



# STAFFORDSHIRE MOORLANDS PLAYING PITCH STRATEGY

## ASSESSMENT REPORT

DECEMBER 2017

QUALITY, INTEGRITY, PROFESSIONALISM

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# STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

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## ABBREVIATIONS

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

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### PART 1: INTRODUCTION AND METHODOLOGY

Staffordshire Moorlands District Council, in partnership with High Peak Borough Council, commissioned Knight Kavanagh & Page Ltd (KKP) to deliver a Playing Pitch Strategy (PPS) for both authorities. The following report presents a supply and demand assessment of playing pitch and other outdoor sports facilities in accordance with Sport England's Playing Pitch Strategy Guidance: An approach to developing and delivering a playing pitch strategy.

The guidance, which has been followed to develop a clear picture of the balance between local supply and demand, details a stepped approach to developing a PPS. These steps are separated into five distinct sections:

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

Stages A to C are covered in this report.

Whilst the project has been jointly commissioned, this document relates only to Staffordshire Moorlands, although cross-boundary activity with High Peak is included. For supply and demand related solely to High Peak, a separate report has been produced.

The project compiles one document as part of a wider inter-related strategy for sport and recreation that also includes an Open Spaces Strategy. The inter-relationship between the strategies must be noted as some sports covered by the PPS use open space areas for informal and casual use.

#### **Stage A: Prepare and tailor the approach**

##### ***Why the PPS is being developed***

The primary purpose of the PPS is to provide a strategic framework which ensures that the provision of outdoor sports facilities meet the local needs of existing and future residents within Staffordshire Moorlands. The Strategy will be produced in accordance with national planning guidance and provide robust and objective justification for future throughout the District.

The production of the PPS will also support the following areas, identified as imperative to the project.

##### ***Contribution to the Council's Corporate Aims***

- ◀ Support the Staffordshire Moorlands District Council Corporate Plan 2015-2019: To help create a safer and healthier environment for our communities to live and work (key priority: The provision of sports facilities and leisure activities focused upon improving health).
- ◀ To ensure a strategic approach to outdoor sports provision.
- ◀ Provide direction and set priorities for included sports.

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### *Contribution to Planning Policy*

- ◀ Help inform the preparation of the emerging Staffordshire Moorlands Local Plan
- ◀ Provide a basis for establishing new facility requirements arising from new housing developments or improvements to existing supply where demand can be satisfied by increasing capacity.
- ◀ Inform land use decisions in respect of the future use of existing outdoor sports areas and playing pitches.
- ◀ Contribute to the evidence base used to inform assessment of development proposals affecting outdoor sports facilities (in line with national planning policy).

### *Contribution to Operational Effectiveness*

- ◀ Help improve current asset management, resulting in more efficient use of resources.
- ◀ Highlight locations where quality of provision can be enhanced.

### *Contribution to sports development*

- ◀ Help improve current asset management, which should result in more efficient use of resources and reduced overheads.

### *Sports development*

- ◀ Help identify where community use of school sports facilities is most needed.
- ◀ Provide better information to residents and others around sports facilities available for use.
- ◀ Promote sports development and help unlock latent demand by identifying where any lack of facilities might be suppressing the formation of teams/community activities.

### *Support for external funding bids*

- ◀ Provide a robust evidence of need for capital funding and support grant applications.
- ◀ Prove the need for developer contributions towards provision.

### **Meeting Sport England PPS Requirements**

- ◀ To support improving health and well-being as well as increasing participation in sport.
- ◀ Sports development programmes and changes in how the sports are played.
- ◀ The need to provide evidence to help protect and enhance existing provision and where needed, provide new provision.
- ◀ The need to inform the development and implementation of planning policy.
- ◀ The need to inform the assessment of planning applications.
- ◀ Potential changes to the supply of provision due to capital programmes e.g. for educational sites.
- ◀ To review budgetary pressures and ensure the most efficient management and maintenance of playing pitch provision.
- ◀ To develop a priority list of deliverable projects which will help to meet any current deficiencies provide for future demands and feed into wider infrastructure planning work.
- ◀ To prioritise internal capital and revenue investment.
- ◀ To provide evidence to help secure internal and external funding.

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One of the core planning principles of the National Planning Policy Framework (NPPF) is to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs. Section 8 of the NPPF deals specifically with the topic of healthy communities. Paragraph 73 discusses the importance of access to high quality open spaces and opportunities for sport and recreation that can make an important contribution to the health and well-being of communities.

Paragraphs 73 and 74 of the NPPF discuss assessments and the protection of “existing open space, sports and recreational buildings and land, including playing fields”. A PPS will provide the evidence required to help protect playing fields to ensure sufficient land is available to meet existing and projected future pitch requirements.

Paragraph 76 and 77 promote the identification of important green spaces by local communities and the protection of these facilities. Such spaces may include playing fields.

### ***Staffordshire Moorlands Emerging Local Plan***

The Council is currently preparing a new Local Plan that will be used to decide the outcome of planning applications in the future, up to 2031. There are a number of stages involved in the process, with local residents being consulted along the way. All responses will be considered alongside relevant evidence, guidance and national policy.

The intention is for the Preferred Options Local Plan to be published for public consultation between July and September 2017.

### ***Peak District National Park Local Development Framework Core Strategy (2011-2026)***

The Strategy sets out the vision, objectives and spatial strategy for the National Park and includes core policies to guide development and change up to 2026. The key challenges identified broadly fall into seven closely related themes:

- ◀ Landscapes and conservation
- ◀ Recreation and tourism
- ◀ Climate change and sustainable building
- ◀ Homes, shops and community facilities
- ◀ Supporting economic development
- ◀ Minerals
- ◀ Accessibility, travel and traffic

The vision of the Strategy is for:

“A conserved and enhanced Peak District, where the natural beauty and quality of its landscapes, its biodiversity, tranquillity, cultural heritage and the settlements within it continue to be valued for the diversity and richness.

“A welcoming Peak District, where people from all parts of our diverse society have the opportunity to visit, appreciate, understand and enjoy the National Park’s special qualities.

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“A living, modern and innovative Peak District, that contributes positively to vibrant communities for both residents and people in neighbouring urban areas, and demonstrates a high quality of life whilst conserving and enhancing the special qualities of the National Park.

“A viable and thriving Peak District economy, that capitalises on its special qualities and promotes a strong sense of identity.”

### ***Agreed scope***

The following types of outdoor sports facilities were agreed by the steering group for inclusion in the Assessment Report and Strategy:

- ◀ Football pitches
- ◀ Third Generation Artificial Grass Pitches (3G AGPs)
- ◀ Cricket pitches
- ◀ Rugby union pitches
- ◀ Hockey pitches (sand/water-based AGPs)
- ◀ Tennis courts
- ◀ Bowling greens
- ◀ Athletics tracks

It should be noted that for the non-pitch sports (i.e. tennis, bowls and athletics) included within the scope of this study the supply and demand principles of Sport England methodology: Assessing Needs and Opportunities Guide for Indoor and Outdoor Sports Facilities (ANOG) are followed to ensure the process is compliant with the National Planning Policy Framework (NPPF). This is less prescriptive than the PPS guidance, so, where applied, the approach to assessing supply and demand is based on more a ‘light touch’ approach.

In addition, rugby league was also in the initial scope; however, no rugby league activity or provision has been identified and it has therefore not been included.

### ***Management arrangements***

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

Further to this, the Steering Group is and has been responsible for the direction of the PPS from a strategic perspective and for supporting, checking and challenging the work of the project team. The Steering Group is made up of representatives from both Staffordshire Moorlands and High Peak councils, Sport England and NGBs.

### ***Study area***

The study area is the Staffordshire Moorlands District Council administrative area. Further to this, analysis areas have been created to allow a more localised assessment of provision and examination of playing pitch supply and demand at a local level. Use of analysis areas also allows local circumstances and issues to be taken into account. For this reason, Staffordshire Moorlands is divided into the following five analysis areas (as seen in figure 1.1 overleaf):

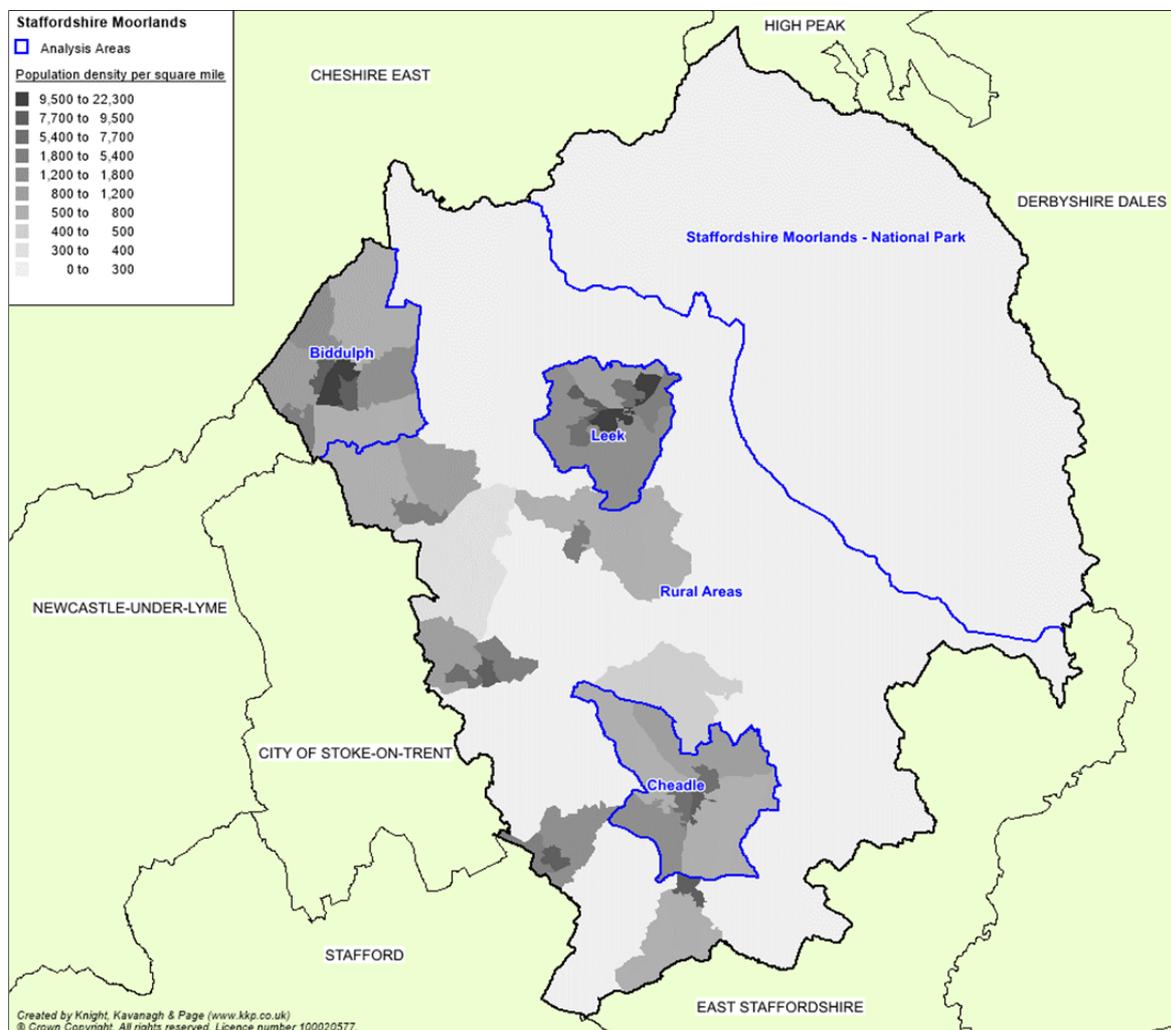
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- ◀ National Park
- ◀ Rural Areas
- ◀ Leek
- ◀ Biddulph
- ◀ Cheadle

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Figure 1.1: Analysis area map



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

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

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

PPS guidance uses the following definitions of a playing pitch and playing field. These definitions are set out by the Government in the 2015 'Town and Country Planning (Development Management Procedure) (England) Order'.<sup>1</sup>

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

Although the statutory definition of a playing field is the whole of a site with at least one pitch of 0.2ha or more, this PPS takes into account smaller sized pitches that contribute to the supply side, for example, 5v5 mini football pitches. This PPS counts individual grass pitches (as a delineated area) as the basic unit of supply. The definition of a playing pitch also includes artificial grass pitches (AGPs).

As far as possible the assessment report aims to capture all of the outdoor sports facilities within High Peak; however, there may be instances, for example, on school sites, where access was not possible and has led to omissions within the report. Where facilities have not been recorded within the report they remain as facilities and for planning purposes continue to be so. Furthermore, exclusion of provision does not necessarily mean that it is not required from a supply and demand point of view.

#### *Quantity*

Where known, all outdoor sports facilities are included irrespective of ownership, management and use. Sites were initially identified using Sport England's Active Places web based database. The Council and NGBs supported the process by checking and updating this initial data. This was also verified against club information supplied by local leagues. For each site, the following details were recorded in the project database (which will be supplied as an electronic file):

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

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<sup>1</sup> [www.sportengland.org](http://www.sportengland.org)>Facilities and Planning> Planning Applications

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### *Accessibility*

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

- ◀ **Community use** - provision in public, voluntary, private or commercial ownership or management (including education sites) recorded as being available for hire and currently in use by teams playing in community leagues.
- ◀ **Available but unused** - provision that is available for hire but are not currently used by teams which play in community leagues; this most often applies to school sites but can also apply to sites which are expensive to hire.
- ◀ **No community use** - provision which as a matter of policy or practice is not available for hire or used by teams playing in community leagues. This should include professional club sites along with some semi-professional club sites where play is restricted to the first or second team.
- ◀ **Disused** – provision that is not being used at all by any users and is not available for community hire either. Once these sites are disused for five or more years they will then be categorised as 'lapsed sites'.
- ◀ **Lapsed** - last known use was more than five years ago (these fall outside of Sport England's statutory remit but still have to be assessed using the criteria in paragraph 74 of the National Planning Policy Framework and Sport England's policy to protect playing fields).

In addition, there should be a good degree of certainty that the provision will be available to the community for at least the following three years. A judgement is made based on the information gathered and a record of secured or unsecured community use put against each site. This refers to pitches in community use and not lapsed/disused sites.

### *Quality*

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

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

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

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

### **Gather demand information and views**

Presenting an accurate picture of current demand for outdoor sports facilities (i.e. recording how and when pitches are used) is important when undertaking a supply and demand assessment. Demand for provision in Staffordshire Moorlands tends to fall within the following categories:

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

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

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

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

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

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

The response rates of such consultation are as follows:

Sport	Total number	Number responding	Response rate	Methods of consultation
Football clubs	57	35	61%	Face to face/online survey/telephone
Football teams	137	112	82%	
Cricket clubs	9	8	89%	Face to face/online survey
Rugby union clubs	1	1	100%	Online survey
Hockey clubs	1	1	100%	Face to face
Tennis clubs	4	3	75%	Online survey
Bowls clubs	11	8	73%	Online survey
Athletics clubs	1	1	100%	Online survey

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Sport	Total number	Number responding	Response rate	Methods of consultation
Colleges	1	1	100%	Telephone
Secondary schools	9	9	100%	Face to face
Primary/Middle schools	50	28	56%	Online survey/telephone

### **Future demand**

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

### *Population growth*

The resident population in Staffordshire Moorlands is recorded as 97,881 (based on ONS 2015 mid-year estimates). By 2031 (in line with the Local Plan), this is projected to increase by 8,598 to 106,479 (ONS 2015-based projections 2015-2031).

Team generation rates are used to provide an indication of how many people it may take to generate a team (by gender and age group), in order to help estimate the change in demand for outdoor sports facilities that may arise from any population change in the study area.

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

Other information sources used to help identify future demand include:

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

### *Housing growth*

The NPPF expects the overall level of growth in a Local Plan to be based on the 'Objectively Assessed Need' (OAN) for market and affordable housing. The OAN for Staffordshire Moorlands has been determined through the preparation (in 2017) of a Strategic Housing Market Assessment (SHMA). In order to address the objectively assessed needs for housing in the District the Preferred Options Local Plan July 2017 proposes 6,080 dwellings for the period 2012-2031 (320 per year) which is expected to meet the projected household increase for the District over this period. It is based on an estimated population growth of 8,471 between 2014-2031.

### **Stage C: Assess the supply and demand information and views**

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

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

### ***Understand the situation at individual sites***

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

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

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

### ***Develop the current picture of provision***

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

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

### ***Develop the future picture of provision - scenario testing***

Modelling scenarios to assess whether existing provision can cater for unmet, displaced and future demand is made after the capacity analysis. This will also include, for example, removing sites with unsecured community use to demonstrate the impact this would have if these sites were to be decommissioned in the future. Scenario testing occurs in the strategy report and therefore does not form part of the assessment report.

### ***Identify the key findings and issues***

By completing Steps 1-5 it is possible to identify several findings and issues relating to the supply, demand and adequacy of outdoor sports provision in Staffordshire Moorlands. This report seeks to identify and present the key findings and issues, which should now be checked, challenged and agreed by the Steering Group prior to development of the Strategy (Section D).

The following sections summarise the local administration of the included outdoor sports facilities in Staffordshire Moorlands. Each provides a quantitative summary of provision and a map showing the distribution of facilities. It also provides information about the availability

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of facilities to/for the local community and the governing body of each sport and regional strategic plan (where they exist). Local league details are provided in order to outline the competitive structure for each sport. The findings of club consultation and key issues for each sport are summarised.

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## PART 2: FOOTBALL

### 2.1: Introduction

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

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

#### **Consultation**

In addition to face-to-face consultation with key football clubs, an electronic survey was sent to all clubs playing in Staffordshire Moorlands. Contact details were provided by Staffordshire FA and the invitation to complete the survey was distributed via email. The survey was returned by 35 clubs (including face-to-face meetings), which equates to a club response rate of 61% and a team response rate of 82%.

The key clubs that were met with face-to-face are identified in the below. These were proposed by Staffordshire FA:

- ◀ Leek Town FC
- ◀ Ball Haye Green FC
- ◀ Waterhouses FC
- ◀ Leek C.S.O.B Bucks FC
- ◀ Werrington Tigers FC

In addition, the Leek & District Sunday League also completed a survey as part of the consultation process.

### 2.2: Supply

The audit identifies a current total of 90 grass football pitches within Staffordshire Moorlands across 43 sites. Of the pitches, 76 are available for community use across 33 sites, as presented in the table below.

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

Analysis area	Available for community use					Totals
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Biddulph	7	1	1	1	1	11
Cheadle	5	-	-	3	-	8
Leek	11	3	3	10	2	29
Rural areas	13	-	5	5	3	26
National park	1	-	-	1	-	2

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<b>Staffordshire Moorlands</b>	<b>37</b>	<b>4</b>	<b>9</b>	<b>20</b>	<b>6</b>	<b>76</b>
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The Leek Analysis Area contains the most community available pitches (29); the National Park Analysis Area contains substantially the least amount (two).

There are a large number of adult pitches identified in Staffordshire Moorlands when compared to other pitch sizes, which reflects that the majority of teams use adult pitches. It should be noted, however, that nationally many youth 11v11 teams are playing on adult pitches, which may in part be due to a lack of dedicated youth 11v11 pitches rather than a preference for adult pitches.

In accordance with the FA Youth Review, u17s and u18s can play on adult pitches. The FA's recommended pitch size for adult football is 100x64 metres. The recommended size of a youth pitch is 91x55 metres for u16s and u15s, 82x50 metres for u14s and u13s and 73x46 metres for u12s and u11s. The recommended size for 7v7 pitches (u10s and u9s) is 55x37 metres and for 5v5 pitches (u8s and u7s) it is 37x27 metres.<sup>2</sup>

In Staffordshire Moorlands, 28 youth 11v11 (u13-u16) teams currently use adult pitches. The following sites contain adult pitches that are used by youth 11v11 teams:

- ◀ Alton Village Hall
- ◀ Hall Roads Playing Fields, Biddulph
- ◀ Knypersley Victoria Sports Club
- ◀ South Moorlands Leisure Centre
- ◀ Waterhouse Playing Fields
- ◀ Birchall Playing Field, Leek
- ◀ Harrison Park, Leek
- ◀ Leek Hockey Club
- ◀ Thorley Drive Pitches, Cheadle

Of the above, Alton Village Hall and Leek Hockey Club are used solely by youth 11v11 teams. These sites can therefore provide a starting point to increase youth 11v11 provision as no adult teams would be adversely affected by a pitch re-configuration, although there may be a need to retain adult pitches should shortfalls be identified.

### ***Disused sites***

There are no identified disused sites in the Staffordshire Moorlands District.

### ***Future provision***

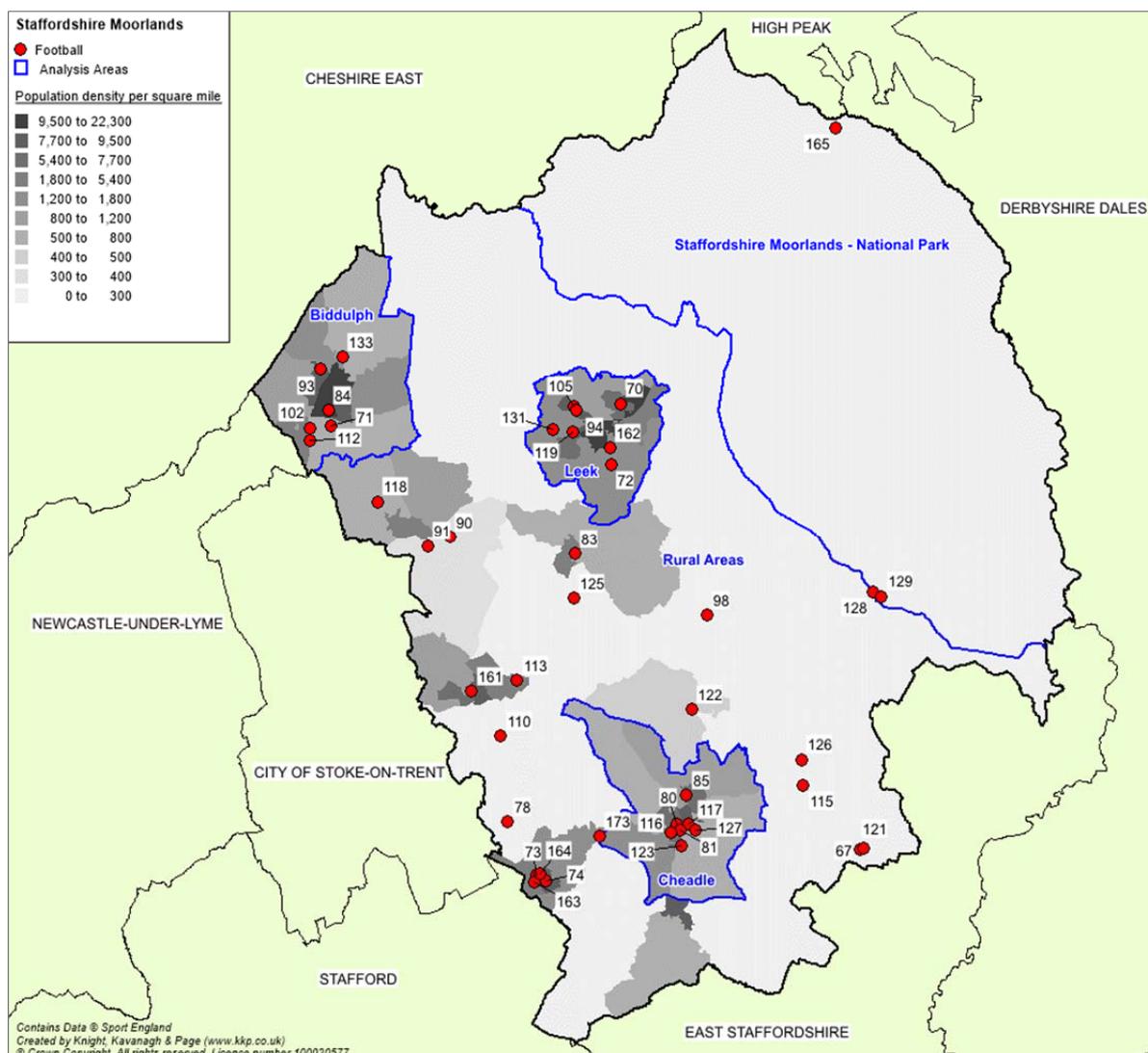
There are no identified plans to create new football provision in the Staffordshire Moorlands.

