Telford and Wrekin Playing Pitch Strategy
Assessment Report
PART 1: INTRODUCTION AND METHODOLOGY

The previous Playing Pitch Strategy was produced in 2010-12 and considered Football, Hockey, Rugby, Cricket and Bowls. Due to a number of changes in the Borough, new capital developments, and in light of the new guidance for Playing Pitch Strategies released in 2013 from Sport England, there has been a need to review, update and enhance the outcomes and assumptions that it made, in consultation with the community, existing user groups and users.

Telford & Wrekin Council has refreshed the supply and demand assessment originally conducted in 2010 and produced a new and up-to-date Playing Pitch Strategy (PPS), in line with the new Sport England Guidance, to support the future development of playing fields, planning policy and site specific developments.

The refresh was conducted following the new five stage playing pitch guidance identified within the Sport England document ‘Playing Pitch Strategy Guidance’ October 2013.

Vision

The vision for this strategy reflects national, regional, county and local policies. In particular, it is consistent with aspirations to improve health and well-being by increasing the number of people who are physically active and will help to transform sport. In keeping with the key priorities of Telford & Wrekin Council and its partners, the vision for the Telford & Wrekin Playing Pitch Strategy is:

To develop sustainable partnerships which seek to deliver high quality and appropriate sporting facilities to meet both current and future needs.

Furthermore, it is consistent with and helps to meet Shropshire Telford & Wrekin County Sports Partnership’s strategic objectives and overall vision (i.e. a place where everybody can enjoy an active and healthy lifestyle) as well as the National Planning Policy Framework Core Planning Principle 12.

This strategy will help in identification, and prioritisation, of outdoor sports facilities that are of local and borough-wide significance and enable Telford & Wrekin Council and its partners to work collaboratively (i.e. reduce duplication and competition), to identify and use resources to optimum effect.

Objectives

The refresh of the Playing Pitch Strategy for Telford & Wrekin will meet the following objectives:

- To provide a carefully quantified and documented assessment of current and future needs for playing pitches within the borough focusing on quantity and quality issues
- To provide information to assist asset management planning of Council owned playing fields and the associated buildings
- To provide information to assist in decisions associated with the provision of public open space
- To provide information to underpin the protection, enhancement and improvement of the existing pitch stock
- To create a robust strategy that can be reliably used to support spatial planning decisions in the future
- To map out a process for improvements in community access to educational and non-local authority pitches
- To identify relevant standards that pitches are maintained too
To utilise the strategy to seek and secure developer contributions and other funding sources to ensure that there is adequate provision to meet current and future demand
To review the quantity and quality of changing room and ancillary support facilities on pitch sites and make recommendations to ensure they are fit for purpose
To establish and review ownership of playing pitches
To review the grass pitch provision in relation to the opportunity to improve participation through artificial pitches

Study Area

The strategy covers the borough boundary area of Telford & Wrekin; however the data gathered has been presented in such a way as to be further analysed by smaller areas. These are North, South, Central, Wellington and Newport. These follow the old educational boundaries. These can be seen on the map in Figure 1.0.

Figure 1.0 Playing Pitch Strategy sub areas based on old educational boundaries

There are a number of sports teams from outside the borough that use pitches within Telford & Wrekin and sports teams from inside the borough that use facilities outside the boundary. This cross boundary movement needs has been taken into consideration when producing the strategy.

Sports Included

One aim for this strategy is to provide the Council with robust information that can be reliably used to support spatial planning decisions in the future. For the purpose of this strategy the sports to be included (both adult and junior) are:

- Football
- Cricket
- Rugby Union
The strategy covers both natural and artificial turf pitches in relation to those sports.

Methodology

The guidance comprises of 10 steps which are grouped into the following five stages:

- **Stage A**: Prepare and tailor the approach (Step 1)
- **Stage B**: Gather information and views on the supply 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)

The following diagram in Figure 1.1 outlines the methodology used to complete this Playing Pitch Strategy. It has been developed in accordance with Sport England’s new PPS guidance and identifies the key elements of work undertaken to complete the step-by-step approach:

**Figure 1.1 Developing and delivering a Playing Pitch Strategy – The 10 step approach**

Outline of Work

The project has been built upon best practice, with consideration of the principles in "Assessing needs and opportunities" and a methodology based on the principles within Sport England’s new Playing Pitch Guidance. Work on the Strategy followed the broad stages detailed below.
Stage A. Agree the Brief and Approach

The Council updated the strategy using an in-house project management team (from leisure services) supported by an internal steering group. The steering group was made up of key service areas including: Leisure Services, Parks and Open Spaces, Public Realm and Property Services.

