invest in sport and physical activity through NGBs, other sports bodies and local sports clubs, organisations and community groups to increase engagement for different groups as part of our core purpose. It states that there is now a need to go further in promoting movement in general as the means to unlock sport and activity for some people.

Tackling inequalities

There are deep-rooted inequalities in sport and physical activity, which means that there are people who feel excluded from being active because the right options and opportunities aren't there. These inequalities are at the very core of the Uniting the Movement.

Sport England plans on having a laser focus on tackling inequalities in all that it does, because providing opportunities to people and communities that have traditionally been left behind, and helping to remove the barriers to activity is vitally important.

National Planning Policy Framework (2021)

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

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

The 'promoting healthy communities' theme identifies that planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. Specific needs and quantitative or qualitative deficiencies or surpluses in local areas should also be identified. This information should be used to inform what provision is required in an area.

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

- ◀ An assessment has been undertaken, which has clearly shown that the open space, buildings or land is surplus to requirements.
- ◀ The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location.
- ◀ The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

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

The FA National Football Facilities Strategy (2018-28)

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

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

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

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

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

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

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

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Local Football Facility Plans

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

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

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

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

The FA: Survive. Revive. Thrive. (2020-24)

This new strategy aims to ensure the grassroots game in England will survive, revive, and thrive over the next four years.

The strategy outlines seven transformational objectives through to 2024:

- ◀ **Male Participation:** Modernised opportunities to retain and re-engage millions of male participants in the game.
- ◀ **Female Participation:** A sustainable model based on a world-class, modernised offer.
- ◀ **Club Network:** A vibrant national club network that delivers inclusive, safe local grassroots football and meets community needs.
- ◀ **Facilities:** Enhanced access to good quality pitches across grassroots football.
- ◀ **Grassroots Workforce:** A transformation in community football by inspiring, supporting and retaining volunteers in the game.
- ◀ **Digital Products and Services:** An efficient grassroots digital ecosystem to serve the administrative and development needs of players, parents, and the workforce.
- ◀ **Positive Environment:** A game that's representative of out diverse footballing communities, played in a safe and inclusive environment.

This strategy was launched as grassroots football was able to safely return after lockdown from Monday 29 March, it also identifies the immediate challenge, in light of COVID-19, to get grassroots football back on its feet.

The new strategy sets out a number of goals to revive the game by addressing the areas that require particular attention. This includes increasing opportunities to ensure girls have the same access as boys to football in schools and clubs, and improving quality of pitches, with the aim of seeing 5000 good quality pitches added to the current number by 2024.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

The FA: Time for Change Strategy (2020-24)

The FA launched its new National Game Strategy in January 2021 which aims to 'unite the game and inspire the nation'. It will do this in two ways, by 'changing the game to maximise its impact' and by 'serving the game to deliver football for all'.

To achieve this, the strategy will focus on six Game Changer objectives, to change the fabric of the game and tackle long-term issues, to make the largest possible impact in the years ahead:

- ◀ Win a major tournament
- ◀ Service > two million through a transformed media platform
- ◀ Ensure equal opportunities for every girl
- ◀ Delivery of 5,000 quality pitches
- ◀ A game free of discrimination

These are underpinned by eight Serve objectives, ensuring maintenance of brilliant business-as-usual services to support the growing and evolving needs of the game:

- ◀ Trusted, progressive regulation and administration
- ◀ Safe and inclusive football pathways and environment
- ◀ Personalised and connected learning experiences
- ◀ Maximum investment into the game
- ◀ Diverse, high-performing workforce and inclusive culture
- ◀ World class venues and events
- ◀ Strong reputation and clear brand identity
- ◀ Technology enabled and insight driven

England and Wales Cricket Board (ECB) Inspiring Generations (2020-2024)

The England and Wales Cricket Board unveiled a new strategic plan in 2019. The strategic plan aims to connect communities and improve lives by inspiring people to discover and share their passion for cricket.