Figure 2.1 identifies all grass football pitches currently servicing Staffordshire Moorlands, regardless of amount of community use. For a key to the map, see Table 2.11.

<sup>2</sup><http://www.thefa.com/my-football/football-volunteers/runningaclub/yourfacilities/technicalstandards.aspx>

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Figure 2.1: Location of all football pitches in Staffordshire Moorlands



## Pitch quality

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

- ◀ Good
- ◀ Standard
- ◀ Poor

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

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Private sites (e.g. sports clubs) typically offer better quality facilities than Council parks/playing fields and school pitches. In general, such sports clubs tend to have dedicated ground staff or volunteers working on pitches and the fact that they are often secured by fencing prevents unofficial use. The maintenance of Council sites tends to be less frequent and unofficial use of these sites can further exacerbate quality issues.

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

The table below summarises the quality of pitches that are available for community use in Staffordshire Moorlands. In total, 40 pitches are assessed as standard quality and 33 pitches are assessed as poor quality, with just three pitches are good quality. Good quality pitches are located at Harrison Park (Leek Town FC) and Thorley Drive.

*Table 2.2: Pitch quality assessments (community use pitches)*

Adult pitches			Youth pitches			Mini pitches		
Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
3	20	14	-	10	3	-	10	16

All sites managed by the Council receive a good level of maintenance through an external company, Glendale. This regime consists of pitches regularly being aerated and weed killed throughout the football season in addition to regular cutting and chain harrowing, pitches are not however sand dressed.

In contrast, the majority of pitches within schools receive basic maintenance consisting of cutting and lining pitches throughout the academic year and consequently score poor quality scores.

Maintenance of pitches at club sites varies; some clubs hire dedicated ground staff whilst others depend on remedial work by volunteers that is often limited by cost and a lack of specialised equipment.

In general, club consultation indicates varying degrees of change in pitch quality over the previous three years. Of responding clubs, 43% report no significant difference, compared to 39% that report worsening pitch quality and 18% that report improving pitch quality. Sites with noted pitch improvements include Ball Haye Green Football Club and Knypersley Victoria Sports Ground.

The most common factors attributed to pitch improvements are an investment in drainage work and more frequent maintenance, whilst the opposite is true for pitches that are worsening in quality. Specific comments relating to pitch conditions at individual sites can be seen in the table below. The comments are a combination of club feedback and site assessment information.

*Table 2.3: Site specific comments*

Site ID	Site	Comments
70	Ball Haye Green Football Club, Leek	Severe issues with drainage down the left side of the pitch.

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Site ID	Site	Comments
72	Birchall Playing Fields, Leek	Consistent issues with dog walkers and dog foul.
112	Mill Hayes Fields, Biddulph	Pitches are overplayed and have no time to recover. Pitches also drain very badly, clubs report that fixtures in December, January and February are generally non-existent.
117	South Moorlands Leisure Centre, Cheadle	Pitch is poorly maintained and has particularly poor drainage.
125	The John Pointon Sports and Recreation Facility, Leek	Poor drainage. Leek CSOB FC highlights that it lost 12 weeks of fixtures during the 2015-2016 season.

### *FA Pitch Improvement Programme (PIP)*

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

In Staffordshire Moorlands, five grounds are identified as having PIP reports:

- ◀ Endon Cricket Club (Endon Juniors FC)
- ◀ Harrison Park (Leek Town FC)
- ◀ Pointon Park (Leek C.S.O.B FC)
- ◀ Thorley Drive (Cheadle Town FC)
- ◀ Ball Haye (Ball Haye Green FC)

### ***Over marked pitches***

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

Over marking of pitches not only influences available capacity, it may also cause logistical issues regarding kick off times; for example, when two teams of differing age formats are due to play at the same site at the same time. That being said, there are no identified playing pitches overmarked in Staffordshire Moorlands.

Although there are no football pitches over marked onto each other, there are a number of pitches marked onto or overlapping cricket outfields. This creates availability issues as the cricket season begins in April when the football season is still ongoing and the football season begins in August as cricket fixtures are still being played. Generally, cricket is given priorities at such sites, meaning football teams either have to finish their season early or have to relocate to another site. This applies to the following three sites:

- ◀ Oakamoor Cricket Club
- ◀ Knypersley Victoria Sports Club
- ◀ Waterhouses Playing Fields

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### ***Ancillary facilities***

The non-technical assessment assesses ancillary facilities servicing pitches. This includes the condition of clubhouses, changing accommodation, toilets, showers, car parking and boundary fencing, amongst other things.

Using both non-technical assessments and club feedback, just three grounds were highlighted as being serviced by poor quality ancillary facilities. Biddulph Gladiators FC reports that provision located at Hall Road Fields is particularly poor. The Club states that there are two changing rooms and two toilets which are both outdated and poorly maintained, resulting in a lack of utilisation. Furthermore, the Club highlights that there are not enough parking spaces to adequately accommodate all users of the site during peak times.

The clubhouse and hospitality suite at Harrison Park (Leek Town FC) are outdated and evidently show signs of wear and tear. The Club has aspirations to redevelop this area of the ground to increase its attractiveness for potential functions and events. The Club also has two good quality changing rooms on site, but has aspirations to develop an additional two so that it can accommodate both girls and ladies football which it is currently unable to do.

Lastly, on site at Ball Haye Green Football Club, Leek, are two poor quality changing rooms and a small and dated pavilion. The changing rooms are prone to roof leaks and consequently there is an issue with mould throughout the facility. There is also an inadequate number of showers.

### ***Security of tenure***

Tenure of sites in Staffordshire Moorlands is generally secure i.e. through a long-term lease or a guarantee that the pitch will continue to be provided over the next three years, with most sites ensuring community use is available.

An exception to this, however, is found at schools and academies that decide their own community use policies. In Staffordshire Moorlands eight schools are available for community use. Some schools that do provide community availability do so without providing security of tenure, meaning they can stop the external use at any point devoid of any warning. An example of this is at the Woodhouse Academy, Biddulph, which previously offered community use but no longer does so, leaving some teams without a home venue. To prevent this happening at other sites, it is recommended that club users enter long-term community use agreements with the schools that they access.

In general, no clubs report major issues with security of tenure; however, Ball Haye Green FC, Leek, highlights that its long-standing lease agreement with a private landowner expired in 2015 and it has since been asked to vacate the site on numerous occasions. The Club has been able to negotiate one-year arrangements over the past two football seasons but has been told that the 2017/2018 season will be its last on site. The Club plays at Step 7 on the football pyramid and therefore has certain ground grading requirements to play within its league structure that it will struggle to find within its immediate locality.

Leek Town Juniors FC currently has a five-year lease agreement on the pitch located at Leek Hockey Club. The Club has an aspiration to extend this to a minimum of 25 years so it can make funding applications to develop the ground.

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### ***Football pyramid demand***

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

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

In Staffordshire Moorlands, there are three clubs which play in the football pyramid. Consultation with Leek Town FC, which plays at Step 3, highlights that it previously played at Step 1 and therefore it would not require any changes to its ground to gain promotion into Step 2. Leek C.S.O.B would likely be able to gain promotion and meet grading requirements if the Club did gain promotion. In contrast, Ball Haye Green FC would be unable to gain promotion to Step 6 due to not having security of tenure on its site as well as not having adequate hard standing around both sides of the pitch. Furthermore, as aforementioned, the Club is without adequately sized changing and shower provision.

*Table 2.4: Summary of teams playing within the football pyramid structure*

<b>Team</b>	<b>League</b>	<b>Level</b>
Leek Town FC	Evo Stick Northern Premier	Step 3
Ball Haye Green FC	Staffordshire County Premier League	Step 7
Leek C.S.O. B	Staffordshire County Premier League	Step 7

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

### **2.3: Demand**

Through the audit and assessment, a total of 137 teams were identified as playing within Staffordshire Moorlands. This consists of 37 men's teams, one women's teams, 46 youth boys' teams, seven youth girls' teams and 46 mini football teams.

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Table 2.5: Summary of competitive teams currently playing in Staffordshire Moorlands

Analysis area	No. of teams playing					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Biddulph	10	7	2	8	3	30
Cheadle	8	5	3	8	3	27
Leek	10	21	10	12	6	59
Rural areas	9	2	1	4	1	17
National park	1	1	1	-	1	4
<b>Staffordshire Moorlands</b>	<b>38</b>	<b>36</b>	<b>17</b>	<b>32</b>	<b>14</b>	<b>137</b>

The majority of teams play in the Leek Analysis Area (59 teams), with the fewest number of teams playing in the National Park Analysis Area (four teams). Adult football is the most prevalent in Staffordshire Moorlands followed by youth football.

Clubs that responded to consultation were asked whether there had been a change in the number of teams over the previous three years. The response rates for those that answered this question can be seen in the table below.

Table 2.6: Change in the number of teams over the previous three years

Team type	Clubs response		
	Increased	Decreased	Stayed the same
Adult	6%	27%	67%
Youth	19%	6%	75%
Mini	18%	-	82%

The highest increase in teams is seen at youth and mini football level. Just under a fifth of clubs report an increase over the last three years in both formats, whereas only 6% of clubs report an increase in adult teams. The decline in adult football is particularly relevant as it is in line with national trends, with most local authorities reporting an overall reduction in adult participation. It is additionally highlighted by the Leek & District Sunday League that adult teams have been steadily declining in its competition over the past five years.

It is accepted that the way in which people want to play football is changing, especially for adult men. There is generally a trend of players opting to play small sided versions of the game as people want to be able to fit it into busy lifestyles. Shorter versions of the sport allow players to do this and if this trend continues there is likely to be demand for more access to 3G pitches.

### **Unmet demand**

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

No clubs report this as being the case in Staffordshire Moorlands.

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### ***Latent demand***

During the consultation process a number of clubs identify that if more pitches were available, at their home ground or in the local area, they could develop more teams in the future (latent demand).

Both Biddulph Wanderers FC and Potters Bar FC, which play within the Biddulph and Rural Areas analysis areas, respectively, both report latent demand in that they would develop additional teams if more pitches were available. Neither team could, however, quantify any potential growth.

Cheadle South Moorlands United FC reports latent demand of two mini 7v7 teams which equates to one match session per week in the Cheadle Analysis Area. Bear Town Boys FC highlights that it would operate an additional U16 team if more pitches were available, resulting in latent demand of 0.5 match sessions per week in the Biddulph Analysis Area.

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

- ◀ Cheadle South Moorlands United FC, Cheadle
- ◀ Potters Bars FC, Caverswall
- ◀ Ball Haye Green FC, Leek
- ◀ Biddulph Wanders FC, Biddulph

### ***Exported demand***

Exported demand refers to teams that are currently accessing pitches for their home fixtures outside of the area in which they are registered, normally because their pitch requirements cannot be met. There is no identified exported demand in Staffordshire Moorlands.

### ***Imported demand***

Imported demand refers to teams that currently access pitches for home fixtures outside of their local authority, onto pitches in the study area. There is no identified imported demand in Staffordshire Moorlands.

### ***Future demand***

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

#### *Population increases*

Team generation rates are used to calculate the number of teams likely to be generated in the future (2031) based on population growth. It is predicted that population change in the Staffordshire Moorlands will not create any additional teams.

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Table 2.7: Team generation rates (2031)

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (16-45)	15,687	41	1:383	15,124	39.5	0
Senior Women (16-45)	15,485	2	1:7743	14,182	1.8	0
Youth Boys (12-15)	2,199	27	1:81	2,219	27.2	0
Youth Girls (12-15)	2,026	4	1:507	2,128	4.2	0
Youth Boys (10-11)	1,034	15	1:69	1,019	14.8	0
Youth Girls (10-11)	1,048	2	1:524	1,001	1.9	0
Mini-Soccer Mixed (8-9)	1,992	22	1:91	1,941	21.4	0
Mini-Soccer Mixed (6-7)	2,068	11	1:188	1,873	10.0	0

### Participation increases

A number of clubs' report aspirations to increase the number of teams they provide. Of the clubs which quantify their *potential* increase, there is a predicted growth of eight teams equating to one adult, three youth and four mini teams.

Table 2.8: Potential team increases identified by clubs

Club	Analysis area	Future demand	Pitch size	Match equivalent sessions <sup>3</sup>
Ball Haye Green FC	Leek	2x Youth	(11v11)	1
Leek C.S.O.B	Leek	2x Mini	(7v7)	1
Cheadle South Moorlands United FC	Cheadle	1 x Adult		0.5
		2 x Mini	(5v5)	1
Staffordshire Moorlands FC	Leek	1x Youth	(11v11)	0.5

The total future demand expressed amounts to four match equivalent sessions, the majority of which is identified in Leek Analysis Area.

Table 2.9: Future demand by analysis area

Analysis area	Future demand (match equivalent sessions)					
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Total
Biddulph	-	-	-	-	-	-
Cheadle	0.5	-	-	-	1	1.5
Leek	-	1.5	-	1	-	2.5
Rural areas	-	-	-	-	-	-
National park	-	-	-	-	-	-
<b>Staffordshire Moorlands</b>	<b>0.5</b>	<b>1.5</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>4</b>

<sup>3</sup> 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.

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Some level of future demand is expressed for adult, youth 11v11, mini 7v7 and mini 5v5 pitches but none is expressed for youth 9v9 pitches.

## 2.4: Capacity analysis

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

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

Table 2.10: Pitch ratings against actual levels of weekly play

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

Table 2.11 applies the above pitch ratings against the actual level of weekly play recorded to determine a capacity rating as follows:

<b>Potential capacity</b>	Play is below the level the site could sustain
<b>At capacity</b>	Play matches the level the site can sustain
<b>Overused</b>	Play exceeds the level the site can sustain

### Education sites

To account for curricular/extra-curricular use of education pitches it is likely that the carrying capacity at such sites will need to be adjusted. This adjustment is generally dependent on the amount of play carried out and also the number of pitches on site. 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.

For Staffordshire Moorlands, pitch capacity at primary schools, secondary schools, academies, colleges and independent schools has been adjusted by a single match equivalent session per pitch to account for curriculum use.

### Peak time

Spare capacity can only be considered as actual spare capacity if pitches are available at peak time. In Staffordshire Moorlands, peak time for all formats of football is considered to be Sunday AM as this is when each pitch type is most commonly accessed for matches.

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Table 2.11: Football pitch capacity analysis (Community available)

Site ID	Site name	Available for community use?	Type of tenure <sup>4</sup>	Management	Analysis area	Pitch type	Pitch size	Agreed quality rating	No. of pitches	Current play (match sessions)	Site capacity <sup>5</sup> (match sessions)	Overused (+), At Capacity (!) or Potential to Accommodate additional play (-)	Pitches available in peak period	Comments
67	Alton Village Hall	Yes	Secure	Parish Council	Rural Areas	Adult		Poor	1	0.5	1	0.5	0	Spare capacity discounted due to poor quality.
70	Ball Hays Green Football Club	Yes	Unsecure	Sports Club	Leek	Adult		Standard	1	0.5	2	1.5	0	Club unlikely to allow further community use to protect quality.
71	Biddulph High School	Yes –unused	Secure	School	Biddulph	Adult		Poor	1	1	1	-	0	Pitch played to capacity with curricular use.
71	Biddulph High School	Yes - unused	Secure	School	Biddulph	Youth	(11v11)	Poor	1	1	1	-	0	Pitch played to capacity with curricular use.
72	Birchall Playing Fields	Yes	Secure	Local Authority	Leek	Adult		Standard	4	4	8	4	0.5	Actual spare capacity on one pitch once every other Sunday.
72	Birchall Playing Fields	Yes	Secure	Local Authority	Leek	Mini	(5v5)	Standard	1	1.5	4	2.5	0	No actual spare capacity in peak period.
72	Birchall Playing Fields	Yes	Secure	Local Authority	Leek	Mini	(7v7)	Standard	4	6.5	16	9.5	0	No actual spare capacity in peak period.
72	Birchall Playing Fields	Yes	Secure	Local Authority	Leek	Youth	(11v11)	Standard	2	6	4	2	0	Pitch overplayed by two match sessions per week.
72	Birchall Playing Fields	Yes	Secure	Local Authority	Leek	Youth	(9v9)	Standard	2	4.5	4	0.5	0	Pitch overplayed by 0.5 match sessions per week.
73	Blythe Bridge High School and Sixth Form	Yes	Unsecure	School	Rural Areas	Adult		Standard	1	1	2	1	0	Actual spare capacity discounted due to poor quality.
73	Blythe Bridge High School and Sixth Form	Yes –unused	Unsecure	School	Rural Areas	Youth	(9v9)	Poor	1	1	1	-	0	Pitch played to capacity with curricular use.
74	Blythe Bridge Recreation Ground	Yes	Secure	Parish Council	Rural Areas	Adult		Standard	1	0.5	2	1.5	0.5	Actual spare capacity exists.
78	Caverswall Parish Council Playing Fields	Yes	Secure	Parish Council	Rural Areas	Adult		Standard	1	0.5	2	1.5	0.5	Actual spare capacity exists.
80	Cheadle Primary School	Yes	Unsecure	School	Cheadle	Mini	(7v7)	Poor	1	2	2	-	0	Poor quality mini pitch played to capacity through club and curricular use.
81	Cheadle Recreation Ground	Yes	Secure	Local Authority	Cheadle	Adult		Standard	1	0.5	2	1.5	0.5	Actual spare capacity exists.
83	Cheddleton Playing Fields	Yes	Secure	Parish Council	Rural Areas	Adult		Standard	1	1.5	2	0.5	0.5	Actual spare capacity exists.
84	Church Road Recreation Ground	Yes	Secure	Local Authority	Biddulph	Adult		Standard	1	1.5	2	0.5	0.5	Actual spare capacity exists.
85	Churchill Road	Yes	Secure	Local Authority	Cheadle	Adult		Poor	1	-	1	1	0	Spare capacity discounted due to poor quality pitch.
90	Endon Cricket Club	Yes	Secure	Sports Club	Rural Areas	Mini	(5v5)	Standard	1	1.5	2	0.5	0	No peak time capacity.
90	Endon Cricket Club	Yes	Secure	Sports Club	Rural Areas	Mini	(7v7)	Standard	1	1	2	1	0	No peak time capacity.
91	Endon High School Playing Fields	Yes	Unsecure	School	Rural Areas	Adult		Standard	3	3	3	-	0	Pitches played to capacity through curricular use.
93	Halls Road Playing Fields	Yes	Secure	Local Authority	Biddulph	Adult		Standard	1	3	2	1	0	Site overplayed by one match session per season.
93	Halls Road Playing Fields	Yes	Secure	Local Authority	Biddulph	Mini	(5v5)	Poor	1	4	2	2	0	Site overplayed by two match sessions per season.
93	Halls Road Playing Fields	Yes	Secure	Local Authority	Biddulph	Youth	(9v9)	Poor	1	1	1	-	0	Pitch played to capacity.
94	Harrison Park (Leek Town FC)	Yes	Secure	Sports Club	Leek	Adult		Good	1	1.5	3	1.5	0	No additional spare capacity permitted on site.

<sup>4</sup> 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.

<sup>5</sup> Based on pitch quality The FA recommends a maximum number of match sessions to be accommodate per pitch type. Please refer to Section 2.4 for the full breakdown.