A local Stakeholder Group was also established to ensure there was a robust check and challenge mechanism of the Strategy. This included: Shropshire FA, Telford Junior Football League, Mercian Football League, Sunday Football League, Energize STW, Shropshire Cricket Board, Telford Sports Forum, Shropshire Playing Fields Association, Telford Schools Sports Partnership.

The Strategy has been supported by Regional representatives of sport from: Sport England, The Football Association, Rugby Football League, Rugby Football Union, The England and Wales Cricket Board and England Hockey. Regional representatives have undertaken tasks in accordance with the guidance:

Towards the end of Stage A agreed the drivers, vision, objectives and scope, along with how the supply and demand information was best gathered, prepared and signed off the project management documents (project brief and plan) and ensured the approach was tailored to the study area.

Towards the end of Stage B received updates and checked/challenged key elements of the information gathering work, along with helping to resolve any issues (e.g. gaps in the information required, and lack of engagement by some parties).

During Stage C (at the end of Step 5) checked and challenged Step 4 and 5 work and discussed what the key findings and issues were and guided the project team to develop the final picture and key findings.

Towards the end of Stage C agreed the key findings and issues, signed off the assessment details, agreed any locally specific scenarios to look at when developing the strategy document and discussed initial thoughts on recommendations and actions.

Towards the end of Stage D reviewed a draft strategy document, including the recommendations and action plan, and agreed the approach for its sign off by the group, its adoption by the Council and its endorsement by all members. At this stage reassurance was sought that all members were clear of their responsibility for each action, how the Playing Pitch Strategy could be applied, how they could personally ensure its use and application within their area of work and influence, and that a process had been put in place to monitor its delivery and keep it robust and up to date.

Stage B. Review existing evidence base and gather information and views.

The Council and partners undertook a review of relevant research, studies and other data available to inform the study. Documents included:

- The current Playing Pitch Strategy
- Sport England’s facility planning tool.
- Shaping Places Development Plan
- Active Places/Active Places Power
- Sport England’s Market Segmentation

Information on supply and demand was gathered from key stakeholders and user groups to complete the audit of pitches, other sports surfaces and ancillary facilities, including sports not previously
considered. This informed current demand, adequacy, usage and future demand for playing pitches and sports areas in Telford and Wrekin.

**Demand**

A full audit of teams playing or wishing to play within Telford and Wrekin was conducted. The audit process involved:

- Use of data collected by National Governing Bodies (NGBs) on participation;
- Cross referencing of NGB data through analysis of pitch booking records, local league websites and fixture lists, Telford and Wrekin Council records and internet research; and
- Clarification telephone calls with clubs and providers.
- To supplement baseline data and provide full understanding of the issues and challenges currently experienced the following was undertaken:
  - Survey sent to all known teams and follow up email to none responding teams;
  - Face to face meetings with key clubs;
  - Distribution of surveys to all schools and follow up email/telephone calls to none responding schools;
  - Telephone and email consultations with secretaries of leagues;
  - Face to face and telephone discussions with NGBs to discuss key issues and priorities;
  - Discussions with officers of Telford and Wrekin Council; and
  - Discussions with other external stakeholders including Sport England, NGBs Telford School Sports Partnership and Shropshire Telford and Wrekin County Sports Partnership (STW energize).

Overall, a high proportion of teams within Telford and Wrekin were successfully contacted during the process. All none responding teams were contacted on average on 5 separate occasions.

**Supply (Step 6)**

A full audit of the supply of playing fields in Telford and Wrekin was compiled by:

- Analysing existing Council information from the existing Playing Pitch Strategy
- Cross referencing through analysis of pitch booking records, local league websites and fixture lists, Telford and Wrekin Council records.
- Reviewing NGB data on pitches and the Sport England Active Places tool;
- A detailed survey to all schools and analysing the findings of the sports club survey;
- Engaging with Parish and Town Councils to understand provision in their control;
- Undertaking non-technical assessments (in line with the Sport England Matrix) of all playing pitches;
- Discussions with officers of Telford and Wrekin Council
- Consulting with pitch providers across the district; and
- Carrying out internet searches and local consultation.
Availability and accessibility

The ownership and accessibility of pitches influences the actual availability for community use. In line with Sport England’s Playing Pitch Guidance, the term ‘secured community use’ has been adopted to define this. This embraces:

Community use categories

**Available for community use and used** - Pitches in any ownership which are available for hire by, or leased to the community (e.g. leased to a sports club) and currently in use by community teams, for example:

i. for educational pitches, community use relates to pitches used by the community over and above the educational establishments own use (i.e. over and above a school’s curricular and extracurricular use).

ii. For company sports grounds, sports & social clubs or third sector sports organisations community use relates to pitches where there are no restrictions on its use i.e. not having to be an employee, or related to an employee of the company to access provision.