The plan sets out six important priorities and activities, these are:

- ◀ Grow and nurture the core
- ◀ Create an infrastructure investment fund for First Class County Clubs
- ◀ Introduce a new Community Investment Funding for Counties and County Cricket Boards
- ◀ Invest in club facilities
- ◀ Develop the role of National Counties Cricket
- ◀ Further invest in County Competitions
- ◀ Inspire through elite teams
- ◀ Increase investment in the county talent pathway
- ◀ Incentivise the counties to develop England Players
- ◀ Drive the performance system through technology and innovation
- ◀ Create heroes and connect them with a new generation of fans
- ◀ Make cricket accessible
- ◀ Broaden crickets appeal through the New Competition
- ◀ Create a new digital community for cricket
- ◀ Install non-traditional playing facilities in urban areas
- ◀ Continue to deliver South Asian Action Plans
- ◀ Launch a new participation product, linked to the New Competition
- ◀ Engage children and young people
- ◀ Double cricket participation in primary schools
- ◀ Deliver a compelling and coordinated recreational playing offer from age five upwards

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

- ◀ Develop our safeguarding to promote safe spaces for children and young people
- ◀ Transform women's and girls' cricket
- ◀ Grow the base through participation and facilities investment
- ◀ Launch centres of excellence and a new elite domestic structure
- ◀ Invest in girls' county age group cricket
- ◀ Deliver a girls' secondary school programme
- ◀ Support our communities
- ◀ Double the number of volunteers in the game
- ◀ Create a game-wide approach to Trust and Foundations through the cricket network
- ◀ Develop a new wave of officials and community coaches
- ◀ Increase participation in disability cricket

The Rugby Football Union Strategy (2021 Onwards)

Through the strategy, the RFU aims to enrich lives, introduce more people to rugby union and develop the sport for future generations. The goal is to achieve this by strengthening and uniting rugby union in England and producing consistently winning England teams.

Eight key strategic priorities are identified with all investment decisions aligned to these. The strategy also outlines the RFU's core activities which form the backbone of its business operations and services to the game.

The priorities include four 'Game Objectives' and four 'Driving Objectives' as detailed below.

Game Objectives:

- ◀ Enjoyment – enable positive player experiences on and off the field
- ◀ Winning England – create the best possible high-performance system for England Rugby
- ◀ Welfare – enhance player welfare to protect and support the wellbeing of players
- ◀ Flourishing rugby communities – support clubs to sustain and grow themselves and to reflect society

Driving Objectives:

- ◀ Diversity & Inclusion – drive rugby union in England to reflect the diversity of society
- ◀ Understand – build a deep understanding of players, volunteers and fans to shape the future of the game
- ◀ Connect – connect with and grow the rugby community and create exceptional experiences
- ◀ Commercial and operational excellence – ensure a sustainable and efficient business model delivered by an inspired workforce

England Hockey Strategy

The vision of the Strategy is for “every hockey club in England to have appropriate and sustainable facilities that provide excellent experiences for players”, whilst its missions is for “More, Better, Happier Players with access to appropriate and sustainable facilities.”

The 3 main objectives of the facilities strategy are:

- ◀ **PROTECT: To conserve the existing hockey provision**

There are currently over 800 pitches that are used by hockey clubs (club and schools) across the country. It is important to retain the current provision where appropriate to ensure that hockey is maintained across the country.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

◀ **IMPROVE: To improve the existing facilities stock (physically and administratively)**

The current facilities stock is ageing and there needs to be strategic investment into refurbishing the pitches and ancillary facilities. EH works to provide more support for clubs to obtain better agreements with facilities providers & education around owning an asset.

◀ **DEVELOP: To strategically build new hockey facilities where there is an identified need and ability to deliver and maintain. This might include consolidating hockey provision in a local area where appropriate.**

EH has identified key areas across the country where there is a lack of suitable hockey provision and there is a need for additional pitches, suitable for hockey. There is an identified demand for multi pitches in the right places to consolidate hockey and allow clubs to have all of their provision catered for at one site.

LTA Facilities Investment Strategy – Vision for the 2020 and beyond

The LTA has developed a programme of action based on seven core strategies. These are:

- ◀ Visibility – Broaden relevance and increase visibility of tennis all year round to build engagement and participation with fans and players.
- ◀ Innovation – Innovate in the delivery of tennis to widen its appeal.
- ◀ Investment – Support community facilities and schools to increase the opportunities to play.
- ◀ Accessibility – Make the customer journey to playing tennis easier and more accessible for anyone.
- ◀ Engagement – Engage and collaborate with everyone involved in delivering tennis in Britain, particularly coaches and volunteers, to attract and maintain more people in the game.
- ◀ Performance – Create a pathway for British champions that nurtures a diverse team of players, people and leaders.
- ◀ Leadership – Create a pathway for British champions that nurtures a diverse team of players, people and leaders.