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Site ID	Site name	Available for community use?	Type of tenure <sup>4</sup>	Management	Analysis area	Pitch type	Pitch size	Agreed quality rating	No. of pitches	Current play (match sessions)	Site capacity <sup>5</sup> (match sessions)	Overused (+), At Capacity (!) or Potential to Accommodate additional play (-)	Pitches available in peak period	Comments
98	Ipstones Memorial Ground	Yes	Secure	Parish Council	Rural Areas	Youth	(9v9)	Standard	1	0	2	2	1	Actual spare capacity exists.
102	Knypersley Victoria Sports Club	Yes	Secure	Sports Club	Biddulph	Adult		Standard	1	1.5	2	0.5	0	No peak time capacity.
105	Leek Hockey Club	Yes	Secure	Sports Club	Leek	Adult		Standard	1	1.5	2	0.5	0	Actual spare capacity exists.
105	Leek Hockey Club	Yes	Secure	Sports Club	Leek	Mini	(5v5)	Standard	1	0.5	4	3.5	0.5	Actual spare capacity exists.
105	Leek Hockey Club	Yes	Secure	Sports Club	Leek	Mini	(7v7)	Standard	2	0.5	8	7.5	1.5	Actual spare capacity exists.
105	Leek Hockey Club	Yes	Secure	Sports Club	Leek	Youth	(9v9)	Standard	1	0.5	2	1.5	0.5	Actual spare capacity exists.
110	Longton Harriers Football Club, Caverswall	Yes	Secure	Sports Club	Rural Areas	Adult		Poor	2	0.5	2	1.5	0	Spare capacity discounted due to poor quality.
112	Mill Hayes Playing Fields	Yes	Secure	Local Authority	Biddulph	Adult		Poor	3	2.5	3	0.5	0	Spare capacity discounted due to poor quality.
112	Mill Hayes Playing Fields	Yes	Secure	Local Authority	Biddulph	Mini	(7v7)	Poor	1	1	2	1	0	Spare capacity discounted due to poor quality.
115	Oakamoor Cricket Club (Davies Worthington Sports Ground)	Yes	Secure	Sports Club	Rural Areas	Adult		Poor	1	0.5	1	0.5	0	Spare capacity discounted due to poor quality.
115	Oakamoor Cricket Club (Davies Worthington Sports Ground)	Yes	Secure	Sports Club	Rural Areas	Youth	(9v9)	Poor	1	0	1	1	0	Spare capacity discounted due to poor quality.
117	South Moorlands Leisure Centre	Yes	Secure	Commercial	Cheadle	Adult		Poor	1	2.5	1	1.5	0	Pitch overplayed by 1.5 match sessions per week.
117	South Moorlands Leisure Centre	Yes	Secure	Commercial	Cheadle	Mini	(7v7)	Poor	1	4	2	2	0	Pitch overplayed by two match sessions per week.
119	St Edwards Junior High School	Yes	Secure	School	Leek	Adult		Standard	2	1.5	4	2.5	1.5	Actual spare capacity exists.
119	St Edwards Junior High School	Yes-unused	Unsecure	School	Leek	Mini	(7v7)	Poor	4	1	8	7	0	Spare capacity discounted due to pitch quality.
121	St Peters C of E (A) First School Pitch, Alton	Yes-unused	Unsecure	School	Rural Areas	Mini	(7v7)	Poor	1	1	2	1	0	Spare capacity discounted due to poor quality.
122	St. Werburgh's C. E. (A) Primary School, Kingsley	Yes-unused	Unsecure	School	Rural Areas	Mini	(5v5)	Poor	1	1	2	1	0	Spare capacity discounted due to poor quality.
122	St. Werburgh's C. E. (A) Primary School, Kingsley	Yes-unused	Unsecure	School	Rural Areas	Mini	(7v7)	Poor	2	2	4	2	0	Spare capacity discounted due to poor quality.
123	Stanfields Playing Fields	Yes	Secure	Local Authority	Cheadle	Mini	(7v7)	Standard	1	0	4	4	1	Actual spare capacity exists.
125	The John Pointon Sports and Recreation Facility, Cheddleton	Yes	Secure	Commercial	Rural Areas	Adult		Poor	1	1	1	-	0	No actual spare capacity exists.
126	The Valley Primary School, Oakamoor	Yes-unused	Unsecure	School	Rural Areas	Adult		Standard	1	1	2	1	0	Capacity discounted due to being on a unused school site.
126	The Valley Primary School, Oakamoor	Yes-unused	Unsecure	School	Rural Areas	Mini	(7v7)	Standard	1	1	4	3	0	Capacity discounted due to being on a unused school site.
127	Thorley Drive	Yes	Secure	Sports Club	Cheadle	Adult		Good	2	5	6	1	0	No capacity at peak time.
129	Waterhouses Playing Fields	Yes	Secure	Commercial	National Park	Adult		Standard	1	1.5	2	0.5	0	No capacity at peak time.
129	Waterhouses Playing Fields	Yes	Secure	Commercial	National Park	Mini	(7v7)	Poor	1	0.5	2	1.5	0	Spare capacity discounted due to poor pitch quality.
131	Westwood College	Yes	Unsecure	School	Leek	Adult		Standard	2	0.5	4	3.5	1.5	Actual spare capacity exists
131	Westwood College	Yes	Unsecure	School	Leek	Youth	(11v11)	Standard	1	1	2	1	0	Actual spare capacity exists.

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Site ID	Site name	Available for community use?	Type of tenure <sup>4</sup>	Management	Analysis area	Pitch type	Pitch size	Agreed quality rating	No. of pitches	Current play (match sessions)	Site capacity <sup>5</sup> (match sessions)	Overused (+), At Capacity (/) or Potential to Accommodate additional play (-)	Pitches available in peak period	Comments
161	Werrington Primary School	Yes-unused	Unsecure	School	Rural Areas	Mini	(5v5)	Poor	1	1	2	1	0	Capacity discounted due to being on an unused education site.
161	Werrington Primary School	Yes-unused	Unsecure	School	Rural Areas	Youth	(9v9)	Standard	1	1	2	1	0	Capacity discounted due to being on an unused education site.
164	Forsbrook Primary School	Yes-unused	Unsecure	School	Rural Areas	Youth	(9v9)	Standard	1	1	2	1	0	Capacity discounted due to being on an unused education site.

Table 2.12: Football pitch capacity analysis (No community use)

Site ID	Site name	Available for community use?	Type of tenure <sup>6</sup>	Management	Analysis area	Pitch type	Pitch size	Agreed quality rating	No. of pitches	Current play (match sessions)	Site capacity <sup>7</sup> (match sessions)	Overused (+), At Capacity (/) or Potential to Accommodate additional play (-)	Pitches available in peak period	Comments
113	Moorside High School, Werrington	No	Unsecure	School	Rural Areas	Adult		Poor	2	2	4	4	0	Unavailable for community use.
116	Painsley Catholic Science College	No	Unsecure	School	Cheadle	Adult		Poor	2	2	4	4	0	Unavailable for community use.
118	St Annes C of E (VC) Primary School Playing Field, Brown Edge	No	Unsecure	School	Rural Areas	Youth	(9v9)	Standard	1	1	2	2	0	Unavailable for community use.
124	The Cheadle Academy	No	Unsecure	School	Cheadle	Youth	(11v11)	Standard	2	2	4	4	0	Unavailable for community use.
128	Waterhouses Primary	No	Unsecure	School	Rural Areas	Youth	(9v9)	Standard	2	2	4	4	0	Unavailable for community use.
133	Woodhouse Academy	No	Unsecure	School	Biddulph	Youth	(11v11)	Standard	1	1	2	2	0	Unavailable for community use.
133	Woodhouse Academy	No	Unsecure	School	Biddulph	Youth	(9v9)	Standard	1	1	2	2	0	Unavailable for community use.
162	All Saints' CE(A) First School	No	Unsecure	School	Leek	Mini	(7v7)	Standard	1	1	4	4	0	Unavailable for community use.
163	The William Amory Primary School, Blythe Bridge	No	Unsecure	School	Rural Areas	Mini	(7v7)	Standard	1	1	4	4	0	Unavailable for community use.
165	Hollinsclough C of E Academy	No	Unsecure	School	National Park	Mini	(7v7)	Standard	1	1	4	4	0	Unavailable for community use.

<sup>6</sup> 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.

<sup>7</sup> Based on pitch quality The FA recommends a maximum number of match sessions to be accommodate per pitch type. Please refer to Section 2.4 for the full breakdown.

# STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

## **Actual spare capacity**

The table below highlights the pitches that are available at peak time and that have actual spare capacity in Staffordshire Moorlands. Please note that this does not include pitches that have had spare capacity discounted.

*Table 2.13: Summary of actual spare capacity*

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating
72	Birchall Playing Fields	Leek	Adult	4	4
74	Blythe Bridge Recreation Ground	Rural Areas	Adult	1	1.5
78	Caverswall Parish Council Playing Fields	Rural Areas	Adult	1	1.5
81	Cheadle Recreation Ground	Cheadle	Adult	1	1.5
83	Cheddleton Playing Fields	Rural Areas	Adult	1	0.5
98	Ipstones Memorial Ground	Rural Areas	Youth 9v9	1	1
105	Leek Hockey Club	Leek	Mini 5v5	1	3.5
			Mini 7v7	2	7.5
			Youth 9v9	1	1.5
119	St Edwards Junior High School	Leek	Adult	2	2.5
123	Stansfields Playing Field	Cheadle	Mini 7v7	1	4
131	Westwood College	Leek	Adult	2	3.5

*Table 2.14: Actual spare capacity summary*

Analysis area	Actual spare capacity (match sessions per week)				
	Adult	Youth (11v11)	Youth (9v9)	Mini (7v7)	Mini (5v5)
Biddulph	-	-	-	-	-
Cheadle	0.5	-	-	0.5	-
Leek	3.5	-	0.5	1.5	0.5
Rural Areas	1.5	-	0.5	-	-
National Park	-	-	-	-	-
<b>Staffordshire Moorlands</b>	<b>5.5</b>	<b>-</b>	<b>1</b>	<b>2</b>	<b>0.5</b>

The table shows a total of nine match equivalent sessions of actual spare capacity across Staffordshire Moorlands with the most expressed on adult pitches in the Leek Analysis Area.

## **Overplay**

Overplay occurs when there is more play accommodated on a site than it is able to sustain (which can often be due to the low carrying capacity of the pitches). In Staffordshire Moorlands, nine pitches are overplayed across three sites by a total of nine match equivalent sessions.

# STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Table 2.15: Overplay on pitches

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating
72	Birchall Playing Fields	Leek	Youth 11v11	2	2
			Youth 9v9	2	0.5
93	Halls Road Playing Fields	Biddulph	Adult	1	1
			Mini 5v5	1	2
117	South Moorlands Leisure Centre	Cheadle	Adult	1	1.5
			Mini 7v7	1	2

Each pitch type has some amount of overplay on it, with adult pitches accommodating the most (2.5 match equivalent sessions) and youth 9v9 pitches accommodating the least (0.5 match equivalent sessions). There is overplay in the Biddulph, Cheadle and Leek analysis areas but none in the Rural and National Park analysis areas.

Table 2.16: Overplay summary

Analysis area	Actual spare capacity (match sessions per week)				
	Adult	Youth (11v11)	Youth (9v9)	Mini (7v7)	Mini (5v5)
Biddulph	1	-	-	-	2
Cheadle	1.5	-	-	2	-
Leek	-	2	0.5	-	-
Rural areas	-	-	-	-	-
National park	-	-	-	-	-
<b>Staffordshire Moorlands</b>	<b>2.5</b>	<b>2</b>	<b>0.5</b>	<b>2</b>	<b>2</b>

## 2.6: Conclusions

Having considered supply and demand, the tables below identify current demand (i.e. spare capacity taking away overplay and any latent/ displaced demand) in each of the analysis areas for the different pitch types, based on match equivalent sessions. Future demand is based on club aspirational growth, as TGR's did not forecast the creation of any new teams.

Table 2.17: Spare capacity/ overplay of adult pitches

Analysis area	Actual spare capacity <sup>8</sup>	Demand (match equivalent sessions)				Total
		Overplay	Current total	Latent demand	Future demand	
Biddulph	-	1	1	-	-	1
Cheadle	0.5	1.5	1	-	0.5	1.5
Leek	3.5	-	3.5	-	-	3.5
Rural Areas	1.5	-	1.5	-	-	1.5
National Park	-	-	-	-	-	-
<b>Staffordshire Moorlands</b>	<b>5.5</b>	<b>2.5</b>	<b>3</b>	<b>-</b>	<b>0.5</b>	<b>2.5</b>

<sup>8</sup> In match equivalent sessions

## STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

On an overall basis, there is an adequate amount of adult football pitches to accommodate both current and future demand in Staffordshire Moorlands. Nevertheless, when looking at individual analysis areas it is evident that there are shortfalls in both the Biddulph and Cheadle analysis areas, both currently and in the future.

Table 2.18: Spare capacity/ overplay of youth 11v11 pitches

Analysis area	Actual spare capacity <sup>9</sup>	Demand (match equivalent sessions)				
		Overplay	Current total	Latent demand	Future demand	Total
Biddulph	-	-	-	0.5	-	0.5
Cheadle	-	-	-	-	-	-
Leek	-	2	2	-	1.5	3.5
Rural Areas	-	-	-	-	-	-
National Park	-	-	-	-	-	-
<b>Staffordshire Moorlands</b>	-	<b>2</b>	<b>2</b>	<b>0.5</b>	<b>1.5</b>	<b>4</b>

The table above shows that for youth 11v11 pitches in Staffordshire Moorlands there is an overall shortfall of two match equivalent sessions to accommodate current demand. When factoring in both latent and future demand, there is an overall shortfall totalling four match sessions that can be attributed to the Biddulph and Leek analysis areas, with all other analysis areas considered to be at capacity.

In addition, please note that a further 14 youth 11v11 match equivalent sessions (28 youth 11v11 teams) are recorded as taking place on adult pitches. As such, there is a clear need for an increase in youth 11v11 provision in order for this play to be transferred on to the correct pitch size without overplay being exacerbated. This in turn will also reduce shortfalls of adult pitches.

Table 2.19: Spare capacity/ overplay of youth 9v9 pitches

Analysis area	Actual spare capacity <sup>10</sup>	Demand (match equivalent sessions)				
		Overplay	Current total	Latent demand	Future demand	Total
Biddulph	-	-	-	-	-	-
Cheadle	-	-	-	-	-	-
Leek	0.5	0.5	-	-	-	-
Rural Areas	0.5	-	0.5	-	-	0.5
National Park	-	-	-	-	-	-
<b>Staffordshire Moorlands</b>	<b>1</b>	<b>0.5</b>	<b>0.5</b>	-	-	<b>0.5</b>

The current picture shows that there is an overall adequate amount of youth 9v9 pitches to accommodate demand both now and in the future, with minimal spare capacity existing in the Rural Areas Analysis Area.

<sup>9</sup> In match equivalent sessions

<sup>10</sup> In match equivalent sessions

## STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Table 2.20: Spare capacity/ overplay of mini 7v7 pitches

Analysis area	Actual spare capacity <sup>11</sup>	Demand (match equivalent sessions)				Total
		Overplay	Current total	Latent demand	Future demand	
Biddulph	-	-	-	-	-	-
Cheadle	0.5	2	1.5	1	-	2.5
Leek	1.5	-	1.5	-	1	0.5
Rural Areas	-	-	-	-	-	-
National Aark	-	-	-	-	-	-
<b>Staffordshire Moorlands</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>2</b>

At present, there is an overall sufficient supply of mini 7v7 pitches in Staffordshire Moorlands; however, once broken down into individual analysis areas it is evident that shortfalls are present both currently and in the future in the Cheadle Analysis Area. This also results in an overall future shortfall in Staffordshire Moorlands equating to two match equivalent sessions, despite spare capacity existing in the Leek Analysis Area.

Table 2.21: Spare capacity/ overplay of mini 5v5 pitches

Analysis area	Actual spare capacity <sup>12</sup>	Demand (match equivalent sessions)				Total
		Overplay	Current total	Latent demand	Future demand	
Biddulph	-	2	2	-	-	2
Cheadle	-	-	-	-	1	1
Leek	0.5	-	0.5	-	-	0.5
Rural Areas	-	-	-	-	-	-
National Park	-	-	-	-	-	-
<b>Staffordshire Moorlands</b>	<b>0.5</b>	<b>2</b>	<b>1.5</b>	<b>-</b>	<b>1</b>	<b>2.5</b>

The current picture shows that there is a current shortfall of mini 5v5 pitches solely attributed to overplay in the Biddulph Analysis Area. When accounting for future demand, shortfalls are also created in the Cheadle Analysis Area, resulting in an overall future shortfall of 2.5 match equivalent sessions per week across Staffordshire Moorlands.

Taking into account the above tables, the table overleaf summarises the level of spare capacity and shortfalls on each pitch type across Staffordshire Moorlands as a whole.

<sup>11</sup> In match equivalent sessions

<sup>12</sup> In match equivalent sessions

# STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Table 2.22: Spare capacity/overplay summary in Staffordshire Moorlands

Analysis area	Actual spare capacity <sup>13</sup>	Demand (match equivalent sessions)				
		Overplay	Current total	Latent demand	Future demand	Total
Adult	5.5	2.5	3	-	0.5	2.5
Youth 11v11	-	2	2	0.5	1.5	4
Youth 9v9	1	0.5	0.5	-	-	0.5
Mini 7v7	2	2	-	1	1	2
Mini 5v5	0.5	2	1.5	-	1	2.5
<b>Staffordshire Moorlands</b>	<b>9</b>	<b>9</b>	<b>-</b>	<b>1.5</b>	<b>4</b>	<b>5.5</b>

There is a current shortfall of youth 11v11 and mini 5v5 pitches, with mini 7v7 pitches played to capacity and spare capacity evident on adult and youth 9v9 pitches. Taking into account future demand, Shortfalls worsen on youth 11v11 and mini 5v5 pitches and are created on mini 7v7 pitches. Minimal spare capacity remains on adult and youth 9v9 pitches.

In order to reduce shortfalls, there is a clear need for pitch quality improvements, which will increase pitch capacity. There is also a potential need for access to more pitches, which can be gained through access to sites currently unavailable for community use.

#### Football – grass pitch summary

- ◀ The audit identifies a current total of 90 grass football pitches in Staffordshire Moorlands across 43 sites. Of these, 76 pitches are available for community use across 33 sites.
- ◀ There are no disused sites in Staffordshire Moorlands.
- ◀ In total, 40 community available pitches are assessed as standard quality, 33 are assessed as poor quality and three are assessed as good quality.
- ◀ Hall Road Playing Fields, Biddulph, Harrison Park, Leek and Ball Haye Green Football Club, Leek are all identified as having poor quality ancillary provision.
- ◀ There are 28 youth teams identified as playing on adult pitches, suggesting provision does not adequately meet the requirements of teams in Staffordshire Moorlands.
- ◀ Ball Haye Green FC has unsecure tenure as its lease agreement has come to an end
- ◀ There are three clubs in Staffordshire Moorlands which play in the football pyramid, Leek Town FC, Ball Haye Green FC and Leek CSOB FC.
- ◀ A total of 137 teams were identified as playing within Staffordshire Moorlands. This consists of 37 men's, one women's, 46 youth boys', seven youth girls' and 46 mini soccer teams.
- ◀ There is latent demand equating to 0.5 youth 11v11 match sessions and one mini 7v7 match session equivalents.
- ◀ Team generation rates (2031) do not predict the creation of any additional teams. Future demand expressed by clubs, however, equates to four match sessions.
- ◀ There is a total of nine match equivalent sessions of actual spare capacity across Staffordshire Moorlands with most identified on adult pitches and in the Leek Analysis Area.
- ◀ There are nine pitches overplayed across three sites by a total of nine match equivalent sessions.
- ◀ There is a current shortfall of youth 11v11 and mini 5v5 pitches, with mini 7v7 pitches played to capacity and spare capacity existing on adult and youth 9v9 pitches.
- ◀ Taking into account future demand, shortfalls worse on youth 11v11 and mini 5v5 pitches and are created on mini 7v7 pitches.

<sup>13</sup> In match equivalent sessions

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## PLAYING PITCH ASSESSMENT

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

#### 3.1 Introduction

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

*Table 3.1: 3G type and sport suitability*

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

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

Competitive football can take place on 3G surfaces that have been FA or FIFA certified and a growing number of 3G pitches are now used for competitive match play at mini soccer and youth level. The recommended FA dimensions for a full sized 3G pitch are 100 x 64 metres with additional run off areas of three metres required on each side. Minimum playing area dimensions to meet performance standard criteria for competitive football are 90 x 45 metres (or 100 x 64 metres for FIFA sanctioned international matches), with additional run off areas of three metres required on each side. FIFA 3G pitch certification is required to host competitive adult match play at Step 3 and below, whilst for teams playing at Steps 1 or 2 pitches are required to have FIFA Pro standard certification, further information on which is included later in the section. Football training can take place on sand and water based surfaces but is not the preferred option.

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

World Rugby produced the 'Performance Specification for Artificial Grass Pitches for Rugby', more commonly known as 'Regulation 22' that provides the necessary technical detail to produce pitch systems that are appropriate for rugby. The artificial surface standards identified in Regulation 22 allow matches to be played on surfaces that meet the standard. Full contact activity, including tackling, rucking, mauling and lineouts can take place. All full size World Rugby compliant 3G pitches feature on the RFU register, including expiry dates of certification<sup>14</sup>. Upon registration, World Rugby compliancy is valid for two years before renewal and retesting is required.

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

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

## 3.2: Current provision

In the Staffordshire Moorlands, there are no full sized 3G pitches. A full size 3G pitch is considered by the FA to measure at least 100 x 64 metres (106 x 70 metres including run offs). There are, however, six smaller sized 3G pitches spread throughout the District of which four offer community use, it should be however noted that none of these are on the FA register and therefore cannot accommodate competitive football.

*Table 3.2: Small sided 3G pitches in Staffordshire Moorlands*

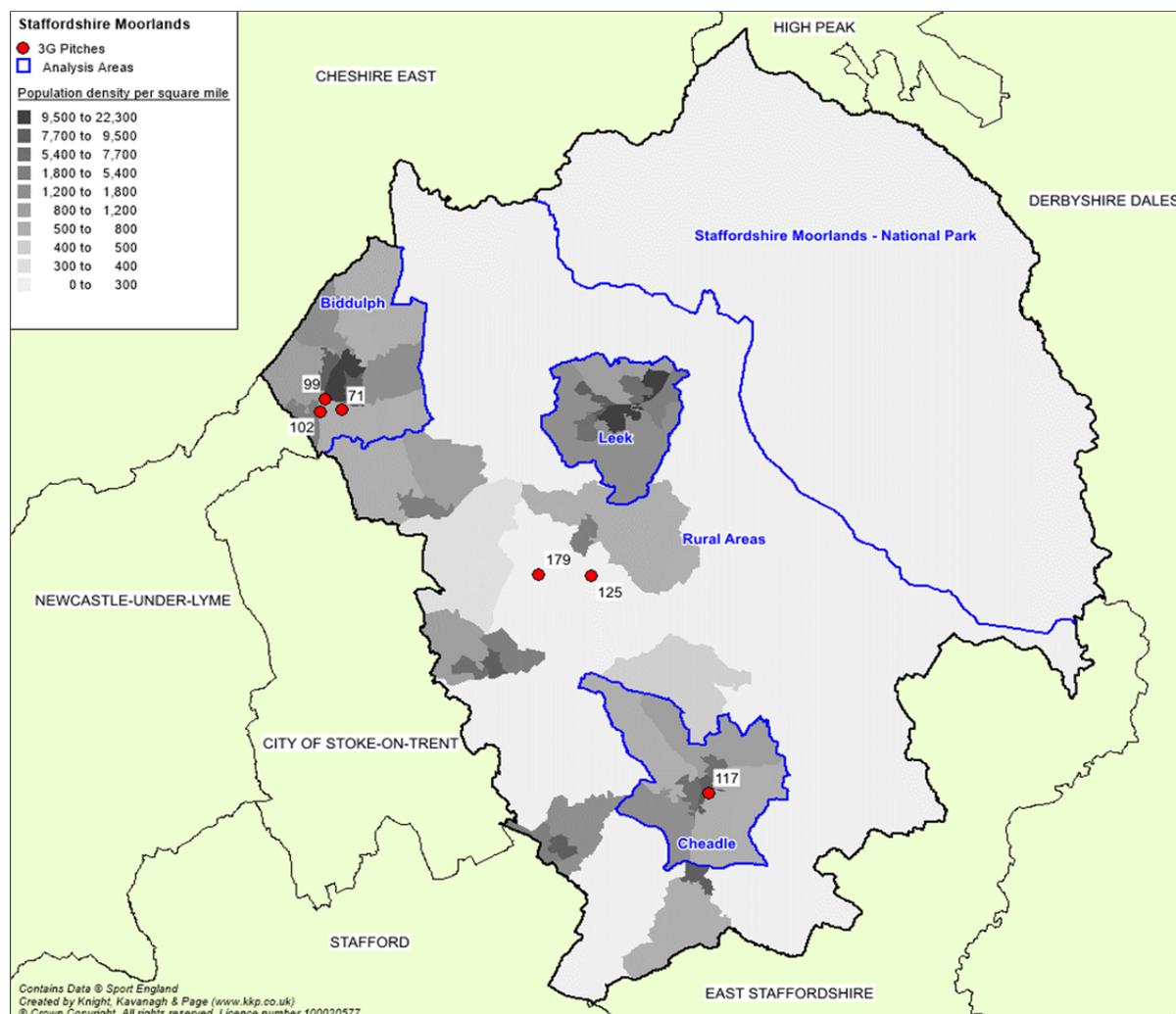
Site ID	Site name	Analysis area	Community use?	Floodlit?	Size (metres)
71	Biddulph High School	Biddulph	Yes	Yes	65 x 35
99	James Bateman Junior School	Biddulph	No	No	70 x 50
102	Knypersley Victoria Sports Club	Biddulph	Yes	Yes	40 x 20
117	South Moorlands Leisure Centre	Cheadle	Yes	Yes	60 x 40
125	The Join Pointon Sports & Recreation Facility, Cheddleton	Rural Areas	Yes	Yes	50 x 45
179	Cicely Haughton School, Wetley Rocks	Rural Areas	No	No	31 x 17

Of the pitches, both James Bateman Junior School, Biddulph and Cicely Haughton School, Wetley Rocks are unavailable for community use and are not floodlit. There may be scope in the future to work with each provider to allow community use of each respective facility if each pitch can be floodlit and an adequate staffing infrastructure can be implemented. The four pitches that are available to the community (Biddulph High School, Knypersley Victoria Sports Club, Biddulph, South Moorlands Leisure Centre, Cheadle and the Join Pointon Sports & Recreation Facility. Cheddleton) are floodlit.