**Available for community use but unused** - Pitches that are available for hire to the community but are not currently used by community teams; this may apply to some school sites and sites which are available but unused as they are expensive to hire.

**Not available for community use** - Pitches which as a matter of policy or practice are not available for use by community teams. This includes professional club pitches and some semi-professional club pitches where play is restricted to the first or second team.

**Not available as disused** - Any sites where pitches were once, but are no longer, marked out and remain undeveloped.

Pitches in secured community use are pitches where the future use is secured for the coming seasons by one or more of the following:

- a formal community use agreement;
- a leasing/management arrangement requiring pitch(es) to be available to the community/ a community club;
- a formal policy for community use adopted by the owner or educational establishment;
- written confirmation from the owner and or educational establishment.

All data was collated and populated using the example document provided by Sport England. A summary version was presented to the stakeholder group who appropriately checked, challenged and identified gaps within the data. The stakeholder group advised the most appropriate route to obtaining any further information. For example, it was imperative to review the NGB quality ratings to see how existing quality scores matched up. Support from NGBs was welcomed in terms of doing some sample quality assessments with the independent consultant Maxwell Amenity Limited who undertook the pitch assessments. User views also contributed towards this.

Stage C: Assess Supply and Demand Information and Views

Once the supply/demand audit was completed in full and checked/challenged a full assessment was undertaken to interpret the data. Comparisons were calculated looking at how much play is taking place as opposed to the amount of play a site can accommodate.
Qualitative pitch ratings linked to a pitch capacity rating were derived from NGB guidance and tailored to suit a local area. The quality and use of each pitch was assessed against the recommended pitch capacity to indicate how many match equivalent sessions per week (per season for cricket) a pitch could accommodate.

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential spare capacity:</td>
<td>Play is below the level the site could sustain</td>
</tr>
<tr>
<td>Overused:</td>
<td>Play exceeds the level the site can sustain</td>
</tr>
<tr>
<td>At capacity:</td>
<td>Play matches the level the site can sustain</td>
</tr>
<tr>
<td>No Capacity:</td>
<td>Play cannot be accommodated as there is no community use</td>
</tr>
</tbody>
</table>

Key findings and issues were identified and then presented to the steering group to be checked and challenged. From this, the current and future picture was determined.

**Stage D: Develop the Strategy**

The project team were responsible for the development of a draft strategy to provide a clear set of pitch standards, including priority areas and site specific actions. A vision for the future that could be used as a legitimate document to inform future development and the promotion and provision of pitch sports in Telford & Wrekin in the short, medium and long term was set out.

Following sign off from the steering group, this was then presented to the Council’s Senior Management Team, Policy Review and Cabinet for formal Council adoption.

**Outputs**

A final strategy document has been developed that includes the development of policy options, outcome of spatial planning exercise, an action plan and established local standards for playing fields in the study area sufficient to utilise for S106/CIL developer contributions with sufficient information for viability testing. These, along the whole of the study, are robust enough to be tested at public inquiry, planning appeal or LDF examination.

The strategy and agreed action plan will be monitored and updated by a strategic stakeholder group representative of local and regional NGBs, STW energize and other strategic providers. This group will meet every 6 months enabling the Council to measure and adapt the conclusions and actions against emerging guidelines.
PART 2: POPULATION AND SPORTS PARTICIPATION

Active People and Market Segmentation (Sport England)

Using Sport England’s Active People Survey (APS) and Market Segmentation tool, it is possible to establish the following:

- How active people (aged 16 and over) within Telford and Wrekin are and how this varies compared to a regional and national level; and
- how many people (aged 16 and over*) within Telford and Wrekin do participate in specific sports and how this varies across the authority; and
- How many people (aged 16 and over*) within Telford and Wrekin would like to participate in specific sports and again how this varies across the authority.

Adult Participation in Sport

The nationally accepted measure of adult participation in sport is the Sport England Active People Survey (APS). The first survey was conducted between October 2005 and October 2006. Since then the APS has been updated on the same basis each year. Recently Sport England have provided results update in quarter 2 (Q2). The latest results, APS 9 Q2 which are taken from April 2014 to April 2015 indicate that 26.4% of the Telford and Wrekin 16+ population participated in sport and active recreation, three (or more) times a week.