The LTA Facilities Investment Framework sets out how it intends to deliver the investment to support community accessible tennis facilities. The focus will be on:

- ◀ New and existing indoor tennis centres
- ◀ Park tennis
- ◀ Tennis clubs
- ◀ Schools and other educational establishments

The key principles of the framework are to:

- ◀ Help fund projects through interest free loans.
- ◀ Invest in venues that have a proven record of increasing participation.
- ◀ Invest where there is thorough community engagement.
- ◀ Support venues that encourage participation growth.
- ◀ Targeted investment that is demand-led.
- ◀ Support venues that have successfully sourced partnership funding.

England Netball

In November 2021 England Netball launched a 10-year 'Adventure Strategy' for the game with a new brand identity for the organisation.

EAST STAFFORDSHIRE BOROUGH COUNCIL

PLAYING PITCH & OUTDOOR SPORTS STRATEGY

England Netball's 'Adventure Strategy' shares a purpose-led ambition for the game, to build on the momentum the sport has seen in recent years and take it to new heights for the decade ahead.

The 'Adventure Strategy' outlines the intention to:

- ◀ Accelerate the development and growth of the game at every level, from grassroots to the elite,
- ◀ Elevate the visibility of the sport, and
- ◀ Lead a movement to impact lives on and beyond the court.

At the heart of its purpose, England Netball, with its proud and unique female foundations, will remain dedicated to increasing opportunities for women and girls to play the game as a priority, working tirelessly to address the gender participation gap in sport that has widened since the global pandemic.

Underpinned by years of engaging with and delivering netball for female communities, the organisation pledges to understand, support and nurture women and girls more deeply at every life stage, at every age.

The organisation is also committed to opening the sport to new audiences in every community, so netball better represents the rich diversity of the country it proudly represents, and ensures the sport continues to evolve and adapt to thrive in the future, helping to create a truly inclusive sport for all where everyone can belong, flourish and soar. A recent partnership announcement with England Men's and Mixed Netball Association (EMMNA) to help develop and grow male participation in the game, supports this commitment as England Netball pledges to promote difference and embrace the opportunity to make the sport a possibility within everyone's reach.

Transforming netball for children and young people is a strategic priority to protect the future of the sport. Working with schools and policy makers to extend physical literacy within, and after the school day with a focus on netball specific provision will pave the way for greater community participation. The organisation will accelerate the expansion of its Bee Netball programme for young children, whilst supporting teens and young women to stay in the game to keep them physically active and in the game for life.

Facility Development

The facility development aspirations stated within the Strategy are to:-

- ◀ Take a fresh look at the spaces required to support the sport, creating accessible places in every community to allow netball to be incorporated into how and where women and girls live their lives;
- ◀ Protect, enhance, and extend the network of homes that house the sport at a local and regional level;
- ◀ Develop an elite domestic professional competition that supports full time athletes underpinned by a world class infrastructure and environments.
- ◀ For England Netball to achieve its ambitions to make the game accessible to wider audiences and in every community, it encourages Local Authorities to adopt policies within Playing Pitch Strategies and Built Facilities Strategies that:-
- ◀ Facilitates informal netball activity within neighbourhood multi use games areas for example by installing combined outdoor basketball and netball goals and art courts in Neighbourhood Equipped Areas for Play (NEAPs).
- ◀ Incorporates the cultural and health needs of women and girls within any designs for improved or new facilities.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

- ◀ Protects and enhances netball facilities within all Primary and Secondary School environments so they offer a positive first experience of the sport for students and the wider community during out of school hours.
- ◀ Supports the installation of floodlights on outdoor courts to increase all year-round use.
- ◀ Facilitates the development of netball growth programmes, club training and competition within public leisure centres.
- ◀ Where appropriate, supports the development of netball homes and performance environments that enable local women and girls to pursue a career in netball as an elite athlete, official, coach or administrator.

Fit for the Future' | Strategy 2021-26

Bowls is a sport steeped in tradition.

For centuries the simplest of pursuits has provided untold enjoyment across generations and the local bowling green has been a place of great jollity and togetherness. Yet, despite its colourful history and intrinsic qualities, the numbers of people playing bowls across England is in steady decline and the challenges our sport faces are significant.