Figure 3.1 overleaf shows the location of all 3G pitches within Staffordshire Moorlands.

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Figure 3.1: Location of 3G AGPs in Staffordshire Moorlands



## FA/FIFA approved pitches

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

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

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

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

As well as full size 3G pitches, smaller sized pitches can also be FA tested so that they can host mini and youth matches; however, this is not the case in Staffordshire Moorlands. No pitches are identified as being on the FA register and as such no pitch within the District can accommodate competitive match play.

### ***World Rugby compliant pitches***

To enable 3G pitches to host competitive rugby union matches, World Rugby has developed the Rugby Turf Performance Specification. This is to ensure that the surfaces replicate the playing qualities of good quality grass pitches, provide a playing environment that will not increase the risk of injury and are of an adequate durability. The specification includes a rigorous test programme that assesses ball/surface interaction and player/surface interaction and has been modified to align the standard with that of FIFA. Any 3G pitch used for any form of competitive rugby must comply with this specification and must be re-tested every two years to maintain its World Rugby compliance.

There are no World Rugby compliant in Staffordshire Moorlands and it is not considered to be a target area for one to be supplied in the future.

### ***Management***

Each of the four 3G pitches available for community use in Staffordshire Moorlands have a different management type. The pitch at Biddulph High School is managed by external lettings company School Letting Solutions (SLS), Knypersley Victoria Sports Club, Biddulph is managed by the host club, John Pointon Sports and Recreational Facility, Cheddleton is managed privately and South Moorlands Leisure Centre, Cheadle is managed by Parkwood Leisure.

James Bateman Junior School, Biddulph and Cicely Haughton School, Wetley Rocks are managed in house by the respective schools.

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### Availability

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

Availability varies slightly for the community available pitches throughout the week. All pitches allow for day time usage with the exception of Biddulph High School, which is used for curricular teaching and extracurricular activities until 18:00 Monday-Friday. Of the three remaining pitches, each can be utilised throughout the day and at weekends.

Table 3.3: Summary of 3G pitch availability

Site ID	Site	Analysis area	Availability
71	Biddulph High School	Biddulph	Available to the community from 18:00 until 21:00 Monday to Friday and from 09:00 until 17:00 on Saturdays and Sundays
102	Knypersley Victoria Sports Club	Biddulph	Available to the community from 09:00 until 21:00 Monday to Friday and from 09:00 until 20:00 on Saturdays and Sundays
117	South Moorlands Leisure Centre	Cheadle	Available to the community from 08:00 until 22:00 Monday to Friday, from 08:00 until 20:00 on Saturdays and from 08:00 until 18:00 Sundays.
125	The Join Pointon Sports & Recreation Facility, Cheddleton	Rural Areas	Available to the community from 09:00 until 21:00 Monday to Friday and from 09:00 until 20:00 on Saturdays and Sundays

### Quality

The carpet of an AGP usually lasts for approximately ten years and it is recommended that a sinking fund is put into place to enable long term sustainability, on-going repairs and future refurbishment beyond this time period.

Of the four community available 3G pitches, three are assessed as standard quality and one is assessed as poor quality. The poor quality pitch is located at Biddulph High School; the pitch has a carpet which is past its recommended life expectancy and consultation suggests that it has had limited repair and maintenance work carried out since its creation.

Pitches located at James Bateman Junior School, Biddulph and Cicely Haughton School, Wetley Rocks are identified as standard quality.

Table 3.4: Age and quality of community use 3G pitches

Site ID	Site	Analysis area	Year installed/resurfaced	Quality
71	Biddulph High School	Biddulph	2006	Poor
102	Knypersley Victoria Sports Club	Biddulph	Unknown	Standard
117	South Moorlands Leisure Centre	Cheadle	2013	Standard
125	The Join Pointon Sports & Recreation Facility, Cheddleton	Rural Areas	2013	Standard

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## PLAYING PITCH ASSESSMENT

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### ***Ancillary facilities***

All 3G pitches are accompanied by ancillary facilities that are considered adequate and no issues were raised during consultation or via site assessments.

### **3.3: Demand**

Demand for all available 3G pitches in Staffordshire Moorlands is considered to be high with consultation suggesting that pitches are close to capacity at desirable times, especially during winter when teams are more likely to train on a floodlit AGP.

Due to the size of the pitches, they are generally only considered adequate to accommodate training for junior teams. This results in many teams, especially adults, training on sand-based AGPs, which are less preferred, or on full size 3G pitches outside of Staffordshire Moorlands. In addition, some clubs report that they do not train at all due to a lack of suitable provision.

### ***Football***

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

### ***Training demand***

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

The FA's long-term ambition is to provide every affiliated team in England the opportunity to train once per week on a floodlit 3G surface, together with priority access for every Charter Standard Community Club through a partnership agreement. In order to calculate the number of football teams a 3G pitch can service for training, peak time access is considered to be from 18:00 until 22:00 Tuesday-Thursday resulting in an overall peak period of 12 hours per week. Mondays and Fridays are not included within this calculation as it is considered that most teams do not want to train in such close proximity to a weekend match.

Full size 3G pitches are divided into thirds or into quarters for training purposes meaning they can accommodate either three or four teams per hour and either 36 or 48 teams per week (during the peak training period). Based on an average of these numbers it is therefore estimated that 42 teams can be accommodated on one full size 3G pitch for training.

As there are 137 teams currently playing in Staffordshire Moorlands. This means there is a demand for three full size 3G pitches (rounded down from 3.2) and therefore a current shortfall of three pitches. When considering future demand (based on population change and future demand expressed by clubs) the figure remains at three full size 3G pitches. It should be noted however that the role of both sand based and small sided pitches in Staffordshire Moorlands needs to be recognised and that future plans to create 3G pitches should take into account the aforementioned provision.

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Alternatively, the table below considers the number of full size 3G pitches required if every team was to remain training within the respective analysis area that they play in. For this, please note that the 3G requirement is rounded up to ensure that every team is accommodated. That said, this approach may not be sustainable and any development beyond the number of pitches required for Staffordshire Moorlands as a whole must have robust business plans to justify further provision.

*Table 3.5: Current demand for 3G pitches in Staffordshire Moorlands (42 teams per pitch)*

Analysis area	Current number of teams	3G requirement	Current number of full size 3G pitches	Current shortfall	Future number of teams	Future shortfall
Biddulph	30	1	-	1	30	1
Cheadle	27	1	-	1	30	1
Leek	59	2	-	2	64	2
Rural areas	17	1	-	1	-	1
National park	4	1	-	1	-	1
<b>Staffordshire Moorlands</b>	<b>137</b>	<b>6</b>	<b>-</b>	<b>6</b>	<b>145</b>	<b>6</b>

As a breakdown, there is shortfall of six full size 3G pitches based on teams training within their analysis area and this remains the same when considering future demand. Leek has the highest shortfall of two 3G pitches, which is particularly notable as there are no smaller sized 3G pitches within the Analysis Area.

### *Moving match play to 3G pitches*

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

In the Strategy document that follows this report, scenarios will be run to determine how many full size 3G pitches are required to satisfy certain levels of match play demand.

### **3.4: Supply and demand analysis**

The FA model suggests that to meet training demand there is a need for three full size community available 3G pitches to accommodate both current and future demand. As such, there is a clear need for such pitches to be developed. First and foremost, the priority location for this should be the Leek Analysis Area given that it services the highest number of teams and is currently without any sort of 3G provision.

In the meantime, the current smaller sized pitch stock requires sustaining to continue satisfying training demand and casual demand, particularly for junior football teams. To that end, providers are encouraged to put sinking funds in place to ensure future refurbishment.

It is also recommended that all new and existing pitches undergo FA testing every three years to remain or become FA approved to host competitive matches.

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### 3G pitch summary

- ◀ There are no full sized 3G pitches in Staffordshire Moorlands.
- ◀ There are six smaller sized 3G pitches, none of which are on the FA register.
- ◀ Of the six smaller sized 3G pitches, four are available for community use and floodlit, with the other two neither available nor floodlit
- ◀ Of the community available pitches, three are standard quality and one is poor quality.
- ◀ In order to satisfy current and future training demand, there is a need for three full size 3G pitches. However, due to the rural nature of Staffordshire Moorlands, FA registered small sided pitches will have a substantial impact on adequately meeting demand across the District.
- ◀ It should however be recognised that the role of both sand based and small sided 3G pitches have a role to play in accommodating training demand and new provision should take this into consideration.
- ◀ Priority should therefore be placed on the creation of new 3G pitches in order to reduce shortfalls.

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## PART 4: CRICKET

### 4.1: Introduction

Staffordshire Cricket Board (SCB) is responsible for the governance of cricket within Staffordshire Moorlands. Its aim is to promote the game at all levels through partnerships with professional and recreational cricket clubs and other appropriate agencies.

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

Senior cricket is typically played in leagues on Saturday afternoons, however, in Staffordshire Moorlands; there is also a strong Sunday league structure. Many clubs choose to field a team on both days, meaning there is similar level of demand for access to pitches. The youth league structure tends to be club based matches which are played mid-week, meaning there is usually no conflict with access to squares, with matches generally played on various nights (Monday-Friday).

### **Consultation**

There are nine Staffordshire Moorlands based cricket clubs affiliated to the ECB. Of these, eight responded to consultation requests resulting in an 89% response rate. The table below indicates which clubs were responsive and those that were not.

*Table 4.1: Summary of consultation*

<b>Name of club</b>	<b>Responded?</b>
Ashcombe Park CC, Cheddleton	No
Bagnall Norton CC, Bagnall	Yes
Blythe CC, Cresswell	Yes
Cheadle CC	Yes
Checkley CC	Yes
Endon CC	Yes
Kynpersley CC	Yes
Leek CC	Yes
Oakamoor CC	Yes

### 4.2: Supply

In total, there are 13 grass wicket cricket squares in the Staffordshire Moorlands located across 12 sites. Oakamoor Cricket Club is the only site which contains two grass cricket squares.

### **Disused provision**

Leek Rugby Club has a disused cricket square at its home site. The square is the previous home square of Staffordshire Moorlands CC before it merged with Leek CC over four years ago. As such, the square has not been used since.

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Table 4.2: Summary of grass wicket squares available for community use

Analysis area	Number available for community use
Biddulph	1
Cheadle	1
Leek	1
Rural Areas	8
National Park	2
<b>Staffordshire Moorlands</b>	<b>13</b>

As can be seen in the table above, the majority of cricket provision (62%) is located in the Rural Areas Analysis Area.

### **Future supply**

Two clubs report aspirations to develop new grounds to accommodate growing senior and junior sections.

Checkley CC has aspirations to purchase the field adjacent to its current site in order to accommodate both future growth and teams currently exported outside of the local authority (discussed further on in the report).

Blythe CC has aspirations to develop an additional ground to support its growth aspirations in addition to allowing land currently used for junior matches on an NTP to become an overspill car park, with some junior demand transferred to the new ground.

### **Non-turf pitches (NTPs)**

The ECB highlights that NTPs which follow its TS6 guidance on performance standards are suitable for high level, senior play. Additionally, NTPs not only assist with training (with the aid of mobile nets) but they are also frequently used for junior matches, which in turn can help reduce excessive use of grass wickets.

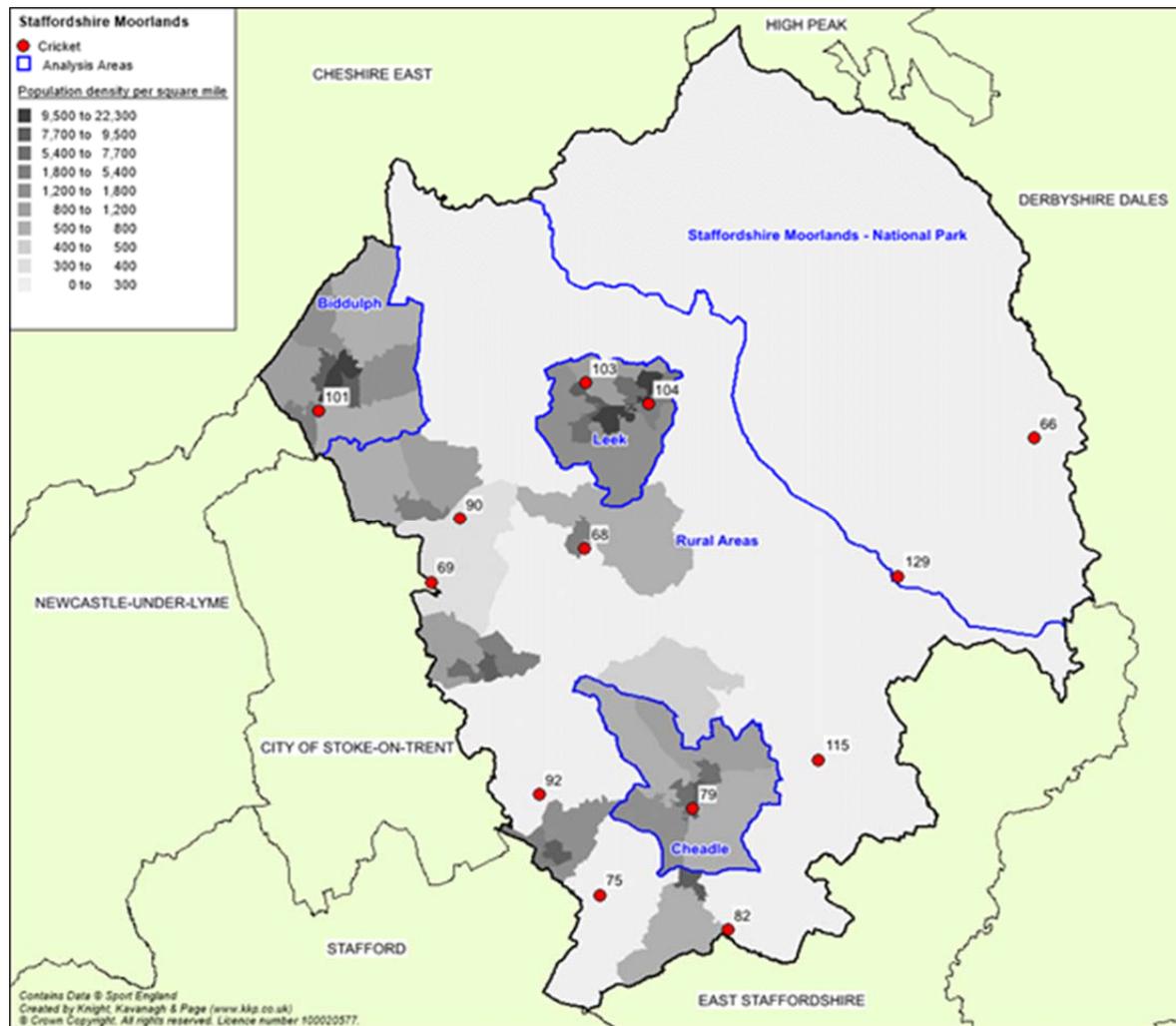
There is just one NTP accompanying a grass wicket square in the Staffordshire Moorlands located at Knypersley Cricket Club. In addition, there are also four standalone NTPs located at the following sites:

- ◀ Blythe Cricket Club
- ◀ Cheadle Academy
- ◀ Endon Cricket Club
- ◀ Painsley Catholic Science College

The map overleaf identifies the location of all cricket squares (grass and non-turf) currently servicing Staffordshire Moorlands.

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Figure 4.1: Location of cricket pitches in Staffordshire Moorlands



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Table 4.3: Summary of cricket squares in Staffordshire Moorlands

Site ID	Site	Analysis area	No. of squares	Community use?	Number of wickets	
					Grass	Non-turf
66	Alstonefield Cricket Club	National Park	1	Yes	6	-
68	Ashcombe Park Cricket Club, Cheddleton	Rural Areas	1	Yes	13	-
69	Bagnall Cricket Club	Rural Areas	1	Yes	10	-
75	Blythe Cricket Club	Rural Areas	1	Yes	13	-
79	Cheadle Cricket Club	Cheadle	1	Yes	12	-
82	Checkley Cricket Club	Rural Areas	1	Yes	17	-
90	Endon Cricket Club	Rural Areas	1	Yes	10	-
92	Forsbrook Cricket Club	Rural Areas	1	Yes	10	-
101	Knypersley Cricket Club	Biddulph	1	Yes	10	1
103	Leek Cricket Club	Leek	1	Yes	12	-
115	Oakamoor Cricket Club (Davies Worthington Sports Ground)	Rural Areas	2	Yes	20	-
					7	-
129	Waterhouses Playing Fields	National Park	1	Yes-unused	1	-

### Security of tenure

All clubs responsive to consultation have freehold of their respective home site.

### Quality

As part of the PPS Guidance, there are three levels to assessing the quality of cricket pitches: good, standard and poor. Maintaining high pitch quality is the most important aspect of cricket; if the wicket is poor, it can affect the quality of the game and can, in some instances, become dangerous. To obtain a full technical assessment of wicket and pitches, the ECB recommends a Performance Quality Standard (PQS) assessment. The PQS looks at a cricket square to ascertain whether the pitch meets the Performance Quality Standards which are benchmarked by the Institute of Groundsmanship (IOG).

The non-technical assessments carried out on community available grass wicket squares in Staffordshire Moorlands found ten squares to be standard quality and three to be good quality. No squares were assessed as poor quality.

Table 4.4: Individual site quality scores

Site ID	Site name	Quality rating
66	Alstonefield Cricket Club	Standard
68	Ashcombe Park Cricket Club	Standard
69	Bagnall Cricket Club	Standard
75	Blythe Cricket Club	Good
79	Cheadle Cricket Club	Standard
82	Checkley Cricket Club	Standard
90	Endon Cricket Club	Good

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Site ID	Site name	Quality rating
92	Forsbrook Cricket Club	Standard
101	Knypersley Cricket Club	Standard
103	Leek Cricket Club	Good
115	Oakamoor Cricket Club (Davies Worthington Sports Ground)	Standard
		Standard
129	Waterhouses Playing Fields	Standard

In support of the assessment findings, all responding clubs rate their squares as either good or standard quality. That being said, Bagnall Norton CC highlights issues with its grass square being on a slight slope which causes issues when there is heavy rain, particularly with water running under covers before and during games which in turn can lead to the cancellation of fixtures.

Checkley CC highlights that it has an ongoing issue with badgers on the boundary of its outfield which causes ground undulation. It did, however, report that this does not affect the cricket square, although it does heavily impact on training. This is due to the practice nets potentially being unsafe due to ground undulation affecting the flight of the ball.

The audit of NTPs assessed the NTP accompanying the grass wickets at Knypersley as standard quality. Similarly, both standalone NTPs at Endon CC and Blythe CC are assessed as standard quality, whereas the NTP located at Cheadle Academy is identified as being poor quality due to surface damage.

## ***Ancillary facilities***

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

Endon CC highlights that its ancillary provision is outdated and not adequate for the Club. It has access to two small changing rooms with a small communal shower area which restricts access for its girls' team as it cannot access changing provision at the same time as boys and men's teams. Further to this, there is often issues with access which requires members to arrive pre-changed ready to play or train. The Club has aspirations to develop its ancillary provision to be able to better accommodate all playing members adequately.

Similarly, Checkley CC has access to just two small changing rooms which it reports is inadequate for the number of teams it operates. The rooms are outdated and have communal shower and toilet facilities. The Club has aspirations to develop a new clubhouse facility which can accommodate more changing rooms and a modern social area. It also highlights that it has no disability access to its current clubhouse and it would be interested in help to improve this.

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### *Training facilities*

Access to cricket nets is important, particularly for structured training sessions throughout the cricket pre-season and playing season. The following clubs state demand for additional training facilities:

- ◀ Endon CC – 1x mobile net
- ◀ Checkley CC – 1x fixed net
- ◀ Oakamoor CC – 1x fixed net
- ◀ Bagnall Norton CC – 1x mobile net, 1x fixed net
- ◀ Blythe CC – 3x fixed nets
- ◀ Cheadle CC – 1x NTP

### **4.3: Demand**

In total, there are nine affiliated clubs based in Staffordshire Moorlands generating 89 teams that play within the District. This equates to 33 senior men's, 55 junior boys' and one junior girls' team.

Please note that these figures and the table below discount exported teams, which are identified later in this section of the report. In contrast, it includes unaffiliated demand expressed by Alstonefield CC and imported demand (also identified later in this section of the report) expressed by Hem Heath CC, Stoke-on-Trent, as this is demand that accesses squares within the District.

*Table 4.5: Summary of teams playing in Staffordshire Moorlands*

Club name	No. of competitive teams			
	Senior men's	Senior women's	Junior boys'	Junior girls'
Alstonefield CC (unaffiliated demand)	1	-	-	-
Ashcombe Park CC, Cheddleton	3	-	7	-
Bagnall CC	5	-	5	-
Blythe CC	3	-	5	-
Cheadle CC	3	-	6	-
Checkley CC	4	-	13	-
Endon CC	3	-	6	1
Hem Heath CC, Stoke-on-Trent (imported demand)	2	-	-	-
Knypersley CC	3	-	4	-
Leek CC	3	-	4	-
Oakamoor CC	3	-	7	-
<b>Total</b>	<b>33</b>	<b>-</b>	<b>55</b>	<b>1</b>

As seen, the landscape of cricket within Staffordshire Moorlands is strong with all affiliated clubs operating a minimum of four junior teams.