This is a significant change in people's participation in sport and active recreation since APS1 where 20.80% of the Telford and Wrekin 16+ population participated in sport and active recreation, three (or more) times a week. Telford and Wrekin compared extremely favourably for this indicator and recorded higher participation than both the regional 21.30% and national percentage 23.1% for the APS 9 Q2.

Table 1.0 Sport and active recreation - Three (or more) times a week

<table>
<thead>
<tr>
<th></th>
<th>2005/06 (APS1)</th>
<th>2007/08 (APS2)</th>
<th>2008/09 (APS3)</th>
<th>2009/10 (APS4)</th>
<th>2010/11 (APS5)</th>
<th>2011/12 (APS6)</th>
<th>2012/13 (APS7)</th>
<th>2013/14 (APS8)</th>
<th>2014/15 (APS9 Q2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>England</td>
<td>21.30%</td>
<td>21.60%</td>
<td>21.90%</td>
<td>22.10%</td>
<td>21.80%</td>
<td>22.90%</td>
<td>24.40%</td>
<td>24.10%</td>
<td>23.10%</td>
</tr>
<tr>
<td>West Midlands</td>
<td>19.50%</td>
<td>19.30%</td>
<td>20.30%</td>
<td>20.80%</td>
<td>20.30%</td>
<td>21.00%</td>
<td>22.90%</td>
<td>22.30%</td>
<td>21.30%</td>
</tr>
<tr>
<td>Shropshire</td>
<td>22.30%</td>
<td>23.10%</td>
<td>22.70%</td>
<td>21.70%</td>
<td>16.90%</td>
<td>19.30%</td>
<td>30.80%</td>
<td>28.90%</td>
<td>25.50%</td>
</tr>
<tr>
<td>T&amp;W</td>
<td>20.80%</td>
<td>17.00%</td>
<td>19.90%</td>
<td>20.90%</td>
<td>20.50%</td>
<td>23.10%</td>
<td>22.60%</td>
<td>21.20%</td>
<td>26.40%</td>
</tr>
</tbody>
</table>

With regards to Telford & Wrekin’s sports participation - at least once a week, a similar trend is seen. Results recorded in APS 9 Q2 show that 34.9% of the Telford and Wrekin 16+ Population participated in sport at least once a week for at least 30 minutes. Compared to results recorded in APS1 (33%) this shows a slight increase. Telford and Wrekin APS9 Q2 results were higher when compared against the regional ave (33.2%) and just slightly less than the national ave (35.5%).

Low participation rates are particularly synonymous with areas of higher deprivation i.e. parts of South Telford.
Table 1.1 Sports participation - At least once a week

<table>
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<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2005/06</td>
<td>34.60%</td>
<td>36.60%</td>
<td>36.50%</td>
<td>36.20%</td>
<td>36.60%</td>
<td>36.90%</td>
<td>36.60%</td>
<td>36.10%</td>
<td>35.50%</td>
</tr>
<tr>
<td>2007/08</td>
<td>36.60%</td>
<td>36.50%</td>
<td>36.20%</td>
<td>35.60%</td>
<td>34.10%</td>
<td>33.90%</td>
<td>33.90%</td>
<td>33.20%</td>
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</tr>
<tr>
<td>2008/09</td>
<td>34.30%</td>
<td>35.70%</td>
<td>35.70%</td>
<td>35.20%</td>
<td>35.60%</td>
<td>38.60%</td>
<td>38.00%</td>
<td>39.20%</td>
<td>32.70%</td>
</tr>
<tr>
<td>2009/10</td>
<td>35.40%</td>
<td>35.70%</td>
<td>35.20%</td>
<td>30.90%</td>
<td>38.60%</td>
<td>38.00%</td>
<td>39.20%</td>
<td>32.70%</td>
<td></td>
</tr>
<tr>
<td>2010/11</td>
<td>33.40%</td>
<td>32.40%</td>
<td>35.00%</td>
<td>37.00%</td>
<td>31.60%</td>
<td>32.70%</td>
<td>33.60%</td>
<td>33.30%</td>
<td>34.90%</td>
</tr>
<tr>
<td>2011/12</td>
<td>32.30%</td>
<td>32.40%</td>
<td>35.00%</td>
<td>37.00%</td>
<td>31.60%</td>
<td>32.70%</td>
<td>33.60%</td>
<td>33.30%</td>
<td></td>
</tr>
<tr>
<td>2012/13</td>
<td>32.30%</td>
<td>32.40%</td>
<td>35.00%</td>
<td>37.00%</td>
<td>31.60%</td>
<td>32.70%</td>
<td>33.60%</td>
<td>33.30%</td>
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<tr>
<td>2013/14</td>
<td>32.30%</td>
<td>32.40%</td>
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<td>32.70%</td>
<td>33.60%</td>
<td>33.30%</td>
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</tr>
<tr>
<td>2014/15</td>
<td>32.30%</td>
<td>32.40%</td>
<td>35.00%</td>
<td>37.00%</td>
<td>31.60%</td>
<td>32.70%</td>
<td>33.60%</td>
<td>33.30%</td>
<td></td>
</tr>
</tbody>
</table>