Our 2021-26 Strategy 'Fit for the Future' frames a new and exciting course for our sport. We believe it will:

- Unite our sport behind a compelling vision, creating a sense of belonging and source of inspiration for our volunteers.
- Guide our staff team's activity allowing us to better allocate resources to the areas that matter most.
- Help put issues and problems into a broader context, engendering a can-do, optimistic culture.
- Build confidence and enthusiasm amongst current partners and act as a catalyst to forge new relationships.
- Enable us to articulate with one voice why those outside our sport should care.

The five year plan, launched in August 2021, is designed with the ultimate goal of getting more people playing and enjoying our wonderful sport.

It sets out our vision for the sport, how we plan to achieve our objectives and what success looks like in 2026. The priorities that will get us to our target of **One Million Bowls Experiences** by 2026 are:

- **Building the brand of bowls** by increasing focus on international & top domestic bowls, and utilizing opportunities to achieve larger media coverage;
- **Ensuring the sport is truly accessible** to all by offering different formats of the game which suit all time constraints, as well as driving more people to clubs in new ways;
- **Creating positive playing experiences for everyone** who steps on the green, both for casual and competitive players, as well as growing our events calendar and introducing a Performance Pathway
- **Putting volunteers first**, as the lifeblood of our sport, by increasing our support for clubs in order to empower them to thrive;
- **Leading the sport with purpose** by developing our Governance structures, diversifying our revenue streams, and work collaboratively with all the sport's key stakeholders.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

England Athletics Facility Strategy (2018 – 2025)

The purpose of this document is to set out our long-term vision for athletics facilities in England. Facilities form a vital component of the overall England Athletics strategy.

The development, protection and enhancement of facilities will support our strategic plan and help England Athletics contribute to the delivery of the Department for Culture, Media and Sport's Sporting Futures: A New Strategy for Sport and Sport England's strategy Towards an Active Nation. Appropriate facilities help to attract and inspire new participants and provide the foundation and focus for a significant proportion of the England Athletics family.

The England Athletics Strategic Plan notes that the sport increasingly needs to become financially sustainable and that a business-like and innovative approach is a vital component of its future success. Facilities are fundamental, but they are also expensive to create and to maintain. The sport therefore faces a significant challenge to develop, improve and maintain facilities, most of which are currently operated and funded by third parties.

This strategy sets out a challenge to all those involved with the delivery of the sport to be innovative and business like in the operation and development of facilities at a time of financial challenge, as it aims "To create an innovative and inspiring network of sustainable athletic facilities, with the capacity to meet both current and future demand across England".

England Athletics Strategic Plan – Athletics & Running: for everyone, forever – 2017 and beyond

This plan sets out England Athletics' mission, vision and strategic priorities that will direct how they work as an organisation during the coming years: what they do and how they will do it.

Vision: Make athletics and running the most inclusive and popular sport in England, led by a network of progressive clubs and organisations and supported by a sustainable, respected and trusted governing body.

For England Athletics to achieve this vision, they will focus on three values:

- Pride – taking pride in their work and demonstrating to athletes that they recognise the importance of their role in bettering athletics.
- Integrity – demonstrate integrity to earn respect and to build effective partnerships.
- Inclusivity – promote inclusivity in all their actions.

Mission: To grow opportunities for everyone to experience athletics and running, to enable them to reach their full potential.

In order to achieve their mission, England Athletics has three strategic priorities:

1. To expand the capacity of the sport by supporting and developing its volunteers and other workforce. The target is to achieve a 6% increase every year of licensed leaders, coaches and officials.
2. To sustain and increase participation and performance levels in our sport. To achieve this, England Athletics' current targets are to increase the number of club registered athletes from (149,000 to 172,000), engage 135,000 people through the RunTogether programme and to increase athlete performance levels across all events and disciplines by 1% every year.
3. To influence participation in the wider athletics market. Their target here is to increase the number of regular athletes or runners by at least one million.