Although there are no senior women's teams identified as playing competitive cricket, there are a number of clubs which operate women's softball cricket teams. It is recognised that in the future these sides may transition into hardball cricket and create additional demand on each respective home square.

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Clubs operating softball senior softball cricket teams are:

- ◀ Oakamoor CC
- ◀ Checkley CC
- ◀ Endon CC
- ◀ Knypersley CC

### ***Participation trends***

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

Contrary to this, participation in Staffordshire Moorlands generally seems stable as the majority of clubs' report that the number of teams fielded has remained static or increased over the previous three years. In fact, Knypersley CC is the only club that reports a decrease in teams, stating a lack of available players as the main reason.

### ***Exported demand***

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

Checkley CC is the only club identified as exporting demand outside of Staffordshire Moorlands as the Club has a senior men's team playing fixtures at Denstone College, Uttoxeter (East Staffordshire). This is because it cannot be accommodated at either its home ground or at cricket squares in closer proximity to its home ground. The Club reports that although this is adequate, it does on occasion struggle to access provision at Denstone College due to the high number of fixtures that are played by school teams.

### ***Imported demand***

Imported demand refers to teams which are registered outside of the study area accessing pitches within because demand cannot be accommodated within its immediate locality. Hem Heath CC, based in Stoke-on-Trent, accesses Forsbrook Cricket Ground in Staffordshire Moorlands as a venue to accommodate its Saturday senior third and four teams, as these cannot be accommodated in Stoke.

### ***Future demand***

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

Team generation rates are used overleaf as the basis for calculating the number of teams likely to be generated in the future (2031) based on population growth. Using this method, it is not anticipated that any additional teams will be created.

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Table 4.6: Team generation rates based on population growth (District-wide)

Age group	Current population within age group	Current no. of teams	Team Generation Rate <sup>15</sup>	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (18-55)	22,071	30	1:736	20,144	27.4	0
Senior Womens (18-55)	22,206	1	1:22,206	19,221	0.9	0
Junior Boys (7-17)	6,526	55	1:119	6,349	53.5	0
Junior Girls (7-17)	6,195	1	1:6195	6,190	1.0	0

## Participation increases

Six clubs report plans to increase their number of teams in the future. These are:

- ◀ Checkley CC
- ◀ Endon CC
- ◀ Bagnall Norton CC
- ◀ Kynpersley CC
- ◀ Cheadle CC
- ◀ Leek CC

Both Checkley CC and Kynpersley CC have future demand aspirations for two additional junior teams each, whilst Leek CC has aspirations for one additional junior team. Bagnall Norton CC has future demand aspirations for a senior women's team and one junior team, whereas Cheadle CC has aspirations for one senior men's team and one junior team. Endon CC has aspirations for both a senior women's team and a senior men's team in addition to two junior teams.

## 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. Currently there is no LMS franchises operating in Staffordshire Moorlands.

## North Staffordshire & District Cricket League

The North Staffordshire & District Cricket League is committed to providing a competitive but still friendly league for all clubs in the Staffordshire Moorlands area. Currently, the league operates four divisions within the league structure of which four clubs from the Staffordshire Moorlands District participate:

- ◀ Bagnall Norton CC
- ◀ Cheadle CC
- ◀ Blythe CC

<sup>15</sup> Please note TGR figures are rounded down to the nearest whole number.

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### ◀ Checkley CC

#### **Peak time demand**

An analysis of match play identifies peak time demand for senior cricket as Saturday, with 18 teams playing on this day compared to nine that play on a Sunday. For junior cricket, peak time demand is considered to be mid-week, although some teams do play on a Sunday. It should therefore be noted that mid-week cricket has the potential to be spread across numerous days (Monday-Friday) and as a result squares have greater capacity to carry junior demand (providing the pitches are not overplayed).

#### **4.4: Capacity analysis**

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

To help calculate square capacity, the ECB suggests that a good quality natural turf wicket should be able to take 5 matches per season per grass wicket (adults). This information is used to allocate capacity ratings as follows:

<b>Potential capacity</b>	Play is below the level the site could sustain
<b>At capacity</b>	Play matches the level the site can sustain
<b>Overused</b>	Play exceeds the level the site can sustain

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

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

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Table 4.7: Cricket grass pitch capacity

Site ID	Site name	Analysis area	No. of squares	Community use?	Quality rating	No. of grass wickets	Capacity (sessions per season)	Actual play (sessions per season)	Capacity rating (sessions per season)
66	Alstonefield Cricket Club	National Park	1	Yes	Standard	6	30	10	20
68	Ashcombe Park Cricket Club	Rural Areas	1	Yes	Standard	13	65	70	5
69	Bagnall Norton Cricket Club	Rural Areas	1	Yes	Standard	11	55	66	11
75	Blythe Cricket Club	Rural Areas	1	Yes	Good	13	65	50	15
79	Cheadle Cricket Club	Cheadle	1	Yes	Standard	12	60	55	5
82	Checkley Cricket Club	Rural Areas	1	Yes	Standard	17	85	89	4
90	Endon Cricket Club	Rural Areas	1	Yes	Good	10	50	62	12
92	Forsbrook Cricket Ground	Rural Areas	1	Yes	Standard	10	50	25	25
101	Knypersley Cricket Club	Biddulph	1	Yes	Standard	12	60	52	8
103	Leek Cricket Club	Leek	1	Yes	Good	12	60	54	6
115	Oakamoor Cricket Club (Davies Worthington Sports Ground)	Rural Areas	2	Yes	Standard	10	50	50	-
						6	30	17	13
129	Waterhouses Playing Fields	National Park	1	Yes	Standard	1	5	-	5

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## 4.5: Supply and demand analysis

### *Spare capacity*

The next step is to ascertain whether or not any identified 'potential capacity' can be deemed 'spare capacity'. There may be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as spare capacity against the site. For example, a site may be managed to regularly operate slightly below full capacity to ensure that it can cater for a number of regular training sessions, or to protect the quality of the site.

There are eight squares that show potential spare capacity on grass wicket squares in the Staffordshire Moorland totalling 97 match equivalent sessions per season. Where there is a significant amount of potential capacity available, however, this may not represent actual space capacity (i.e. whether a pitch is available at the peak time). Where spare capacity is identified on a Saturday this can be deemed as actual spare capacity.

*Table 4.8: Summary of actual spare capacity*

Site ID	Site name	Analysis area	No. of pitches	Amount of spare capacity (match sessions)	Squares available at peak time
66	Alstonefield Cricket Club	National Park	1	20	1
75	Blythe Cricket Club	Rural Areas	1	15	-
79	Cheadle Cricket Club	Cheadle	1	5	-
92	Forsbrook Cricket Ground	Rural Areas	1	25	-
101	Knypersley Cricket Club	Biddulph	1	8	-
103	Leek Cricket Club	Leek	1	6	-
115	Oakamoor Cricket Club (Davies Worthington Sports Ground)	Rural Areas	1	13	0.5
129	Waterhouses Playing Fields	National Park	1	5	-

Despite eight squares showing potential spare capacity, only two show actual spare capacity on a Saturday. Alstonefield Cricket Club can accommodate two additional teams; Oakamoor Cricket Club can accommodate one additional team.

### *Overplay*

As guidance, all pitches receiving more than five match equivalent sessions per wicket per season are adjudged to be overplayed. On this basis, overplay in Staffordshire Moorlands is high, with five squares overplayed by a total of 32 match equivalent sessions, as seen in the following table.

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Table 4.9: Summary of overplay

Site ID	Site name	Analysis area	No. of squares	Overplay (matches per season)
68	Ashcombe Park Cricket Club, Cheddleton	Rural Areas	1	5
69	Bagnall Norton Cricket Club	Rural Areas	1	11
82	Checkley Cricket Club	Rural Areas	1	4
90	Endon Cricket Club	Rural Areas	1	12
<b>Total</b>			<b>4</b>	<b>32</b>

As seen, all overplay is evident in the Rural Areas Analysis Area.

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 at these sites to ensure there is no detrimental effect on quality over time. This is particularly key at Bagnall Norton CC and Endon CC which are overplayed by 11 and 12 matches per season respectively.

Due to high levels of junior play (particularly at Checkley CC, Bagnall Norton CC and Ashcombe Park CC) it may be an option to consider installing an NTP on the squares. This would allow junior matches to be transferred from the grass wickets, thus alleviating overplay.

As Endon CC has a standalone NTP on site (which is used to accommodate cricket for age groups under the age of 12) it is recommended that there is greater use of this, if possible, to help alleviate overplay.

## 4.6: Conclusions

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

As previously mentioned, junior teams can play on non-turf wickets and generally play mid-week on a variety of days; consequently, spare capacity is considered to exist for junior matches both now and in the future. Each grass wicket square that is not overplayed is thought to have spare capacity for an increase in mid-week demand and no NTPs are at capacity or overplayed. That said, there is evidence to suggest that an increase in provision of NTPs would further help satisfy junior demand, as well as providing an increase in capacity for senior matches on grass wickets.

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

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Table 4.10: Capacity of grass wicket squares

Analysis area	Actual spare capacity (match sessions)	Demand (match sessions)			
		Overplay	Current total	Future / Exported demand	Total
Biddulph	-	-	-	-	-
Cheadle	-	-	-	12	12
Leek	-	-	-	-	-
Rural Areas	13	32	19	24	43
National Park	20	-	20	-	20
<b>Staffordshire Moorlands</b>	<b>33</b>	<b>32</b>	<b>1</b>	<b>36<sup>16</sup></b>	<b>35</b>

There is current minimal overall spare capacity amounting to one match equivalent session per season, with spare capacity existing in the National Park Analysis Area (solely at Alstonefield CC) offsetting the shortfall that is evident in the Rural Areas Analysis Area (a combination of overplay from Ashcome Park, Bagnall Norton, Checkley and Endon CC). When considering future demand, there is a shortfall of 35 match equivalent sessions per season, which can be attributed to the Rural Areas and Cheadle analysis areas.

Given the identified shortfalls, there is a clear need to address overplay whilst retaining the current number of grass wicket squares. This can be achieved through increasing the stock of NTPs and also by giving consideration to the ambitions of Blythe CC and Checkley CC, which both express demand for new provision to be created.

Priority should also be placed on improving pitch quality, where possible, as well as improving changing facilities and increasing training provision across Staffordshire Moorlands.

<sup>16</sup> Exported demand of 12 match sessions (one senior team) added

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### Cricket summary

- ◀ In total, there are 13 grass cricket squares in Staffordshire Moorlands located across 12 sites.
- ◀ There is one NTP accompanying the grass square at Knypersley Cricket Club and three standalone NTPs in the District.
- ◀ There is one disused square located at Leek Rugby Club.
- ◀ The non-technical assessments carried out on grass wicket squares found ten squares to be of standard quality and three squares to be of good quality.
- ◀ Several clubs highlight a need for additional training provision.
- ◀ Endon CC and Checkley CC highlight a requirement to expand changing provision.
- ◀ In total, there are ten affiliated clubs and one non-affiliated club competing in Staffordshire Moorlands generating 89 teams, which equates to 33 senior men's, 55 junior boys' and one junior girls' team.
- ◀ Four clubs also operate senior women's softball teams.
- ◀ Checkley CC has one team currently displaced from Staffordshire Moorlands as it plays its home matches at Denstone College, Uttoxeter, East Staffordshire.
- ◀ Hem Heath CC imports two teams into Staffordshire Moorlands from Stoke-on-Trent.
- ◀ TGRs (2031) do not predict the creation of any new teams.
- ◀ Six clubs have growth aspirations equating to four senior teams and nine junior teams.
- ◀ Despite eight squares showing spare capacity, only two are available for further use at peak time (Saturday).
- ◀ There are four squares overplayed by 32 match equivalent sessions per season.
- ◀ Given identified shortfalls, there is a clear need to address overplay whilst retaining the current number of grass wicket squares.
- ◀ Priority should also be placed on improving pitch quality, where possible, as well as improving changing facilities and increasing training provision across Staffordshire Moorlands.

# STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL

## PLAYING PITCH ASSESSMENT

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### PART 5: RUGBY UNION

#### 5.1: Introduction

The Rugby Football Union (RFU) is the national governing body for rugby union. It is split into six areas across the Country with a workforce team that covers development, coaching, governance and competitions. A full-time development officer is responsible for Staffordshire Moorlands (as part of the Nottinghamshire, Lincolnshire, Derbyshire, Eastern Counties, Leicestershire, East Midlands and Warwickshire region) and works closely with all clubs to maximise their potential.

Leek RFC is the sole club in Staffordshire Moorlands and affiliates to the Staffordshire Rugby Union. This work involves developing club structures, including working towards the RFU accreditation (Clubmark) and the development of school-club structures.

The rugby union playing season operates from September to May.

#### **Consultation**

There is one rugby union club in the Staffordshire Moorlands District; Leek RFC. It was consulted by telephone to help inform this section.

#### 5.2: Supply

Within Staffordshire Moorlands there are six sites containing a total of ten senior pitches and one junior pitch. Of the 11 pitches identified, four are unavailable for community use. These are located at Blythe Bridge High School (two senior pitches), Woodhouse Academy, Biddulph (one senior pitch) and Leek High School (one senior pitch).

The junior pitch identified serviced Leek RFC together with three senior pitches. Although there is a dedicated junior pitch, it must be noted that most junior and mini rugby traditionally takes place on over marked senior pitches.

As seen in the table below, the large majority of community available pitches are located in the Leek and Rural Areas analysis areas. Both the Cheadle and National Park analysis areas do not contain any rugby union pitches.

*Table 5.1: Summary of grass rugby union pitches available for community use*

Analysis area	No. of senior pitches	No. of junior pitches
Biddulph	1	-
Cheadle	-	-
Leek	2	-
Rural Areas	3	1
National Park	-	-
<b>Staffordshire Moorlands</b>	<b>6</b>	<b>1</b>

# STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

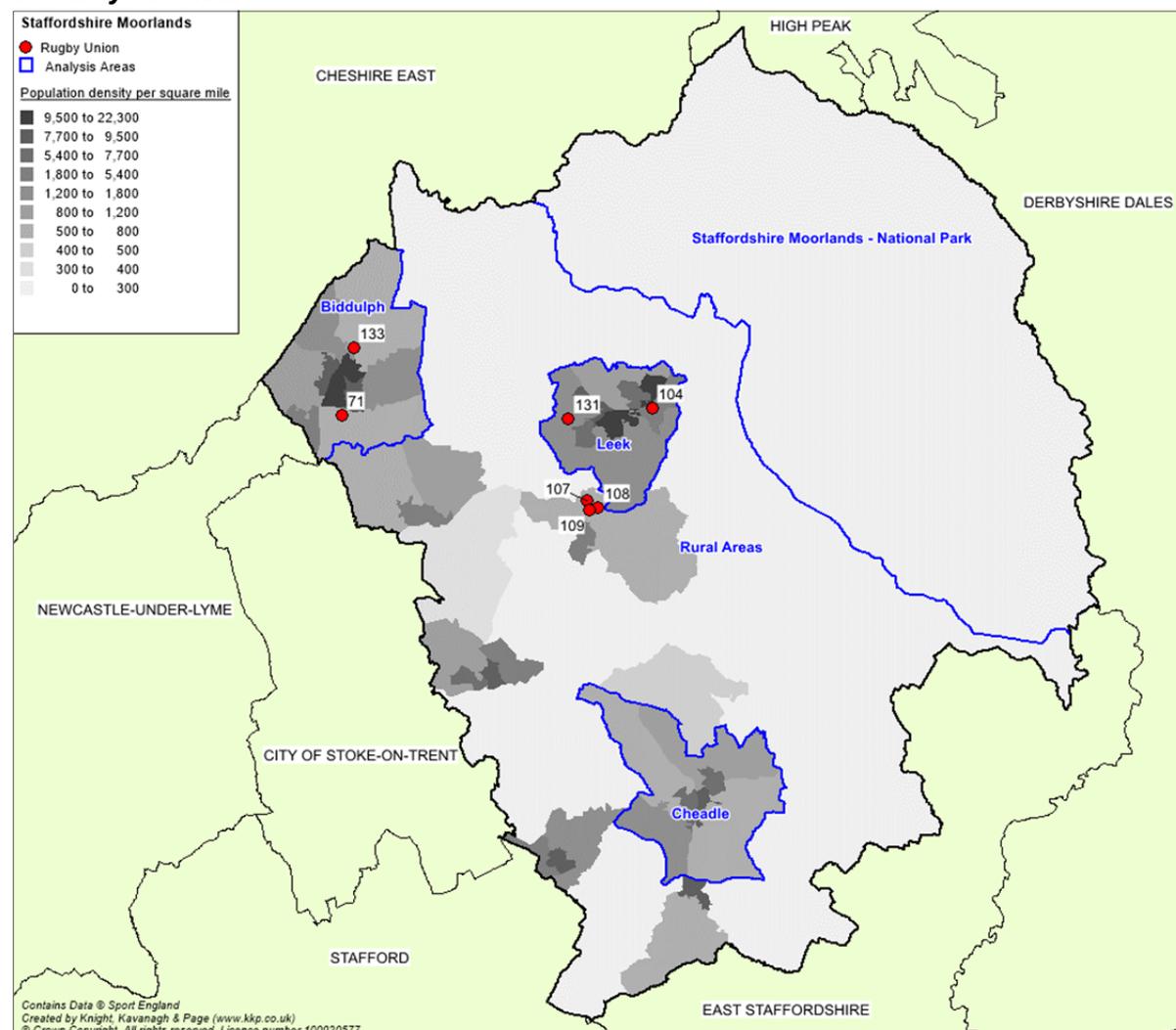
The audit only identifies dedicated, line marked pitches. For rugby union pitch dimension sizes please refer to Table 5.2 below.

Table 5.2: Summary of RFU recommended pitch sizes by age group

Age	Pitch type	Maximum Pitch Dimensions (Metres)
U7	Mini	20 x 12
U8	Mini	45 x 22
U9	Mini	60 x 30
U10	Mini	60 x 35
U11	Mini	60 x 43
U12	Mini	60 x 43
U13	Junior	90 x 60 (60 x 43 for Girls)
U14-U18	Senior	100 x 70 (94 x 68 minimum) <i>Recommended run off area 5m each way.</i>
Senior	Senior	<i>Minimum in-goal length 6m.</i>

Figure 5.1: Location of rugby union pitches within Staffordshire Moorlands

## Security of tenure



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Leek RFC has freehold of its entire site.

## ***Pitch quality***

The methodology for assessing rugby pitch quality looks at two key elements; the maintenance programme and the level of drainage on each pitch. An overall quality based on both drainage and maintenance can then be generated. The agreed rating for each pitch type also represents actions required to improve pitch quality. A breakdown of actions required based on the ratings can be seen below.

*Table 5.3: Definition of maintenance categories*

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

*Table 5.4: Definition of drainage categories*

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

*Table 5.5: Quality ratings based on maintenance and drainage scores*

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

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

Of the community available pitches in Staffordshire Moorlands, one is assessed as good quality, three are assessed as standard quality and four are assessed as poor quality. The good quality pitch is located at Leek Rugby Club.

*Table 5.6: Quality of pitches available for community use*

Senior pitches			Junior pitches		
Good	Standard	Poor	Good	Standard	Poor
1	2	3	-	1	-

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Table 5.7: Site quality ratings

Site ID	Site name	Analysis area	No. of pitches	Community use?	Pitch type	Floodlit?	Non-tech score	Quality rating
71	Biddulph High School	Biddulph	1	Yes-unused	Senior	No	M0/D1	Poor
73	Blythe Bridge High School and Sixth Form	Rural Areas	2	No	Senior	No	M0/D1	Poor
104	Leek High School	Leek	1	Yes-unused	Senior	No	M0/D0	Poor
107	Leek Rugby Club	Rural Areas	1	Yes	Senior	Yes	M2/D1	Good
108	Leek Rugby Club (East Drive)	Rural Areas	1	Yes	Senior	No	M1/D1	Standard
108	Leek Rugby Club (East Drive)	Rural Areas	1	Yes	Junior	No	M1/D1	Standard
109	Leek Rugby Club (Wall Lane)	Rural Areas	1	Yes	Senior	No	M1/D1	Standard
131	Westwood College	Leek	2	Yes-unused	Senior	No	M0/D1	Poor
133	Woodhouse Academy	Biddulph	1	No	Senior	No	M0/D1	Poor

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Poor quality pitches are found at the following community available sites:

- ◀ Biddulph High School
- ◀ Leek High School
- ◀ Westwood College, Leek (two pitches)

In addition, pitches at Blythe Bridge High School and Woodhouse Academy, Biddulph are also assessed as poor quality albeit not available for community use. It is common at education sites for management to undertake basic maintenance regimes which generally consist of cutting and lining pitches on a semi regular basis with occasional reseeding during the summer. This is the case at each education site listed above and therefore each pitch is deemed to have ascertained an M0 maintenance score. In addition, the pitch at Leek High School is considered to have inadequate natural drainage (D0) with the School reporting that the pitch is essentially unusable for curricular activity between January to March.

In contrast, the good quality pitch at Leek Rugby Club is assessed as such because of a sophisticated and frequent maintenance regime. It is also tended to more regularly than the other pitches on site, which explains why the remaining provision receives a standard quality rating. The pitch also benefits from a drainage system which was installed in 2013.

### ***Ancillary facilities***

Leek Rugby Club reports an issue with having communal shower and toilet facilities. The Club has seen a surge in female membership in recent years and therefore requires changing rooms that are better suited to such activity. The Club has developed plans to create additional changing rooms and to modernise the clubhouse as a whole, including fixing on going issues with roof leaks.

### **5.3: Demand**

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

#### ***Competitive play***

Leek RFC is the sole Club operating within Staffordshire Moorlands. The Club operates a total of three senior men's, one colts' (aged 18-19), four junior boys', two junior girls' and six mini teams.

#### ***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 floodlighting.

Leek RFC has access to one floodlit senior pitch and a small floodlit training area to accommodate all midweek training demand. Its senior teams train twice a week for one and a half hours, whilst each junior team generally trains for one hour per week on either a Tuesday or a Thursday.

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An 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. The RFU investment strategy into 3G pitches considers sites where grass rugby pitches are over capacity and where an AGP would support the growth of the game at the host site and for the local rugby partnership, including local clubs and education sites.

There are currently no World Rugby compliant 3G pitches in Staffordshire Moorlands, with the closest AGP situated at Keele University (18 miles from Leek Rugby Club). It is also not considered to be a target area for the RFU to deliver such provision.

### ***Future demand***

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

Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future (2031) based on population changes. Using this method, there are no anticipated creation of any new teams.

*Table 5.8: Team generation rates based on population growth*

Age group	Current population within age group	Current no. of teams	Team Generation Rate <sup>17</sup>	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (19-45)	13,926	3	4642	13,449	2.9	0
Senior Womens (19-45)	13,855	0	0	12,564	0.0	0
Junior Boys (13-18)	3,456	5	691	3,358	4.9	0
Junior Girls (13-18)	3,151	2	1576	3,229	2.0	0
Mini rugby mixed (7-12)	13,926	3	4642	13,449	2.9	0

### ***Participation increases***

During consultation, Leek RFC states that it has aspirations to develop a junior girls team and a senior ladies team, in addition to bolstering playing members for junior boy teams. As such, this future demand equates to two match sessions per week of future demand.