The profile of adult participation in sport - Market Segmentation

Sport England has developed nineteen sporting segments to help understand the nation's attitudes to sport, their motivations and barriers. It is important to know which segment is most dominant in the local population as it can help direct provision and programming.

Table 1.2 Sport England market segmentation summaries

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Description</th>
<th>Top three participating sports nationally</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ben</td>
<td>Competitive Male Urbanites</td>
<td>Male (aged 18-25), recent graduates, with a 'work-hard, play-hard' attitude. Most sporty of 19 segments.</td>
<td>Football (33%), Keep fit/gym (24%), Cycling (18%)</td>
</tr>
<tr>
<td>Jamie</td>
<td>Sports Team Drinkers</td>
<td>Young blokes (aged 18-25) enjoying football, pints and pool.</td>
<td>Football (28%), Keep fit/gym (22%), Athletics (12%)</td>
</tr>
<tr>
<td>Chloe</td>
<td>Fitness Class Friends</td>
<td>Young (aged 18-25) image-conscious females keeping fit and trim.</td>
<td>Keep fit/gym (28%), Swimming (24%), Athletics (14%)</td>
</tr>
<tr>
<td>Leanne</td>
<td>Supportive Singles</td>
<td>Young (aged 18-25) busy mums and their supportive college mates. Least active segment of her age group.</td>
<td>Keep fit/gym (23%), Swimming (18%), Athletics (9%)</td>
</tr>
<tr>
<td>Helena</td>
<td>Career Focused Females</td>
<td>Single professional women, enjoying life in the fast lane (aged 26-45).</td>
<td>Keep fit/gym (26%), Swimming (23%), Cycling (11%)</td>
</tr>
<tr>
<td>Tim</td>
<td>Settling Down Males</td>
<td>Sporty male professionals (aged 26-45), buying a house and settling down with partner.</td>
<td>Cycling (21%), Keep fit/gym (20%), Swimming (15%)</td>
</tr>
<tr>
<td>Alison</td>
<td>Stay at Home Mums</td>
<td>Mums with a comfortable, but busy, lifestyle (aged 36-45).</td>
<td>Keep fit/gym (27%), Swimming (25%), Cycling (12%)</td>
</tr>
<tr>
<td>Jackie</td>
<td>Middle England Mums</td>
<td>Mums (aged 36-45) juggling work, family and finance.</td>
<td>Keep fit/gym (27%), Swimming (20%), Cycling (9%)</td>
</tr>
<tr>
<td>Kev</td>
<td>Pub League Team Mates</td>
<td>Blokes (aged 36-45) who enjoy pub league games and watching live sport.</td>
<td>Keep fit/gym (14%), Football (12%), Cycling (11%)</td>
</tr>
<tr>
<td>Paula</td>
<td>Stretched Single Mums</td>
<td>Single mum (aged 26-45) with financial pressures, childcare issues and little time for pleasure.</td>
<td>Keep fit/gym (18%), Swimming (17%), Cycling (5%)</td>
</tr>
<tr>
<td>Philip</td>
<td>Comfortable Mid-Life Males</td>
<td>Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.</td>
<td>Cycling (16%), Keep fit/gym (15%) Swimming (12%)</td>
</tr>
<tr>
<td>Elaine</td>
<td>Empty Nest Career Ladies</td>
<td>Mid-life professionals who have more time for themselves since their children left home (aged 46-55).</td>
<td>Keep fit/gym (21%), Swimming (18%), Cycling (7%)</td>
</tr>
<tr>
<td>Roger &amp; Joy</td>
<td>Early Retirement Couples</td>
<td>Free-time couples nearing the end of their careers (aged 56-65).</td>
<td>Keep fit/gym (13%), Swimming (13%), Cycling (8%)</td>
</tr>
<tr>
<td>Brenda</td>
<td>Older Working Women</td>
<td>Middle aged ladies (aged 46-65), working to make ends meet.</td>
<td>Keep fit/gym (15%), Swimming (13%), Cycling (4%)</td>
</tr>
<tr>
<td>Terry</td>
<td>Local ‘Old Boys’</td>
<td>Generally inactive older men (aged 56-65), low income and little provision for retirement.</td>
<td>Keep fit/gym (8%), Swimming (6%), Cycling (5%)</td>
</tr>
</tbody>
</table>
The market segmentation in Table 1.2 shows spatially the dominant segments in Telford and Wrekin. The map highlights very clearly that Tim is the most dominant segment spatially followed by Kev, Elsie and Arnold, then Philip. The chart in Figure 1.3 demonstrates the type of people who make up the population of Telford and Wrekin. Philip (comfortable mid-life males) is the most dominant market segment, contributing 9% of the population. Elsie and Arnold (Retirement home singles) are the next highest contributors, with 8.4%. Followed by Kev (pub team league mates), Tim (Settling down males) and Brenda (Older working women).