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

England Golf Course Planner – Strategic Direction (2021-2025)

England Golf has always had a mission to lead, support, inspire and deliver for its community of golfers, golf clubs and counties. To help enable this, its Course Planner forms the core of its strategy, with 18 guiding principles established that are designed to best position growth in the game:

- ◀ Strengthen governance in all aspects of the sport
- ◀ Deliver safeguarding throughout the golfing community
- ◀ Utilise data and technology to enhance decision making
- ◀ Drive equality and equity in everything it does
- ◀ Support golf clubs with member recruitment and retention
- ◀ Connect and engage with all golfers
- ◀ Inspire and educate golf's network of volunteers
- ◀ Increase golf's influence
- ◀ Advocate and inform on all elements of sustainability
- ◀ Drive diversity at all levels of golf
- ◀ Create more opportunities for junior and young adults
- ◀ Promote the health and wellbeing of golf
- ◀ Inspire more women and girls to play golf
- ◀ Develop greater access for disabled people
- ◀ Enthuse all golfers through relatable role models
- ◀ Communicate a positive perception change for golf
- ◀ Deliver an excellent talent development pathway
- ◀ Host best-in-class competitions for all golfers

<https://www.Englandgolf.org/Englandgolfstrategy/>

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

APPENDIX 2: NON TECHNICAL ASSESSMENT SHEETS

Grass football pitch non-technical assessment

Non Technical Visual Quality Assessment - Football						
Please complete one form per pitch						
Site reference:			Site Name:			
6 figure grid reference			Pitch ID(s):			
Number of football pitches on site:			Pitch size:	(Adult 11v11, Youth 11v11, 9v9, 7v7 Mini, 5v5, 7v7)		
Availability			Are any other pitches marked out over this pitch?	<input type="checkbox"/>		
Weather at time of visit & date of visit			<i>If yes, please indicate what pitches are overmarked? (i.e. one youth pitch is overmarked on a adult pitch) in Pitch Issues</i>			
Pitch Issues:						
Assessment Criteria (please rank each of the following aspects for each pitch with an 'X' in the coloured box to the right of the chosen answer)						
Element (Gathered via a non technical site assessment)	Rating			Guidance notes		Comments
Playing surface						
Grass Cover	Good >80%		Adequate 60-80%		Poor <60%	Advice is to walk through the middle of the pitch
Does the pitch meet the FA minimum size?	Yes - as per the FA recommended size		Within FA recommended guidelines		No	See size chart below for recommended dimensions
Slope of pitch (gradient and cross fall)	Flat		Moderate		Severe	
Length of grass	Good		Too long		Too short	Good 30mm-50mm, Too long 51mm plus, Too short 29mm less
Evenness of pitch	Good		Adequate		Poor	
Problem Areas: Evidence of dog fouling/glass/litter/vehicle tracks	None		Yes - some		Yes - lots	
Problem Areas: Evidence of unofficial use/damage to the surface	None		Yes - some		Yes - lots	
Problem Areas: Evidence of poor drainage	No evidence of standing water or poor drainage		Some evidence of poor drainage		Yes, poor drainage	
Maintenance programme (information from maintenance schedule/grounds team/club survey)						Section total
Grass cutting	Yes, as required		Yes, but not frequent enough		No	
Seeded	Yes, as required		Not known		No	
Aerated (per year)	Three or more times		Once/ twice		No	
Sand dressed	Within the last 12 months		Within the last 2 years		No	
Fertilised	Within the last 12 months		Within the last 2 years		No	
Weed killed	Within the last 12 months		Within the last 2 years		No	
						Section total
NB If none of this information is provided you should assume that only the grass is being cut and the rest of the maintenance items should be marked with the lowest score option.						
PITCH SCORE			0.0%	RATING		Poor

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Cricket pitch non-technical assessment