### ***Education***

The RFU is active in developing rugby union in local state schools through the All Schools programme launched in September 2012. The aim is to increase the number of secondary state schools playing rugby union, with such schools linking to local clubs and a local team of RFU Rugby Development Officers (RDOs). The RDO's deliver coaching sessions and support the schools to establish rugby union as part of the curricular and extracurricular programme.

<sup>17</sup> Please note TGR figures are rounded down to the nearest whole number.

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Presently, there are no RFU All Schools programmes in operation in Staffordshire Moorlands. In part, this is due to Leek RFC already having a successful membership base, particular at mini and junior level, and therefore not requiring additional support.

### ***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 male teams, it is considered to be Saturday PM as the majority of all senior male teams play at this time, whereas peak time for junior and mini rugby is Sunday AM. All mini teams play at this time, as do five junior teams, with the remaining two junior teams (girls) playing Sunday PM. The RFU are also looking to increase the frequency of mid-week and evening fixtures for adult returners. This is one method of increasing participation in a changing landscape.

### **5.4: Capacity analysis**

The capacity for pitches to regularly accommodate competitive play, training and other activity over a season is most often determined by quality. As a minimum, the quality and therefore the capacity of a pitch affects the playing experience and people's enjoyment of playing rugby. In extreme circumstances, it can result in the inability of a pitch to cater for all or certain types of play during peak and off peak times. To enable an accurate supply and demand assessment of rugby pitches, the following assumptions are applied to site by site analysis:

- ◀ All sites that are used for competitive rugby matches (regardless of whether this is secured community use) are included on the supply side.
- ◀ Use of school pitches by schools reduces potential capacity by one match session.
- ◀ All competitive play is on senior sized pitches (except for where mini pitches are provided).
- ◀ From U13 upwards, teams play 15 v15 and use a full pitch.
- ◀ Mini teams (U6-U12) play on half of a senior pitch i.e. two teams per senior pitch or a dedicated mini pitch.
- ◀ For senior and youth teams, the current level of play per week is set at 0.5 for each match played based on all teams operating on a traditional home and away basis (assumes half of matches will be played away).
- ◀ For mini teams playing on a senior pitch, play per week is set at 0.25 for each match played based on all teams operating on a traditional home and away basis and playing across half of one senior pitch.
- ◀ Senior rugby generally takes place on Saturday afternoons.
- ◀ Junior and mini rugby generally takes place on Sunday mornings.
- ◀ Training that takes place on club pitches is reflected by the addition of team equivalents.
- ◀ Team equivalents have been calculated on the basis that 30 players (two teams) train on the pitch for 90 minutes (team equivalent of one) per night.

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

*Table 5.9: Pitch capacity (matches per week) based on quality assessments*

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

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

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Table 5.10: Capacity of rugby union pitches available for community use

Site ID	Site name	Analysis area	Number of pitches	Community use?	Pitch type	Quality rating	Floodlit?	Match equivalent sessions (per week)	Pitch capacity (sessions per week)	Capacity rating	Comments
71	Biddulph High School	Biddulph	1	Yes - unused	Senior	M0/D1	No	1	1.5	0.5	A poor quality senior pitch which has a limited maintenance regime. One match session added to account for curricular use.
107	Leek Rugby Club	Rural Areas	1	Yes	Senior	M1/D2	Yes	4	3	1	A good quality senior pitch with pipe drainage installed. Pitch is floodlit and accommodates the majority of the Club's midweek training demand.
108	Leek Rugby Club (East Drive)	Rural Areas	2	Yes	Senior	M1/D1	No	2	2	-	One standard quality senior pitch and one standard quality junior pitch, both of which are each to capacity through mini and junior activity.
					Junior	M1/D1	No	2	2	-	
109	Leek Rugby Club (Wall Lane)	Rural Areas	1	Yes	Senior	M1/D1	No	2	2	-	A standard quality senior pitch played to capacity.
131	Westwood College	Leek	2	Yes - unused	Senior	M0/D1	No	1	1.5	0.5	Two poor quality senior pitches which have a limited maintenance regime. One match session added to account for curricular use for each pitch.
						M0/D1	No	1	1.5	0.5	

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### ***Spare capacity***

'Actual spare capacity' has been ascertained following review of identified 'potential capacity' in Table 5.10. There may be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as spare capacity against the site. For example, a site may be managed to 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.

Despite three pitches (across two sites) displaying potential spare capacity to accommodate additional play, none of this should be considered as actual spare capacity. All three pitches are located at education sites which heavily utilise playing pitches throughout the academic year. As such, whilst each pitch contains limited spare capacity, the introduction of additional play would negatively impact both the quality and usability of the pitch for each respective school.

### ***Overplay***

There is just one senior pitch identified as being overplayed in Staffordshire Moorlands, located at Leek Rugby Club. The pitch is the only floodlit pitch available to the Club and as such it receives a high amount of use to accommodate both midweek training demand and competitive weekend fixtures. The pitch is deemed to be overplayed by one match equivalent session per week.

### **5.5: Supply and demand analysis**

Having considered supply and demand, it is evident that the current supply of pitches servicing Leek RFC is inadequate to accommodate demand. This is predominately as a consequence of concentrated midweek training demand on its main floodlit pitch, resulting in the site being overplayed by one match session per week. When accounting for future demand, current shortfalls will be exacerbated totalling three match sessions per week.

To alleviate overplay, quality improvements are required across all pitches on site, particularly the main floodlit pitch which accommodates the majority of midweek training through enhancements to the maintenance regime. In addition, transferring midweek training demand to other pitches on site will help mitigate overplay on the first team pitch. Therefore, in-situ with improvements to the maintenance regime at the Club, there is a requirement to install floodlighting on currently un floodlit senior pitches at the site.

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### **Rugby union summary**

- ◀ Within Staffordshire Moorlands, there are six sites containing ten senior and one junior rugby union pitches.
- ◀ Four senior pitches are considered unavailable for community use located across three education sites.
- ◀ Of pitches available for community use, there is one good quality, three standard quality and three poor quality pitches.
- ◀ Leek RFC is the sole club operating in Staffordshire Moorlands. The Club operates three senior men's teams, five junior boys' teams, six mini teams and two junior girls' teams.
- ◀ There is one floodlit rugby pitch in Staffordshire Moorlands located at Leek Rugby Club, although the Club also has access to a small floodlit training area.
- ◀ The ancillary provision servicing Leek RFC requires investment to better accommodate female activity, expand on the number of changing rooms available and to fix ongoing issues with the roof of the clubhouse.
- ◀ TGRs (2031) do not predict the creation of any new teams.
- ◀ Leek RFC has future demand of one senior ladies team and one junior girls team equating to two match sessions a week of future demand.
- ◀ There is no actual spare capacity deemed to exist on any pitch.
- ◀ The floodlit pitch at Leek Rugby Club is overplayed by one match equivalent session per week.
- ◀ To alleviate the identified shortfall at Leek RFC, pitch quality improvements and additional floodlighting is required to transfer both training and evening matches around the site to better cater for both current and future demand.

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### PART 6: HOCKEY

#### 6.1: Introduction

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

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

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

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

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For senior teams, a full size 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 floodlighting. Training is generally midweek and requires access to a pitch and floodlights.

### **Club consultation**

Leek HC is the sole club operating within Staffordshire Moorlands and was met with face to face to help inform this section.

### **6.2: Supply**

There are two full sized hockey suitable AGPs in Staffordshire Moorlands, located at Leek High School and Westwood College. Both pitches are floodlit and are available for community use. Both pitches are current utilised for hockey by Leek HC.

*Table 6.1: Sand-based AGPs by location*

Site ID	Site	Analysis area	Floodlit?	Community Use?	Hockey Use?	Size (metres)
104	Leek High School	Leek	Yes	Yes	Yes	98 x 62
131	Westwood College	Leek	Yes	Yes	No	100 x 60

In addition, there are two small sided sand based AGPs located at:

- ◀ Brough Park leisure Centre, Leek (35 x 20m)
- ◀ Moorside High School, Werrington (75 x 40m)

Both pitches have no reported hockey use with each mainly being utilised for small sided football.

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Figure 6.1: Location of sand AGPs in Staffordshire Moorlands

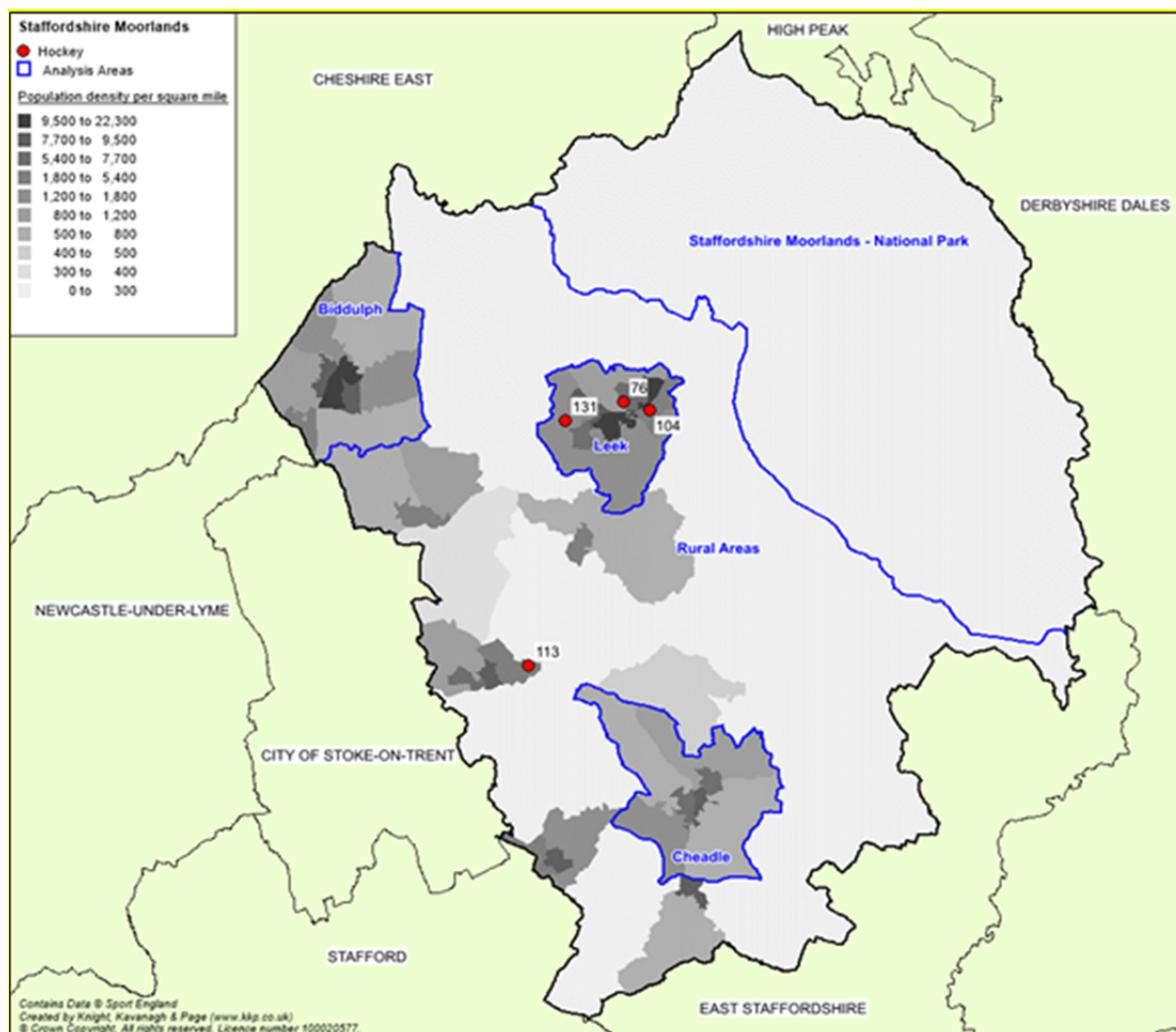


Table 6.2: Key to map

Site ID	Site	Analysis area	Floodlit?	Community Use?	Full size?
76	Brough Park Leisure Centre	Leek	Yes	Yes	No
104	Leek High School	Leek	Yes	Yes	Yes
113	Moorside High School	Rural areas	Yes	Yes	No
131	Westwood College	Leek	Yes	Yes	Yes

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### ***Management***

The AGP located at Leek High School is managed by Leek HC. The Club has full control over all bookings and is therefore able to access the AGP for as many hours as required to meet its demand.

The AGP at Westwood College, Leek is managed by external lettings company School Lettings Solutions (SLS).

### ***Availability***

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

The AGPs at both Leek High School and Westwood College are identified as being fully operational and available for community use during the FPM peak period. Both are open for community use 17:00-22:00 Monday-Friday and 09:00-18:00 Saturday and Sunday.

### ***Security of tenure***

Despite owning the AGP, Leek HC has a 30-year lease agreement with Leek High School land on which the AGP at the school is built. Currently, 18 years remain on this arrangement.

Leek HC also has freehold of a site on Macclesfield Road. This contains a pavilion and accompanying football pitches which are currently on a five-year lease to Leek Town Juniors FC. Whilst the Club has aspirations to use the site as its primary base for playing competitive hockey, the ground is situated on a floodplain and therefore is unsuitable to accommodate an AGP.

Westwood College's AGP is rented on a weekly basis by Leek HC based on the needs of the Club. The pitch is generally used as an overspill to accommodate competitive fixtures and junior training.

### ***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 many providers did not financially plan to replace the carpet when first installed.

The AGP at Leek High School is currently 12 years old and as such is exceeding its anticipated lifespan. Consultation with Leek HC suggests that although this is the case, the pitch is of an adequate quality to play competitive hockey. Nevertheless, the Club has plans to replace the surface in 2018. It also reports ongoing issues with its floodlights stating that each floodlight will require a new head within the next 12-18 months as the quality of the lights is quickly deteriorating.

The AGP at Westwood College is currently nine years old and is therefore nearing the end of its anticipated life expectancy, although consultation with the School suggests that the

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surface quality remains at an overall sufficient standard. This was reflected in non-technical assessments which assess both Westwood College and Leek High School as standard. Sinking funds should be in place at all sites with an AGP to enable ongoing repairs and eventual refurbishment. This is the case at both Leek High School and Westwood College where both providers regularly invest profits back into a sinking fund to allow for any issues to be fixed when required.

### ***Ancillary provision***

Leek HC reports that on matchdays it accesses the changing facilities at Leek High School and that this is an adequate arrangement.

Following matches, the Club travels back a short distance to its pavilion on Macclesfield Road. The pavilion is used solely for social activity but does have one small changing room located to the back of the structure that rarely gets utilised. The Club highlights that it previously had planning permission to extend the clubhouse and develop a new roof; however, this has now lapsed. Overall the facility is poor quality and there is a need for investment into the provision to allow it to be greater utilised.

### **6.3: Demand**

Leek HC is the sole club operating within the Staffordshire Moorlands District. The Club generates demand for six senior men's teams and four senior ladies' teams in addition to a large junior section which consists of five teams.

### ***Displaced demand***

Leek HC previously had access to hockey suitable provision at the Excel Academy situated in Stoke to accommodate demand that cannot be accommodated at Leek High School. The site is located eight miles from Macclesfield Road, equating to a 25-minute drivetime. Generally (dependent on fixtures) two teams were displaced per week, equating to one match session. The Club accessed the site for a number of years but has returned back to Staffordshire Moorlands for the 2017/2018 hockey season due to increases in rental prices and therefore has transferred all demand to Westwood College. It is possible that if the Club can regain access to Excel Academy in the future, for a more favourable price, it will potentially do so, therefore leaving Westwood College unused for hockey.

### ***Future demand***

Team generation rates (TGRs) are used as the basis for calculating the number of teams likely to be generated in the future based on population growth (2031). Using this method, it is not predicted that any new teams will be created.

In addition, Leek HC states that it has no aspirations to develop additional teams, reporting that its current number of teams is ideal.

It is important to note that TGRs are based on population figures and cannot account for specific targeted development work within certain areas or focused towards certain groups, such as NGB initiatives or coaching within schools. Furthermore, EH provides a growth rate to local authorities that may be a better indicator of potential future demand.

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### ***Peak time demand***

All senior teams within Staffordshire Moorlands play their matches on a Saturday, whilst all junior teams play on a Sunday.

### ***Training demand***

Leek HC accesses the AGP at Leek High School four nights per week to accommodate training demand for its senior and junior sections. In total, all teams get access to a combined eight hours of AGP access. As the Club control the bookings for the AGP, midweek access for training is not an issue for the Club.

### **6.4: Supply and demand analysis**

The PPS guidance considers a floodlit pitch as able to accommodate a maximum of four match sessions on a Saturday with teams playing on a home and away basis. As such, this equates to one AGP being able to cater for eight “home” teams.

Based on Leek HC generating a total of ten senior teams playing competitive fixtures on a Saturday, there is a requirement for two hockey suitable AGPs to satisfy Club demand. As, supply is deemed sufficient to meet demand;, exploration and further consultation with Leek HC is required to determine where it wishes to play fixtures for its overspill teams in the future. If the Club has a preference to accommodate additional fixtures in Stoke then the AGP at Westwood College will not be required for hockey.

For junior hockey, there is often less need for access to pitches as there are less teams and matches are most commonly played on Sundays. Some of the younger aged teams also only require half of a pitch, meaning multiple matches can be played at the same time.

### ***Converting sand-based AGPs to 3G***

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

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

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

The 3G surface is limited in the range of sport that can be played or taught on it. Those proposing a conversion should take advice from the appropriate sports’ governing bodies or refer to Sport England guidance ‘Selecting the Right Artificial Grass Surface which can be found on Sport England’s website:

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<https://www.sportengland.org/facilities-planning/tools-guidance/design-and-cost-guidance/artificial-sports-surfaces/>

### Hockey summary

- ◀ There are two floodlit full-size sand dressed AGPs in Staffordshire Moorlands located at Leek High School and Westwood College, Leek.
- ◀ Both Leek High School and Westwood College are currently used for hockey.
- ◀ The AGP at Leek High School is managed and operated by Leek HC, whereas SLS manages the AGP at Westwood College.
- ◀ The Club previously played competitive fixtures at Excel Academy in Stoke.
- ◀ Access to the AGP at Westwood College is considered unsecure as bookings are made on a weekly/monthly basis. If the Leek HC is to use this as a future home venue it is recommended that the provider is encouraged to secure future access for the Club.
- ◀ Leek HC is the only club identified as operating within Staffordshire Moorlands.
- ◀ It has six senior men's, four senior women's and five junior teams.
- ◀ The pavilion servicing the Club, located on Macclesfield Road, is of an overall poor quality and requires investment.
- ◀ The Club does not express any future demand and TGRs (2031) does not predict the creation of any new teams.
- ◀ It is essential that the pitches at Leek High School and Westwood College are protected to ensure all hockey demand in Staffordshire Moorlands can be accommodated unless, Leek HC transfer demand back into Stoke in the future, in which case the AGP at Westwood can be considered for future conversion to 3G.
- ◀ Based on Leek HC generating a total of ten senior teams playing competitive fixtures on a Saturday, there is a requirement for two hockey suitable AGPs to accommodate the Clubs demand. This demand can be met through Leek High School and either the AGP at Excel Academy or Westwood School.
- ◀ If the AGP at Westwood College becomes unused for hockey, it should be considered for conversion for 3G to reduce identified shortfalls in Staffordshire Moorlands.

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## PART 7: BOWLS

### 7.1: Introduction

Outdoor bowls in Staffordshire Moorlands is played on crown greens. The British Crown Green Bowling Association is the NGB with overall responsibility for ensuring effective governance of the sport. The bowling season runs from May to September.

#### **Consultation**

There are 11 clubs identified as using bowling greens in Staffordshire Moorlands. Of these, eight replied to an online survey resulting in a response rate of 73%. The table below highlights the responsiveness of clubs.

*Table 7.1: Summary of consultation*

<b>Name of club</b>	<b>Responded?</b>
Biddulph BC	No
Cheadle BC	Yes
Checkley Parish BC	Yes
Dilhorne BC	Yes
Holly Bush Inn BC, Longsdon	No
Kingsley BC	Yes
Knypersley BC	Yes
Leek BC	Yes
Leek Park BC <sup>18</sup>	Yes
Oakamoor BC	No
Waterhouses & District BC	Yes

### 7.2: Supply

There are 12 crown green bowling greens in Staffordshire Moorlands provided across 11 sites, with two greens located at Cheadle Recreation Ground. The Rural Areas Analysis Area contains the largest number of greens with six, although each analysis area is serviced by at least one green.

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

<b>Analysis area</b>	<b>Number of greens</b>
Cheadle	2
Rural Areas	5
Leek	2
National Park	1
Biddulph	2
<b>Staffordshire Moorlands</b>	<b>12</b>

<sup>18</sup> Includes Leek Park Ladies BC.