**Figure 1.2 Dominant market segments by population**

![Dominant market segment by population](image)

**Figure 1.3 Population of all segments within catchment area**

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Description</th>
<th>Top three participating sports nationally</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norma</td>
<td>Later Life Ladies</td>
<td>Older ladies (aged 56-65), recently retired, with a basic income to enjoy their lifestyles.</td>
<td>Keep fit/gym (12%), Swimming (10%), Cycling (2%)</td>
</tr>
<tr>
<td>Ralph &amp; Phyllis</td>
<td>Comfortable Retired Couples</td>
<td>Retired couples (aged 66+), enjoying active and comfortable lifestyles.</td>
<td>Keep fit/gym (10%), Swimming (9%), Golf (7%)</td>
</tr>
<tr>
<td>Frank</td>
<td>Twilight Year Gents</td>
<td>Retired men (aged 66+) with some pension provision and limited sporting opportunities.</td>
<td>Golf (7%), Keep fit/gym (6%), Bowls (6%)</td>
</tr>
<tr>
<td>Elsie &amp; Arnold</td>
<td>Retirement Home Singles</td>
<td>Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation.</td>
<td>Keep fit/gym (10%), Swimming (7%), Bowls (3%)</td>
</tr>
</tbody>
</table>
Table 1.3 details the top 5 sports participated in Telford and Wrekin by adults (16+). Gym is the sport with the highest participation (at least once a month) followed by, swimming, athletics, cycling and football. The percentage for football in Telford and Wrekin is higher than the regional and national average. Swimming is the sport that most people in Telford and Wrekin would like to do.

### Table 1.3 Top 5 sports in local authority with regional and England comparison.

<table>
<thead>
<tr>
<th>Sport</th>
<th>Telford and Wrekin</th>
<th></th>
<th>West Midlands</th>
<th></th>
<th>England</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. (000s)</td>
<td>Rate</td>
<td>No. (000s)</td>
<td>Rate</td>
<td>No. (000s)</td>
<td>Rate</td>
</tr>
<tr>
<td>Gym</td>
<td>16.9</td>
<td>13.0%</td>
<td>12.9</td>
<td>9.9%</td>
<td>4,622.7</td>
<td>10.9%</td>
</tr>
<tr>
<td>Swimming</td>
<td>14.0</td>
<td>10.8%</td>
<td>13.3</td>
<td>10.2%</td>
<td>4,896.9</td>
<td>11.5%</td>
</tr>
<tr>
<td>Athletics</td>
<td>12.7</td>
<td>9.8%</td>
<td>6.9</td>
<td>5.4%</td>
<td>2,778.8</td>
<td>6.5%</td>
</tr>
<tr>
<td>Cycling</td>
<td>10.3</td>
<td>7.9%</td>
<td>9.0</td>
<td>7.0%</td>
<td>3,458.9</td>
<td>8.1%</td>
</tr>
<tr>
<td>Football</td>
<td>9.0</td>
<td>6.9%</td>
<td>7.8</td>
<td>6.0%</td>
<td>2,689.7</td>
<td>6.3%</td>
</tr>
</tbody>
</table>

Source: Active People Survey 7, 2012/13
Measure: Participation rate of the top 5 sports and the number of adults (16+) that participate at least once per month.

The data to determine the top 5 sports within the local authority is limited, therefore only the top sport is detailed.

### Local Context

#### Building Schools for the Future

The Building Schools for the Future (BSF) programme, known locally as Borough Towns Initiative – Cooperative Learning Communities (BTICLC) has the potential to be both an opportunity to increase/secure community access to school playing pitches (and other sports facilities) and to be a threat to existing/potential community access, where proposals look to utilise playing fields for buildings, hard play and car parking.