Element	Rating			Guidance notes	Comments (use the guidance notes to help complete)
About the cricket outfield					
Grass coverage	Good	Acceptable	Poor	CBEX falls below the ECB basic standard	
Length of grass	Good	Acceptable	Poor	Usually 12mm - 25mm	
Evenness	Even	Uneven		Ball should run without deviation or ramp	
Evidence of Dog fouling/glass/stones/litter?	None	Yes	Immediate action required	Flag also stick to refer to next survey. If yes, refer to maintenance manager	
Evidence of Unofficial use?	None	Yes	Immediate action required	eg informal, casual use, unauthorised use, kids kickabout etc. Flag also stick to refer to next survey. If yes, refer to maintenance manager	
Evidence of Damage to surface?	None	Yes	Immediate action required	eg from animals/vehicles - rabbit, gull and faeces etc may also stick to refer to next survey	
Artificial wickets					
Is the wicket and surrounds married in	Yes	No		There should be no trip points	
Evenness of wicket	Even	Uneven		There should be no unevenness in surface levels	
Stump holes	Yes	No		Should be no wider than a standard cricket ball	
Moss or materials in the surface	Yes	No		There should be none	
Rips or surface lifting	Yes	No		If "yes" contact site manager	
Surface worn in high traffic areas - creases	Yes	No		If "yes" contact site manager	
Hardness - does the ball rebound when thrown straight down?	Yes	No			
Grass wickets					
Presence of line markings	Yes	No			
Evidence of rolling - is wicket smooth and uniform	Yes	No			
Evidence of straight cut and height	Yes	No		3mm on wicket wicket/12mm rest of square	
Evidence of repair work on old wickets	Yes	No			
Grass coverage (square and wickets)	Yes	No		CBEX falls below the ECB basic standard	
Hardness - does a cricket ball thrown straight down into the surface rebound?	Yes	No			
Changing/ Pavilion					
Umpires provision	Yes	No			
Toilets	Yes	No			
Hot/cold water	Yes	No			
Heating	Yes	No			
Condition of building	Good	Acceptable	Requires attention		
NTP					
Is the wicket and surrounds married in (no trip points)	Yes	No			
Evenness of wicket (no contours in surface levels)	Even	Uneven			
Stump holes (no wider than a standard cricket ball)	Yes	No			
Moss or materials in the surface (should be none)	Yes	No			
No rips or surface lifting	Yes	No			
Surface worn in high traffic areas - crease	Yes	No			
Hardness - does the ball rebound when thrown straight down	Yes	No			
Is the steel frame/posts upright?	Yes	No			
Are steel cross members detached?	Yes	No			
Are all posts and net fixings in place?	Yes	No			
Can a ball pass through any part of the netting?	Yes	No			
Is appropriate safety/supervisory signage present?	Yes	No			

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Rugby pitch non-technical assessment

Non Technical Visual Quality Assessment - Rugby Union									
Please complete one form per pitch									
Site reference				Site Name					
6 figure grid reference				Pitch ID(s)					
Date of assessment				Pitch size	(Senior, Mini/Midi)				
Number of pitches on site				Are any other pitches marked out over this pitch?					
Availability				<i>If yes, please indicate what pitches are overmarked? (i.e. one mini/ midi pitch is overmarked on a senior pitch) in Pitch Issues</i>					
Community Use - used, Community Use - unused, No Community Use, Available but Unused									
Weather at time of visit									
General comments/observations									
Assessment Criteria (please rank each of the following aspects for each pitch with an 'X' in the coloured box to the right of the chosen answer)									
Qualitative information (gathered on site)	Rating					Guidance notes	Comments		
Grass Coverage	Good		Adequate		Poor		>90% = good. <80% = poor		
Size of pitch	Acceptable (between recommended minimum and maximum sizes)		Flag for further investigation (below recommended minimum size)		Unacceptable (above maximum size)		Maximum size = width 70m, goal line to goal line 100m, in goal area 22m, run offs 5m where practical. Recommended minimum size = width 68m, goal line to goal line 94m, in goal area 6m, run offs 5m where practical.		
Length of grass	Too Long		Good		Too short		Too long = >75mm. Too short = <50mm		
Problem Areas: Evidence of glass/litter/vehicle tracks/dog fouling	None		Yes - some		Yes lots				
GOALPOSTS									
Are goalposts installed?	Yes		No						
Is there any obvious danger on posts?	Yes		No						
Are the posts stable in the ground?	Yes		No						
Is the crossbar fixed securely?	Yes		No						
Is there evidence of rust on the posts?	Yes		No						
ANCILLARY									
Is the pitch floodlit?	Yes		No						
Is there changing accommodation for the pitch?	Yes		No						
Is an appropriate level of car parking available?	Yes		No						
Pitch maintenance (information gathered via club survey/ pitch provider consultation) - refer to the guidance notes below									
Aerated (per year)	three or more times		twice		once		never		
Sand dressed (per year)	three or more times		twice		once		never		
Fertilised (per year)	three or more times		twice		once		never		
Weed killed (per year)	three or more times		twice		once		never		
Chain harrowed	every week		fortnightly		monthly		never		
							Pitch Maintenance Score		
Drainage	Natural (inadequate) SCORE D0		Natural (adequate) SCORE D1		Pipe drained SCORE D2		Pipe and slit drained SCORE D3		Unknown SCORE D0
Natural (adequate) = 3 or less training/match cancellations per season Natural (inadequate) = 4 or more training match cancellations per season *Based on a pipe drained system at 5m centres that has been installed in the previous eight years **Based on a slit drained system at 1m centres completed in the previous five years.									