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Figure 7.1: Location of bowling greens in Staffordshire Moorlands

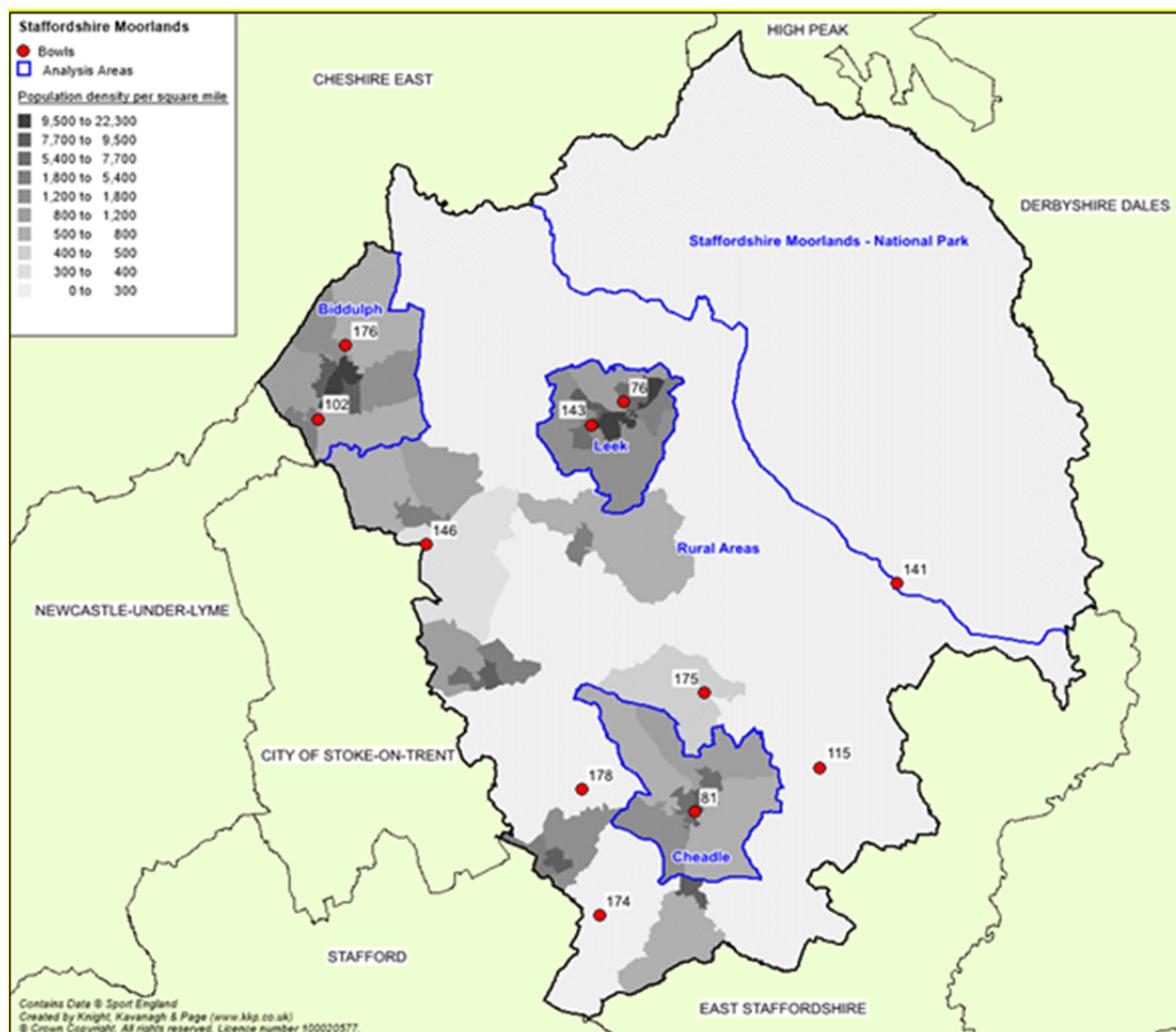


Table 7.3: Key to map

Site ID	Site	Analysis area	No. of greens
76	Brough Park Leisure Centre	Leek	1
81	Cheadle Recreation Ground	Cheadle	2
102	Knypersley Victoria Sports Club	Biddulph	1
115	Oakamoor Cricket Club (Davies Worthington Sports Ground)	Rural Areas	1
141	Waterhouses Bowls Club	National Park	1
143	Leek Bowling Club	Leek	1
146	Holly Bush Inn Bowls Club, Longsdon	Rural Areas	1
174	Blythe Business Park, Cresswell	Rural Areas	1
175	Kingsley Bowling Club	Rural Areas	1
176	Biddulph Centenary Bowling Green	Biddulph	1
178	Dilhorne Bowls Club	Rural Areas	1

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### **Ownership/management**

Of the seven clubs that responded to consultation, four own their greens, two rent their greens and one leases its green. The clubs that rent their green are Checkley Parish BC, which rents Blythe Business Park green from the Industrial Estate owner, and Waterhouses & District BC, which rents Waterhouses Bowls Club from Waterhouses Parish Council.

Cheadle BC leases Cheadle Recreation Ground indefinitely from Cheadle Town Council, whereas Knypersley BC forms part of the wider sports club that owns Knypersley Victoria Sports Club. The remaining three responding clubs that own the greens are Dilhorne, Leek and Kingsley bowling clubs, with the sites owned named after the respective clubs (Dilhorne Bowls Club, Leek Bowling Club and Kingsley Bowling Club).

The ownership and management arrangements for the three clubs that did not respond to consultation requests are unknown. That being said, it is known that Holly Bush Inn BC uses the site named after itself, Oakamoor BC uses Oakamoor Cricket Club and Biddulph BC uses Biddulph Centenary Bowling Green.

### **Pay and play**

Of the 12 bowling greens in Staffordshire Moorlands, Just one green located at Brough Park Leisure Centre are identified as being available for pay and play. The majority of greens are managed by dedicated volunteers and as such there is not an infrastructure in place to manage the greens and offer pay and play opportunities to the public.

### **Quality**

As seen in the table below, of the 12 bowling greens within Staffordshire Moorlands, five are assessed as good quality, five are assessed as standard quality and three are assessed as poor quality.

*Table 7.4: Quality of bowling greens in Staffordshire Moorlands*

Site ID	Site	Analysis area	No. of greens	Quality
76	Brough Park Leisure Centre	Leek	1	Poor
81	Cheadle Recreation Ground	Cheadle	2	Poor
102	Knypersley Victoria Sports Club	Biddulph	1	Good
115	Oakamoor Cricket Club (Davies Worthington Sports Ground)	Rural Areas	1	Good
141	Waterhouses Bowls Club	National Park	1	Standard
143	Leek Bowling Club	Leek	1	Standard
146	Holly Bush Inn Bowls Club, Longsdon	Rural Areas	1	Good
174	Blythe Business Park, Cresswell	Rural Areas	1	Standard
175	Kingsley Bowling Club	Rural Areas	1	Standard
176	Biddulph Centenary Bowling Green	Biddulph	1	Standard
178	Dilhorne Bowls Club	Rural Areas	1	Good

The green at Brough Park Leisure Centre and both greens at Cheadle Recreation Ground are assessed as poor-quality due to high levels of wear and tear, with large amounts of accompanying damage on the playing surface and surrounding areas. In addition, Brough

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Park Leisure Centre has issues regarding the condition of its ditches and surrounding hard areas.

Waterhouses Bowls Club, and Leek Bowling Club are considered to be standard quality, with signs of wear and tear cited as the most common issue as well as occasional drainage issues. Due to this, Waterhouses & District BC reports that it has recently purchased additional machinery to assist its maintenance programme and hopes that this will correct such issues in the near future.

No issues were discovered in regards to the good quality greens and no clubs reported any significant problems relating to them during consultation, although Kinglsey BC reports that it would like to carry out improvements. This relates to the edges of the green and surrounding green boards.

### ***Ancillary provision***

The majority of clubs that responded to consultation are able to access clubhouse provision at their home green, although the quality varies. The only club without access to a clubhouse or changing provision is Dilhorne BC, although toilet facilities are available.

Both Leek BC and Checkley BC rate their clubhouse facilities as good quality; however, the former states that its high standards are due to high subscription fees which in effect results in less members joining the club.

In contrast, Cheadle BC rates the quality of its clubhouse as poor quality and reports that refurbishment is required if not total replacement. The facility is considered dated and has significant damage to the windows and toilets following frequent vandalism.

Knypersley, Waterhouses & District and Kingsley bowling clubs rate the quality of their clubhouse facilities as standard quality. The former reports a particularly issue in that its heating does not work properly. Despite being a member of a wider sports club, the bowling section is solely responsible for the upkeep of its clubhouse.

### **8.3: Demand**

#### ***Current demand***

There are 11 clubs using bowling greens in Staffordshire Moorlands. Where known, membership at the clubs has been noted in the table below.

*Table 7.5: Summary of club membership*

Club name	Members		
	Men	Women	Juniors
Biddulph BC	-	-	-
Cheadle BC	42	12	-
Checkley Parish BC	21	10	-
Dilhorne BC	45	8	-
Holly Bush Inn BC, Longsdon	-	-	-
Kingsley BC	21	11	-
Knypersley BC	44	20	-
Leek BC	38	26	-

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Club name	Members		
	Men	Women	Juniors
Leek Park BC	30	15	-
Oakamoor BC	-	-	-
Waterhouses & District BC	23	8	1

Of the seven clubs that did reveal their membership figures, there is a combined total of 375 members, which equates to 264 senior men, 110 senior women and one junior. The average membership across the clubs is 47, with Leek BC and Knypersely BC catering for the biggest (64 members each) and Checkley Parish BC catering for the lowest (31 members).

### **Participation trends**

Despite a national trend of declining membership, Knypersley, Checkley, Waterhouses & District and Kingsley bowling clubs report that membership has stayed the same over the previous three years and Dilhorne BC reports that membership has actually increased. This is reportedly due to higher demand for its Thursday team.

In contrast, both Cheadle BC and Leek BC state that membership has decreased with both clubs having to reduce their number of teams as a result. Both clubs attribute this declining participation to a lack of younger members coming through.

### **Usage**

In total, 12 of the 13 greens have recorded club use on them, with each club being assigned to its own site, meaning no greens are accessed by more than one club.

*Table 7.6: Usage of bowling greens in Staffordshire Moorlands*

Site ID	Site	Club users
76	Brough Park Leisure Centre	Leek Park BC
81	Cheadle Recreation Ground	Cheadle BC
102	Knypersley Victoria Sports Club	Knypersley BC
115	Oakamoor Cricket Club (Davies Worthington Sports Ground)	Oakamoor BC
141	Waterhouses Bowls Club	Waterhouses & District BC
143	Leek Bowling Club	Leek BC
146	Holly Bush Inn Bowls Club	Holly Bush Inn BC
174	Blythe Business Park	Checkley Parish BC
175	Kingsley Bowling Club	Kingsley BC
176	Biddulph Centenary Bowling Green	Biddulph BC
178	Dilhorne Bowls Club	Dilhorne BC

### **Future demand**

Of clubs that responded to consultation, five have plans to increase their number of members, with Dilhorne, Waterhouses & District and Checkley bowling clubs reporting no planned growth. The focus for these clubs is instead on retaining current membership levels, meaning new members are still required to replace those who leave.

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When asked to quantify potential growth, clubs report plans to increase membership by a combined 45 senior and 17 junior members. An increase in advertising and an improvement in facilities are cited as key factors in attracting more people.

*Table 7.7: Future demand expressed by clubs*

Club name	Future demand (members)	
	Seniors	Juniors
Cheadle Bowls Club	12	12
Knypersley Bowling Club	10	5
Leek Bowling Club	10	-
Leek Park Bowling Club	8	-
Kingsley Bowls Club	5	-
<b>Staffordshire Moorlands</b>	<b>45</b>	<b>17</b>

Cheadle BC is the most ambitious of the clubs, stating that it wants to increase its senior and junior membership by 12. In comparison, Knypersley BC and Leek BC report future demand for ten senior members, with the former also holding aspirations for a growth of five junior members. Kingsley BC has the smallest growth plans, amounting to five senior members.

### ***Latent demand***

No clubs suggest that an additional bowling green at their ground or in the area would lead to an increase in club membership. In effect, the perception is that any planned increases can be accommodated on existing greens. No clubs currently have a waiting list and the majority would welcome new members.

Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in bowls but are not currently doing so'. The tool identifies latent demand of 578 people who would like to participate in the sport within Staffordshire Moorlands. The most dominant segment is 'Elaine – Retired singles or widowers' (11%).

### **7.4: Supply and demand analysis**

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

Although there is no known demand for additional greens to be provided across Staffordshire Moorlands, this does not translate to a surplus in provision. As 12 out of the 13 greens are currently used by clubs it is likely that this existing provision needs to be retained or mitigated.

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To determine whether the current number of clubs could be amalgamated onto a lesser number of greens, it is imperative that further details are acquired from those clubs that did not respond to consultation requests. If any of the clubs are struggling for membership, it is possible that a merger with a nearby club could help with sustainability.

### **Bowls summary**

- ◀ There are 12 crown green bowling greens in Staffordshire Moorlands provided across 11 sites.
- ◀ Of the eight clubs that responded to consultation, four own their greens, three rent their greens and one leases its green.
- ◀ Of the greens, five are assessed as good quality, six as standard quality and two as poor quality.
- ◀ Cheadle BC rates the quality of its clubhouse as poor quality, whereas Dilhorne BC is without access to such a facility.
- ◀ There are 11 clubs using bowling greens in Staffordshire Moorlands, with each club being assigned to its own site.
- ◀ Of the clubs that revealed their membership figures, there is a combined total of 375 members, which equates to 264 senior men, 110 senior women and one junior.
- ◀ Of clubs that responded to consultation, five have plans to increase their number of members by a combined 35 senior and 17 junior members.
- ◀ Although there is no known demand for additional greens to be provided across Staffordshire Moorlands, this does not translate to a surplus in provision.
- ◀ For clubs struggling with small memberships, amalgamating sites should be considered as an option. This should be reviewed on a site by site basis using captured membership figures. Where membership figures are unknown, consultation with the host club should be undertaken to determine membership details.

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### PART 8: TENNIS

#### 8.1: Introduction

The Lawn Tennis Association (LTA) is the organisation responsible for the governance of tennis and administers the sport locally in Staffordshire Moorlands.

#### **Consultation**

There are four tennis clubs based in Staffordshire Moorlands. Endon, Leek and Draycott Sports Centre Ltd TC responded to consultation requests; Knypersley TC did not.

#### 8.2: Supply

#### **Quantity**

There are a total of 69 tennis courts identified in Staffordshire Moorlands located across 17 sites including sports clubs, parks and schools. Of the courts, 52 (80%) are categorised as being available for community use across 14 sites. The sites unavailable to the community are Moorside High School, Werrington (three courts) and Westwood College, Leek (ten courts).

The highest number of courts are located in the Rural Areas Analysis Area (27 courts), with the least amount being in the Biddulph and Cheadle analysis areas (five courts each).

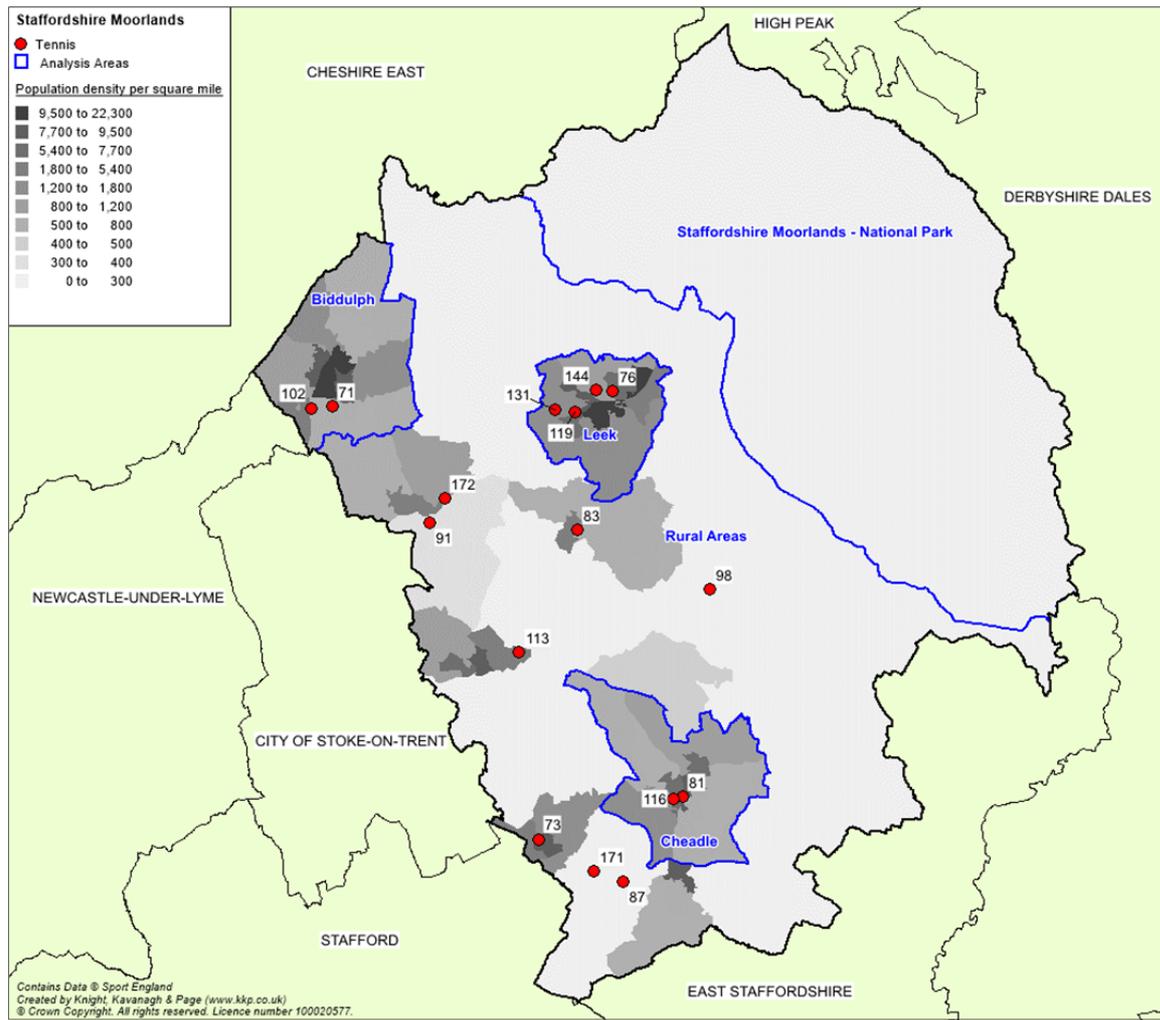
*Table 8.1: Summary of the number of courts by analysis area*

<b>Analysis area</b>	<b>Courts (sites) available for community use</b>
Biddulph	5 (2)
Rural Areas	27 (7)
Leek	15 (3)
Cheadle	5 (2)
<b>Staffordshire Moorlands</b>	<b>52 (14)</b>

Figure 8.1 overleaf shows the location of all courts currently servicing Staffordshire Moorlands, regardless of community use.

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Figure 8.1: Location of tennis courts in Staffordshire Moorlands



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Table 8.1: Tennis courts in Staffordshire Moorlands

ID	Site name	Analysis area	Management	Community use?	No. of courts	Floodlit?	Court type	Court quality <sup>19</sup>
71	Biddulph High School	Biddulph	Education	Yes	4	No	Macadam	Poor
73	Blythe Bridge High School and Sixth Form	Rural Areas	Education	Yes	2	Yes	Macadam	Standard
					1	No	Macadam	Poor
76	Brough Park Leisure Centre	Leek	Local Authority	Yes	4	No	Macadam	Poor
81	Cheadle Recreation Ground	Cheadle	Local Authority	Yes	2	No	Macadam	Poor
83	Cheddleton Playing Fields	Rural Areas	Local Authority	Yes	2	No	Macadam	Poor
86	Churnet View Middle School	Leek	Education	No	4	No	Macadam	Poor
87	Cresswell Old Road	Rural Areas	Commercial	Yes	2	Yes	Artificial turf	Poor
					2	Yes	Artificial turf	Good
					2	No	Artificial turf	Poor
91	Endon High School	Rural Areas	Education	Yes	3	No	Macadam	Poor
98	Ipstones Memorial Ground	Rural Areas	Community Organisation	Yes	1	No	Macadam	Poor
102	Knypersley Victoria Sports Club	Biddulph	Sports Club	Yes	1	Yes	Macadam	Good
113	Moorside High School, Werrington	Rural Areas	Education	No	3	No	Macadam	Standard
116	Painsley Catholic Science College	Cheadle	Education	Yes	3	Yes	Macadam	Standard
119	St Edwards Junior High	Leek	Education	Yes	6	No	Macadam	Standard
131	Westwood College	Leek	Education	No	10	No	Macadam	Standard
144	Leek Tennis Club	Leek	Sports Club	Yes	2	No	Macadam	Good
					1	Yes	Macadam	Good
					2	Yes	Artificial turf	Good
171	Draycott Sports Centre	Rural Areas	Private	Yes	4	Yes	Artificial turf	Good
					2	No		

<sup>19</sup> Assessed using a non-technical site assessment pro-forma and also takes account of user comments.

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ID	Site name	Analysis area	Management	Community use?	No. of courts	Floodlit?	Court type	Court quality <sup>19</sup>
172	Endon Tennis Club	Rural Areas	Sports Club	Yes	4	Yes	Artificial turf	Good
					2	No	Macadam	

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### **Other provision**

In addition to outdoor courts, it must also be noted that Draycott Sports Centre offers two indoor courts. Whilst these are excluded from this report, it is accepted that the provision accommodates significant tennis demand, particularly in the winter.

### **Ownership/management**

The table below highlights the management of community available courts. The majority of courts are operated within education sites (48%).

*Table 8.2: Courts available for community use by ownership*

Club courts	Council courts	Education courts	Other courts
12	8	19	13

### **Security of tenure**

Neither Draycott Sports Centre LTD TC, Leek RC nor Endon TC report issues with security of tenure, with all clubs happy with current arrangements. Draycott Sports Centre LTD TC is part of a wider sports club that owns Draycott Sports Centre, whereas both Endon TC and Leek TC each own their respective site.

In contrast, the ownership and management arrangements relating to Knypersley TC are unknown, meaning further exploration is required to understand whether secure tenure is provided. The Knypersley TC accesses Knypersley Victoria Sports Club.

### **Floodlighting**

Floodlit courts enable use throughout the year and are identified by the LTA as being particularly key for club development. There are 21 floodlit courts in Staffordshire Moorlands, as found at the following sites:

- ◆ Blythe Bridge High School and Sixth Form
- ◆ Cresswell Old Road
- ◆ Knypersley Victoria Sports Club, Biddulph
- ◆ Painsley Catholic Science College, Cheadle
- ◆ Leek Tennis Club
- ◆ Draycott Sports Centre
- ◆ Endon Tennis Club

All club sites are serviced by floodlighting. Draycott Sports Centre LTD TC and Endon TC both have four of their six courts floodlit, whereas three of the five courts servicing Leek TC and the single court servicing Knypersley TC are also floodlit. In principle, this enables each club to cater for increased demand as courts with floodlighting have greater capacity for use than non-floodlit courts.

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### ***Court type***

The majority of community available courts in Staffordshire Moorlands have a macadam surface (80%). The estimated lifespan of a macadam court is ten years, depending on levels of use and maintenance levels. To ensure courts can continue to be used beyond this time frame, it is recommended that a sinking fund is put into place for eventual refurbishment. The LTA reports that this should cost £1,200 a year per macadam court (which includes on going maintenance costs).

The remaining eight courts (20%) have an artificial surface. The estimated life span for these courts is also ten years.

### ***Quality***

Of courts that are available for community use, 18 are assessed as good quality, eleven (21%) are assessed as standard quality and 22 (41%) are assessed as poor quality.

*Table 8.3: Quality of community available courts by analysis area*

<b>Good</b>	<b>Standard</b>	<b>Poor</b>
<b>20</b>	<b>11</b>	<b>21</b>

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

- ◀ Leek Tennis Club
- ◀ Creswell Old Road
- ◀ Draycott Sports Centre
- ◀ Endon Tennis Club
- ◀ Knypersley Victoria Sports Club

As seen, all courts servicing clubs are assessed as good quality, with all standard and poor quality courts located at non-club sites. In fact, the only site not used by clubs to have courts assessed as good quality is Creswell Old Road, and this only relates to two of its courts as the remaining four are considered to be poor quality.

Despite receiving a good quality rating, Endon TC reports that it has an aspiration to make improvements to its courts as the surface is beginning to show signs of wear and tear.

Similarly, Draycott Sports Club LTD TC states that its courts were previously worsening in quality before it invested in improvements via Sport England Inspired Facility funding, LTA Play Tennis funding and an LTA interest free loan.