Telford & Wrekin Council’s Leisure Services has been working closely with the BSF team to support delivery of the vision to raise participation, achievement, aspirations and self-esteem by creating borough-wide, vibrant and inclusive Cooperative Services Learning Communities.
Community access to existing and improved leisure facilities on these school sites is key to creating vibrant facilities in the heart of the community. It is therefore imperative that any Community Use Agreements adopted is enforceable providing an opportunity to challenge if community provision is restricted.

Table 1.4 details the pitches on each school site pre and post BSF.

Table 1.4 Pitches on school sites pre and post BSF

<table>
<thead>
<tr>
<th>Site</th>
<th>Area</th>
<th>No. of Original Pitches pre-BSF</th>
<th>No. Of Pitches post-BSF</th>
<th>Delivery/Disposal Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madeley Academy</td>
<td>South</td>
<td>Old Madely Court site</td>
<td>1 x Senior, 2 x Junior</td>
<td>Sept - 11</td>
</tr>
<tr>
<td>Abraham Darby</td>
<td>South</td>
<td>2 senior</td>
<td>5 new rugby pitches were originally football proposed to be 2 x senior 2 x junior 1 x Mini</td>
<td>Sept - 12</td>
</tr>
<tr>
<td>Woodlands Primary (on ADLC Site)</td>
<td>South</td>
<td></td>
<td>1 x Mini</td>
<td></td>
</tr>
<tr>
<td>Sutherland School</td>
<td>North</td>
<td>2 senior, 1 junior</td>
<td>3 x Mini, 1 x Junior</td>
<td>Sept - 15</td>
</tr>
<tr>
<td>Holy Trinity Academy, Priorslee</td>
<td>North</td>
<td>1 senior</td>
<td>Community use school 3 x Senior, 1 x Junior</td>
<td>Sept - 15</td>
</tr>
<tr>
<td>Telford Cooperative Academy (amalgamation of Sutherland and Wrockwardine)</td>
<td>North</td>
<td>4 x senior, 1 x mini, 1 x AGP</td>
<td>3 x senior, 1 x mini, 1 x 3G</td>
<td>Sept 15</td>
</tr>
<tr>
<td>Ercall Wood</td>
<td>Wellington</td>
<td>2 x mini</td>
<td>Community use school: 5 x Senior,</td>
<td>Sept - 14</td>
</tr>
<tr>
<td>Phoenix Sports &amp; Leisure Centre (Includes those pitches remaining at the old site and those created at the new Phoenix Sports and Leisure Centre site).</td>
<td>Central</td>
<td>6 senior (1 rugby), 2 junior, 1 mini</td>
<td>New Site - Community Use School: 1 3G pitch with floodlighting, 2 x Senior, 1 x Junior Old Site, pitches being retained 1 x Senior,</td>
<td>Sept - 13</td>
</tr>
<tr>
<td>School Description</td>
<td>Location</td>
<td>Field Details</td>
<td>Community Use School Details</td>
<td>Effective Date</td>
</tr>
<tr>
<td>----------------------------------------------------------------------------------</td>
<td>----------</td>
<td>--------------------------------</td>
<td>----------------------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Lakeside Academy (previously known as Stirchley Recreation Centre)</td>
<td>Central</td>
<td>3 x Senior, 3 x Junior, 4 x Mini</td>
<td>Community use school: 3 x Senior, 3 x Junior, 4 x Mini</td>
<td>Sept - 15</td>
</tr>
<tr>
<td>Charlton School existing site.</td>
<td>Wellington</td>
<td>1 x Senior, 3 x Junior</td>
<td>None (new Charlton school relocating to the BRJ site, please see line below)</td>
<td>Jan - 16</td>
</tr>
<tr>
<td>Existing Blessed Robert Johnson site (BRJ) – to become the new Charlton School site</td>
<td>Wellington</td>
<td>4 x Junior</td>
<td>Community use school: 5 x Junior</td>
<td>Jan - 16</td>
</tr>
<tr>
<td>Lawley Village Primary School (previously known as Ironstone)</td>
<td>Central</td>
<td>None – brand new facility</td>
<td>2 x U10 pitch (1 in phase One and 1 in phase Two)</td>
<td>Jan - 16</td>
</tr>
<tr>
<td>Grange Park Primary School</td>
<td>Central</td>
<td>1 x Mini</td>
<td>Community use school: 1 x Mini</td>
<td>Sept - 16</td>
</tr>
<tr>
<td>Orleton Lane (also known as OD Murphy)</td>
<td>Wellington</td>
<td>1 x Junior</td>
<td>2 x Senior, 1 x Mini</td>
<td>Autumn - 16</td>
</tr>
</tbody>
</table>
Principles of Community Use Agreements

A fundamental principle behind the development of new and enhanced school and leisure facilities is the requirement for improved opportunities for community use of these facilities. This has been an
integral factor in the BSF programme and is identified within design briefs and leisure strategies as key to meeting current and future demand.