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Artificial grass pitches non-technical assessment (including third generation turf pitches)

Non Technical Visual Quality Assessment - Artificial grass pitches										
Site reference				Site Name						
6 figure grid reference				Pitch ID						
Number of AGPs on site				Pitch size	Full (i.e., 100m x 60m)			Half (i.e., 60m x 40m)		
Availability				Community Use - used, Community Use - unused, No Community Use, Available but Unused						
Type of pitch	Long Pile 3G (65mm with shock pad)			Medium Pile 3G (55-60mm)			Short Pile 3G (40mm)			
	Sand Dressed			Sand Filled			Water based			
Assessment Criteria (please rank each of the following aspects for each pitch with an 'X' in the coloured box to the right of the chosen answer)										
Element	Rating						Guidance notes	Site comments		
Age of Surface	less than 2 years		2-5 years		5-10 years		over 10 years			
Evidence of moss/lichen (all surfaces)	None		Yes - some		Yes - lots					
Loose gravel (macadam surface)	None		Yes - some		Yes - lots					
Holes or rips in surface (macadam, art. grass or polymeric surfaces)	None		Yes - some		Yes - lots					
Grip underfoot	Good		Adequate		Poor					
Line markings - quality	Good		Adequate		Poor					
Problem Areas: Evidence of Glass/ stones/ litter	None		Yes - some		Yes - lots					
Problem Areas: Evidence of inappropriate use	None		Yes - some		Yes - lots					
Problem Areas: Evidence of damage to surface	None		Yes - some		Yes - lots		If no evidence, assume none.			
Access for disabled players. i.e.: ramps onto courts, width of gates	Good		Adequate		Poor					
Condition of posts/ nets/ goals	Good		Adequate		Poor					
Surrounding fencing	Good		Adequate		Poor					
Adequate safety margins (w here appropriate)	Yes - fully		No- but adequate		No - not adequate					
Is the AGP floodlit?	Yes		No							
Is the AGP left open at all times?	Yes		No							
Are there dug outs?	Yes		No							
Are there youth shelters/spectator seating around AGP?	Yes		No							
Is there changing accommodation for the AGP?	Yes		No							
Maximum score	93	Scoring:	Poor <=50	Total Score		0				
			Standard 51-79	Potential Rating		Poor				
			Good 80+							

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Court non-technical assessment

Non Technical Visual Quality Assessment - Tennis/ Netball/ Basketball Courts

KKPref											
Site name:											
Number of courts -		Tennis		Netball		Basketball		Five-a-side			
General Playground or specific sports court area?											
Court surface				Management				Community Use?			
	Artificial turf, Clay, Grass, Macadam, Polymeric, Shale						Club, LA - Parks, Parish Council, Public, School				

Assessment Criteria (please rank each of the following aspects for each pitch with an 'X' in the coloured box to the right of the chosen answer)

Element	Rating						Comments		
About the courts									
Evidence of moss/lichen (all surfaces)	None		Yes - some		Yes - lots				
Loose gravel (macadam surface)	None		Yes - some		Yes - lots				
Holes or rips in surface (macadam, art. grass or polymeric surface)	None		Yes - some		Yes - lots				
Grip underfoot	Good		Adequate		Poor				
Line markings - quality	Good		Adequate		Poor				
Surrounding fencing	Good		Adequate		Poor				
Size of courts	Yes - fully		No- but adequate		No - not adequate				
Adequate safety margins	Yes - fully		No- but adequate		No - not adequate				
Slope of courts	Flat		Slight		Gentle		Moderate		Severe
Problem Areas: Evidence of Glass/ stones/ litter	None		Yes - some		Yes - lots				
Problem Areas: Evidence of inappropriate use	None		Yes - some		Yes - lots				
Access for disabled players - ie: ramps onto courts, width of gates	Good		Adequate		Poor				
Changing Accomodation									
Changing Accomodation	Yes		No						
About the equipment									
Posts and net	Good		Adequate		Poor				
Are the courts locked when not in use?	Yes		No						
Practice wall	Yes		No						