The majority of courts assessed as poor or standard quality are rated as such because of common issues such as high levels of wear and tear, worn line markings, loose gravel and poor grip underfoot. This is particularly the case at council and education courts as the maintenance of such facilities tends to be more basic and infrequent when compared to club maintained courts that tend to receive more specialised and dedicated work.

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

### ***Ancillary provision***

Leek TC although rating the quality of its ancillary provision as an overall good quality, is aware its clubhouse and changing facilities are restricted by size and that if its future demand ambitions are achieved, its current set up would not be fit for purpose. The Club has aspirations to develop a new facility with a larger footprint which would include a two story elevation, thus creating additional changing and an enhanced social space for playing and social members. It is however noted by the Club that it has a significant issue with car parking and therefore as a priority, it is exploring the feasibility of reconfiguring its court provision to create additional parking.

Endon TC and Draycott Sports Centre LTD TC rate the quality of their clubhouses as being adequate, although both have expressed ambitions to resurface the car parks. In addition, Draycott Sports Centre LTD TC reports an intention to improve the quality of its changing facilities as the current provision is considered to be dated and not up to modern standards. The Club believes that such a development will enable it to achieve its growth aim, as highlighted later in this section of the report.

The ancillary provision servicing non-club courts is also generally considered to be poor quality, particularly at council sites. Some offer changing facilities but are of a poor quality, whilst other sites either do not provide changing facilities or provide them too far away from courts to be used. Often, the facilities predominately service football and cricket pitch users and therefore are not readily available or suited to tennis court users.

### **8.3: Demand**

#### ***Competitive tennis***

There are four tennis clubs operating in Staffordshire Moorlands of which two were respondent to consultation requests. Of these two, there is a collective of 422 senior members and 140 junior members, as seen in the table below. Membership of the two non-responding clubs is unknown.

*Table 8.4: Summary of club membership*

Name of club	Number of members	
	Seniors	Juniors
Draycott Sports Centre LTD	325	72
Endon TC	44	19
Knypersley TC	-	-
Leek TC	53	49
<b>Staffordshire Moorlands</b>	<b>422</b>	<b>140</b>

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Draycott Sports Centre LTD TC is by far the largest club as it services 325 senior members and 72 junior members, although it must be remembered that these members also have access to indoor provision and therefore do not solely access outdoor courts. In comparison, Endon TC services 44 senior members and 19 junior members.

### ***Informal tennis***

No clubs readily allow for casual use of their courts by the community as they either do not have the spare capacity to do so, or because pay and play is difficult to manage. That being said, clubs do allow for visitors, provided they are accompanied by members and do not visit too frequently.

For non-club courts, it is considered that spare capacity for a growth in demand exists throughout Staffordshire Moorlands, although this is difficult to quantify as use is not recorded due to the open access nature of some sites. The majority of current use is assumed to take place throughout the summer months, with particular popularity following events such as Wimbledon.

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

### ***Future demand***

Draycott Sports Centre LTD TC, Leek TC and Endon TC express future demand to increase their membership; with all clubs, able to quantify potential growth. Draycott Sports Centre LTD TC states that it wants to increase by 50 senior and 53 junior members, whereas Leek TC wishes to increase membership by ten senior members and 40 junior members. Endon TC reports that it wants to increase both senior and junior membership by 20. Combined, this potential increase amounts to 70 senior members and 73 junior members.

More so, Leek TC has aspirations to establish a satellite club at Brough Park Leisure Centre in order to feed into its membership base and allow it to fully achieve its future demand aspirations. It does however note that the quality of the four courts at Brough Park Leisure Centre are particularly poor quality and are unsafe to carry out coaching and as such, it is looking to work with Staffordshire Moorlands Council to improve the overall quality.

Future demand relating to Knypersley TC is unknown.

### ***Latent demand***

Consultation with Draycott Sports Centre LTD TC, Endon TC and Leek TC suggests that access to additional tennis courts would not lead to an increase in club membership, although Draycott Sports Centre LTD suggests that the re-surfacing of its courts would have a positive effect on growth as well as changing facility improvements. In effect, the perception is that any planned increases can be accommodated on existing courts, dependent on an upkeep in quality.

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Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in tennis but are not currently doing so'. The tool identifies latent demand of 18,829 people who would like to participate in the sport within Staffordshire Moorlands. The most dominant segment is 'Philip – Mid-life professional, sporty males with older children and more time for themselves' (15.6%).

### **8.4: Supply and demand analysis**

The LTA suggests that a non-floodlit hard court can accommodate a maximum of 40 members, whereas a floodlit hard court can accommodate 60 members. These figures account for all outdoor tennis courts in Staffordshire Moorlands.

Using the above, Draycott Sports Centre LTD TC is considered to have capacity for 320 members on the outdoor courts at Drayton Sports Centre. This suggests that current membership of 397 results in it running over capacity; however, the indoor courts on site (which have a capacity of 200 members each) increase the capacity to 720 members meaning it is actually operating well within its means and can also accommodate expressed future demand.

Leek TC has the capacity to accommodate 200 members. At present the Club is operating with 102 and has future demand of 50 members and is therefore considered adequately provided with court space. It should be however stated that to support the Club, quality improvements are required at the four tennis courts at Brough Park Leisure Centre to allow it to operate community based programmes.

Endon TC has the capacity to accommodate 320 members across its six courts. As such, its current membership of 63 and its projected future membership of 103 can easily be accommodated.

As membership at Knypersley TC is unknown, further exploration is required to understand whether the current number of courts available to the clubs is adequate. Knypersley TC has capacity to accommodate 60 members, If Knypersley TC exceeds these figures then an increase in supply, or greater utilisation of existing supply on other sites, may be required.

As all non-club courts are deemed to have spare capacity, focus should be on improving quality to an adequate standard for informal play, particularly at publicly available sites that are assessed as poor or standard quality.

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### Tennis summary

- ◀ There are a total of 69 tennis courts in Staffordshire Moorlands located across 17 sites.
- ◀ Of the courts, 52 are categorised as being available for community use across 14 sites.
- ◀ The large majority of courts are located in the Rural Areas Analysis Area (52%)
- ◀ There are 21 floodlit courts in Staffordshire Moorlands.
- ◀ The majority of community available courts have a macadam surface (78%), with the remaining being artificial turf.
- ◀ Of provision that is available for community use, 20 are assessed as good quality, eleven are assessed as standard quality and 21 are assessed as poor quality.
- ◀ Endon TC and Draycott Sports Centre LTD TC rate the quality of their ancillary facilities as adequate quality, although both express aspirations to improve certain aspects. Leek TC rates the quality of its ancillary facilities as good, although states it needs to expand in the future.
- ◀ There are four tennis clubs in Staffordshire Moorlands.
- ◀ Of the three that responded to consultation requests (Endon TC, Leek TC and Draycott Sports Centre LTD TC), there is a collective of 422 senior members and 140 junior members.
- ◀ Combined, potential future demand expressed by Endon TC, Leek TC and Draycott Sports Centre LTD TC amounts to 80 senior members and 113 junior members.
- ◀ No latent demand is expressed, with the perception being that any planned increases can be accommodated on existing courts, dependent on an upkeep in quality.
- ◀ It is concluded that courts accessed by Draycott Sports Centre LTD, Leek TC and Endon TC have the capacity to accommodate both current and future demand.
- ◀ As membership at Knypersley TC is unknown, further exploration is required to understand whether the current number of courts available to the clubs is adequate.
- ◀ As all non-club courts are deemed to have spare capacity, focus should be on improving quality to an adequate standard for informal play, particularly at publicly available sites that are assessed as poor or standard quality. As such, there is no requirement to open up school sites to access provision.

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### **PART 9: ATHLETICS**

#### **9.1: Introduction**

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

#### ***Consultation***

Staffordshire Moorlands Athletics Club is the only Club identified as operating within Staffordshire Moorlands. The Club was consulted with through telephone research to inform this section.

#### **9.2: Supply**

There is a 400-metre cinder based track located at Birchall Playing Fields, Leek that has eight lanes and is floodlit. It is managed by the Council and is accessed by Staffordshire Moorlands Athletics Club via a yearly rental agreement.

#### ***Quality***

The track at Birchall Playing Fields is assessed as poor quality. A site assessment identified that it was overgrown with grass and weeds in addition to it not having clearly marked out lanes. As such, it is not suitable to accommodate competitive events and is a safety hazard for training activity.

Consultation with Staffordshire Moorlands Athletics Club suggests that the track receives minimal maintenance, with the Club specifically stating that quality had rapidly declined over the past three years.

#### ***Ancillary provision***

There is a pavilion at Birchall Playing Fields that includes toilets, showers, a kitchen, changing rooms and a social area. The quality of these facilities is considered to be good quality following upgrades that took place in recent years.

#### **9.3: Demand**

There is one athletics clubs in Staffordshire Moorlands; Staffordshire Moorlands Athletics Club. In addition, there are various running groups and events held, as detailed in the sub-sections below.

#### ***Staffordshire Moorlands Athletics Club***

As previously stated, the Club uses Birchall Playing Field, Leek, and accesses the site for training twice per week. The Club primarily competes in cross country, fell running and road running events, rather than traditional track and field athletics events.

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There are currently 240 members attached to the Club, which as a break down consists of 200 senior members and 40 junior members.

### ***Park Run***

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

There are currently no Park Run events taking place in Staffordshire Moorlands. The nearest locations where it exists are Manor Park, Glossop, in High Peak, and Congleton Park, in Cheshire East.

### ***Run Together***

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

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

There are no Run Together groups identified in Staffordshire Moorlands, although there are some unaffiliated running groups such as Brough Park Running Club, Leek and Cheadle Running Club. The former holds an event at Brough Park every Saturday morning known as “couch to 5km” runs. These are suitable for all abilities and ages with 1.5km, 2.2km, 3.6km and 5km courses available.

Cheadle Running Club is reportedly going to start its own “couch to 5km” runs in the near future. The Club operates from South Moorlands Leisure Centre and meet every Wednesday evening and Sunday morning.

### ***3-2-1 routes***

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

There are currently no 3-2-1 routes in Staffordshire Moorlands.

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### 9.4: Supply and demand analysis

England Athletics guidance states that for a running track to be sustainable it should be hosting at least 200 members. As Birchall Playing Fields Running Track accommodates significantly more than this, it should be retained and protected, with priority focused on ensuring that quality is improved to continue accommodating the demand received from Staffordshire Moorlands Athletics Club.

Furthermore, future options should be explored in relation to Park Run, Run Together groups and 3-2-1 routes given that none are currently in place.

#### **Athletics summary**

- ◀ In the Staffordshire Moorlands, there is a 400-metre cinder based track located at Birchall Playing Fields, Leek that has eight lanes and is floodlit.
- ◀ The track at Birchall Playing Fields is rated as poor quality.
- ◀ Staffordshire Moorlands Athletics Club is the only club in Staffordshire Moorlands.
- ◀ The Club has 200 senior and 40 junior members.
- ◀ There are no affiliated Run Together groups and no 3-2-1 routes or Park Run events are provided.
- ◀ Two non-affiliated running groups are identified; Borough Park Running Club and Cheadle Running Club.
- ◀ Priority should be focused on ensuring the quality at Birchall Playing Fields Running Track is improved to better accommodate Staffordshire Moorlands Athletics Club.
- ◀ Future options should also be explored in relation to Run Together groups and 3-2-1 routes given that none are currently in place.

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### APPENDIX 1: SPORTING CONTEXT

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

#### National context

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

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

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

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

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

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

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

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

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

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### ***National Planning Policy Framework***

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

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

The 'promoting healthy communities' theme identifies that planning policies should be based on robust and up-to-date assessments of the needs for open space, sports and recreation facilities and opportunities for new provision. Specific needs and quantitative or qualitative deficiencies or surpluses in local areas should also be identified. This information should be used to inform what provision is required in an area.

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

- ◀ An assessment has been undertaken, which has clearly shown that the open space, buildings or land is surplus to requirements.
- ◀ The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location.
- ◀ The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.

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

### ***The FA National Game Strategy (2015 – 2019)***

The Football Association's (FA) National Game Strategy provides a strategic framework that sets out key priorities, expenditure proposals and targets for the national game (i.e., football) over a four year period. The main issues facing grassroots football are identified as:

- ◀ Sustain and Increase Participation.
- ◀ Ensure access to education sites to accommodate the game.
- ◀ Help players to be the best that they can be and provide opportunities for them to progress from grassroots to elite.
- ◀ Recruit, retain and develop a network of qualified referees
- ◀ Support clubs, leagues and other competition providers to develop a safe, inclusive and positive football experience for everyone.
- ◀ Support Clubs and Leagues to become sustainable businesses, understanding and serving the needs of players and customers.
- ◀ Improve grass pitches through the pitch improvement programme to improve existing facilities and changing rooms.
- ◀ Deliver new and improved facilities including new Football Turf Pitches.

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- ◀ Work with priority Local Authorities enabling 50% of mini-soccer and youth matched to be played on high quality artificial grass pitches.

### England and Wales Cricket Board (ECB) Cricket Unleashed 5 Year Plan

The England and Wales Cricket Board unveiled a new strategic five-year plan in 2016 (available at <http://www.cricketunleashed.com>). Its success will be measured by the number of people who play, follow or support the whole game.

The plan sets out five important headline elements and each of their key focuses, these are:

- ◀ **More Play** – make the game more accessible and inspire the next generation of players, coaches, officials and volunteers. Focus on:
  - *Clubs and leagues*
  - *Kids*
  - *Communities*
  - *Casual*
- ◀ **Great Teams** – deliver winning teams who inspire and excite through on-field performance and off-field behaviour. Focus on:
  - *Pathway*
  - *Support*
  - *Elite Teams*
  - *England Teams*
- ◀ **Inspired Fans** – put the fan at the heart of our game to improve and personalise the cricket experience for all. Focus on:
  - *Fan focus*
  - *New audiences*
  - *Global stage*
  - *Broadcast and digital*
- ◀ **Good Governance and Social Responsibility** – make decisions in the best interests of the game and use the power of cricket to make a positive difference. Focus on:
  - *Integrity*
  - *Community programmes*
  - *Our environments*
  - *One plan*
- ◀ **Strong Finance and Operations** – increase the game's revenues, invest our resources wisely and administer responsibly to secure the growth of the game. Focus on:
  - *People*
  - *Revenue and reach*
  - *Insight*
  - *Operations*

### ***The Rugby Football Union National Facilities Strategy (2013-2017)***

The RFU National Facility Strategy 2013-2017 provides a framework for development of high-quality, well-managed facilities that will help to strengthen member clubs and grow the game in communities around them. In conjunction with partners, this strategy will assist and support clubs and other organisations, so that they can continue to provide quality opportunities for all sections of the community to enjoy the game. It sets out the broad facility needs of the sport and identifies investment priorities to the game and its key partners. It identifies that with 1.5 million players there is a continuing need to invest in community club facilities in order to:

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- ◀ Create a platform for growth in club rugby participation and membership, especially with a view to exploiting the opportunities afforded by RWC 2015.
- ◀ Ensure the effectiveness and efficiency of rugby clubs, through supporting not only their playing activity but also their capacity to generate revenue through a diverse range of activities and partnerships.

In summary the priorities for investment which have met the needs of the game for the Previous period remain valid:

- ◀ Increase the provision of changing rooms and clubhouses that can sustain concurrent adult and junior male and female activity at clubs
- ◀ Improve the quality and quantity of natural turf pitches and floodlighting
- ◀ Increase the provision of artificial grass pitches that deliver wider game development

It is also a high priority for the RFU to target investment in the following:

- ◀ Upgrade and transform social, community and catering facilities, which can support the generation of additional revenues
- ◀ Facility upgrades, which result in an increase in energy-efficiency, in order to reduce the running costs of clubs
- ◀ Pitch furniture, including rugby posts and pads, pitch side spectator rails and grounds maintenance equipment

### **England Hockey (EH) - A Nation Where Hockey Matters (2013-2017)**

EH have a clear vision, a powerful philosophy and five core objectives that all those who have a role in advancing Hockey can unite behind. With UK Sport and Sport England's investment, and growing commercial revenues, EH are ambitious about how they can take the sport forward in Olympic cycles and beyond.

*"The vision is for England to be a 'Nation Where Hockey Matters'. A nation where hockey is talked about at dinner tables, playgrounds and public houses, up and down the country. A nation where the sport is on the back pages of our newspapers, where children dream of scoring a goal for England's senior hockey team, and where the performance stirs up emotion amongst the many, not the few"*

England Hockey aspires to deepen the passion of those who play, deliver and follow sport by providing the best possible environments and the best possible experiences. Whilst reaching out to new audiences by making the sport more visible, available and relevant and through the many advocates of hockey.

Underpinning all this is the infrastructure which makes the sport function. EH understand the importance of volunteers, coaches, officials, clubs and facilities. The more inspirational people can be, the more progressive Hockey can be and the more befitting the facilities can be, the more EH will achieve. The core objectives are as follows:

- ◀ Grow our Participation
- ◀ Deliver International Success
- ◀ Increase our Visibility
- ◀ Enhance our Infrastructure
- ◀ Be a strong and respected Governing Body

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England Hockey has a Capital Investment Programme (CIP), that is planned to lever £5.6 million investment into hockey facilities over the next four years, underpinned by £2m million from the National Governing Body. With over 500 pitches due for refurbishment in the next 4-8 years, there will be a large focus placed on these projects through this funding stream. The current level of pitches available for hockey is believed to be sufficient for the medium term needs, however in some areas, pitches may not be in the right places in order to maximize playing opportunities.

### ***‘The right pitches in the right places’<sup>20</sup>***

In 2012, EH released its facility guidance which is intended to assist organisations wishing to build or protect hockey pitches for hockey. It identifies that many existing hockey AGPs are nearing the end of their useful life as a result of the installation boom of the 90’s. Significant investment is needed to update the playing stock and protect the sport against inappropriate surfaces for hockey as a result of the rising popularity of AGPs for a number of sports. EH is seeking to invest in, and endorse clubs and hockey providers which have a sound understanding of the following:

- ◀ Single System – clubs and providers which have a good understanding of the Single System and its principles and are appropriately places to support the delivery.
- ◀ ClubsFirst accreditation – clubs with the accreditation are recognised as producing a safe effective and child friendly hockey environment
- ◀ Sustainability – hockey providers and clubs will have an approved development plan in place showing their commitment to developing hockey, retaining members and providing an insight into longer term goals. They will also need to have secured appropriate tenure.

### ***England Hockey Strategy***

EH’s new Club Strategy will assist hockey clubs to retain more players and recruit new members to ultimately grow their club membership. EH will be focusing on participation growth through this strategy for the next two years. The EH Strategy is based on seven core themes. These are:

- 1 Having great leadership
- 2 Having Appropriate and Sustainable Facilities
- 3 Inspired and Effective People
- 4 Different Ways to Play
- 5 Staying Friendly, Social and Welcoming
- 6 Being Local with Strong Community Connections
- 7 Stretching and developing those who want it

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<http://englandhockey.co.uk/page.asp?section=1143&sectionTitle=The+Right+Pitches+in+the+Right+Places>

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### ***British Tennis (LTA) - Place to Play Strategy***

The LTA aim to get more people to play tennis more frequently and the places to play strategy is a way of doing this. The strategy will aim to provide high quality facilities for everyone at a convenient location.

It's one plan that aims to increase opportunities for people to play tennis on a regular basis at tennis clubs close to their home, which provides high quality opportunities on safe and well maintained tennis courts.

The strategy sets out:

- ◀ Overall vision for places to play
- ◀ How to grow regular participation by supporting places to play to develop and deliver the right programmes
- ◀ Capital investment decisions to ensure we invest in the right facilities to grow the sport
- ◀ Supporting performance programmes in the right locations

The LTA is committed to growing the sport to ensure that more people are playing tennis more often at first class tennis facilities, with high quality coaching programmes and well organised competition.

The overall aim for the next five years (2011-2016) is to ensure that, as far as practicably possible, the British population has access to and are aware of the places and high quality tennis opportunities in their local area. In brief

- ◀ Access for everyone to well-maintained high quality tennis facilities which are either free or pay as you play
- ◀ A Clubmark accredited place to play within a ten minute drive of their home
- ◀ Indoor tennis courts within a 20 minute drive time of their home
- ◀ A mini tennis (ten and under) performance programme within a 20 minute drive of their home (Performance Centres)
- ◀ A performance programme for 11 - 15 year olds within a 45 minute drive time of their home (High Performance Centre)
- ◀ A limited number of internationally orientated programmes strategically spread for players 16+ with an international programme (International High Performance Centres)

### ***England Athletics: Whole Sport Plan 2013-2017***

The England Athletics plan outlines a strategy to attract and retain 3 million athletics participants by 2017, from a current base of 1.9 million as measured by Active People, whilst cementing athletics as the most popular individual sporting activity in England.

*“The ambition is to make England an athletic nation. Traditional athletics for some, running for many, fitness for all”.*

In order to achieve this, the goals of the strategic plan are:

- ◀ To grow and sustain participation levels in the sport.
- ◀ To improve the experiences of every participant in the sport.
- ◀ To improve performance levels and to grow the next generation of senior athletic champions.

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The plan also reflects a total commitment to delivering an inclusive sport, setting specific disability targets that are woven into the core measures for growth and retention of participation. Key personnel within the England Athletics staffing structure will now lead this area of work, focusing on:

- ◀ Delivering inclusive formats of the sport.
- ◀ National policy and programme development.
- ◀ Coaching and teaching resources.

### ***UK Athletics Facilities Strategy (2014-2019)***

Facilities are essential to attracting, retaining and developing athletes of the future. Having the right facilities in the right place will be crucial in meeting growing demand, increasing participation in physical activity and athletics, improving the health of the nation and supporting a new generation of athletes in clubs and schools through to national and world class level.

UKA and the Home Country Athletics Federations (HCAFs) recognise the challenges faced by facility owners and venue operators, and our 5 year Facility Strategy (2014-2019) uses a Track & Field facility model designed to support a sustainable UK network of development, training and competition venues that meet Home Country needs aligned to UKA's Athlete/Participant Development Model. In addition to Track and Field provision, UKA recognises the huge amount of club activity that takes place on roads, paths and trails and the strategy also maps out a plan for future "running" facilities.

The strategy does not seek to identify priority facilities, clubs or geographical areas. Instead, it provides the direction and guidance that will enable the four Home Country Athletics Federations (England Athletics, Athletics Northern Ireland, Scottish Athletics and Welsh Athletics) to establish their own priorities and deliver the principles of the UKA Facilities Strategy within their own national context.

### **UKA's 2014-19 Facilities Strategy key outcomes:**

- ◀ Increased participation across all athletics disciplines
- ◀ Increased club membership by providing facilities that support a participation pathway from novice through to club member
- ◀ Increased talent pool
- ◀ Long term improvement in the development of athletes of all ages and abilities
- ◀ Securing the long term future of existing facilities
- ◀ More attractive and inspiring facilities for existing and potential athletes
- ◀ Improving the athletics experience for all participants
- ◀ Improved relationships and interactions between stakeholders, particularly clubs and facility operators