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Bowling green non-technical assessment

Non Technical Visual Quality Assessment - Bowling green

KKPref	<input type="text"/>
Site name:	<input type="text"/>
Number of greens	<input type="text"/>
Flat/crown	<input type="text"/> Community Use? <input type="text"/>

Assessment Criteria (please rank each of the following aspects for each pitch with an 'X' in the coloured box to the right of the chosen answer)

Element	Rating			Comments
About the greens				
Grass cover	Over 70% <input type="checkbox"/>	40-69% <input type="checkbox"/>	less than 40% <input type="checkbox"/>	
Evenness of surface	Good <input type="checkbox"/>	Adequate <input type="checkbox"/>	Poor <input type="checkbox"/>	
Signs of wear and tear	None <input type="checkbox"/>	Yes - some <input type="checkbox"/>	Yes - lots <input type="checkbox"/>	
Condition of ditches/boardings	Good <input type="checkbox"/>	Adequate <input type="checkbox"/>	Poor <input type="checkbox"/>	
Surface of surrounding hard areas	Good <input type="checkbox"/>	Adequate <input type="checkbox"/>	Poor <input type="checkbox"/>	
Is the green and surrounding area fenced?	Yes <input type="checkbox"/>		No <input type="checkbox"/>	
Fencing around the green and ancillaries	Good <input type="checkbox"/>	Adequate <input type="checkbox"/>	Poor <input type="checkbox"/>	
Problem areas: litter, glass, fouling, leaf fall on the green	None <input type="checkbox"/>	Yes - some <input type="checkbox"/>	Yes - lots <input type="checkbox"/>	
Problem Areas: Evidence of inappropriate use on the green	None <input type="checkbox"/>	Yes - some <input type="checkbox"/>	Yes - lots <input type="checkbox"/>	
Access for disabled players/spectators - ie: ramps onto greens, width of gates	Good <input type="checkbox"/>	Adequate <input type="checkbox"/>	Poor <input type="checkbox"/>	
Ancillary facilities				
Changing Accomodation	Yes <input type="checkbox"/>		No <input type="checkbox"/>	
Toilets	Yes <input type="checkbox"/>		No <input type="checkbox"/>	
Car parking	Yes <input type="checkbox"/>		No <input type="checkbox"/>	

General comments about the site:

EAST STAFFORDSHIRE BOROUGH COUNCIL PLAYING PITCH & OUTDOOR SPORTS STRATEGY

Athletics track non-technical assessment

Non Technical Visual Quality Assessment - Athletics Tracks

KKPref							
Site name:							
Track surface	Grass, polymeric, cinder, other specify		Specify If 'Other'				
No. of Lanes		Length of track:		Community Use:			
Assessment Criteria (please rank each of the following aspects for each track with an 'X' in the coloured box to the right of the chosen answer)							
Element	Rating						Comments
About the track facilities							
Damage to the track surface	None		Yes - some		Yes - lots		
Grip underfoot	Good		Adequate		Poor		
Line markings - quality	Good		Adequate		Poor		
Track edging	Good		Adequate		Poor		
Disabled access	Good		Adequate		Poor		
Problem Areas: Evidence of Glass/ stones/ litter	None		Yes - some		Yes - lots		
Floodlighting	Yes		No				
Is the track fenced?	Yes		No				
Surface of run ups - long/triple jump, high jump							
Surface of run ups - long/triple jump, high jump	Good		Adequate		Poor		
Adequate landing areas - jumps	Good		Adequate		Poor		
Adequate safety margins	Yes - fully		No-but adequate		No-not adequate		
Take off boards	Good		Adequate		Poor		
Landing mats	Yes		No				
Surface of throwing areas - shot, discuss, hammer	Good		Adequate		Poor		
Adequate safety margins - throws	Good		Adequate		Poor		
Throwing cages	Yes		No				
Access to facilities							
Access to toilets	Yes		No				
Changing accomodation	Yes		No				
Changing accomodation - quality	Good		Adequate		Poor		
Club room	Yes		No				
Car parking	Good		Adequate		Poor		
General Comments							
				ENTER Athletics		Please make sure there is no filter on in sheet At_db !	