Although recognised as a planning condition, implementation and subsequent enforcement of community use needs to be tackled strategically and in advance of construction to avoid future pitfalls.

As such, Leisure Services has produced two template agreements. One for those sites recognised as ‘strategic hubs’ for sport and leisure, these are typically sites with borough wide, regional or national facilities or sites with existing formal community use agreements. The second for ‘satellite sites’ where community access is important, but they have a more localised focus. Typically these sites will have previously had limited, informal or no community use. This is to ensure that all Co-operative Learning Communities, regardless of their legal status will make their indoor and outdoor sporting facilities, along with any other such facilities as may be reasonably agreed, available for wider community use.

Both agreements have the following aims:

- To maximise use of the facilities by the community during designated Community Use Times thereby promoting participation in sport and encouraging better provision of sports facilities.
- To increase participation and raise the standards of sports and recreation in the Borough.
- To provide a coordinated ‘one-stop-shop’ approach to booking pitches across the Borough meeting recommendations identified within the Council’s Playing Pitch Strategy.
- To provide more opportunities for local people and sports organisations to participate in sport and physical activity particularly amongst low participant groups.
- Place Co-operative Learning Communities at the heart of their community.

The transfer to Academy status brings with it complications in respect of community use of the facilities. These complications specifically relate to sites whereby the Leisure facilities are incorporated within the Academy buildings for example Dawley.

To date the Council has maintained a position whereby only those facilities which the school has previously enjoyed sole use of are included in the asset transfer, which takes the form of a long lease.

In respect of sites such as Dawley consideration has been given as to how best to ensure appropriate community use, initial consideration has been given to the exclusion of those areas of the building and land required for community use from the Academy/ School (such as at Abraham Darby). This is not simple given the design of the facilities and may not be acceptable to the Academy and or the DFES.

Alternative consideration has been given to the inclusion of conditions protecting community use (as defined in the Community Use Agreement) within the Lease. However, legal advice has suggested that this may not be possible.

During the development phase on BTICLC school sites it is important for the Local Authority and contractors to ensure there is least disruption to the access of community use pitches. In cases where pitches are to be lost but compensated elsewhere, efforts must be made during the interim period by the Local Authority to secure sufficient pitches for the community by the effective use of existing community pitches or in some cases ‘open up’ non community use pitches.

**Community Club Asset Transfer Policy**

The Telford & Wrekin Council Playing Pitch Strategy recognises the opportunity to support local voluntary sports clubs through the transfer of playing pitches and associated facilities into their direct
control. The Community Club Asset Transfer Policy seeks to establish a fair, consistent and transparent framework and methodology for considering requests from community clubs wishing to manage such facilities.

The Telford & Wrekin Council Playing Pitch Strategy supports the principle of the development of community club managed sites where appropriate and where they can be shown to be of benefit to the club, the sport and the wider community. Typically the development of a community club managed site would include the transfer of a Council owned asset such as land or buildings from the local authority to a local sports club or other community or voluntary sector organisation.

Since the publication of the previous Playing Pitch Strategy in 2012 a number of expressions of interest have been received from football clubs who are keen to manage the facilities which they use. Assets in relation to this policy are defined as a playing pitch in open space (not a school, leisure centre or formal park) and associated facilities that are currently utilised or have the potential to be utilised for the purposes of grassroots football or other recognised sport.

There are a number of potential transfer options e.g. freehold, a long lease, a shorter lease or a licence to occupy however to ensure sustainability the length of tenure will need to be long enough to help the club secure external investment. As such a lease of up to 25 years is likely to be the most appropriate option in most cases.

Requests for a community asset transfer are made via an initial Expression of Interest form. Successful applicants are then invited to work with officers to develop a business case in order to demonstrate:

- That the transfer of management/ownership of land will promote community benefit.
- Sufficient organisational capacity and structure to be in a position to manage the transfer and provision.
- The organisation is in a position to access resources to maintain or improve the facility to a ‘good’ standard as recognised in the Telford and Wrekin Playing Pitch Strategy.
- Demonstrate the ability to support the key objectives outlined in the Community Club Asset Transfer Policy.

A business case and any objections received are then evaluated by an appropriate panel including representatives from Leisure, Legal, Property Services, Environmental Services and the Football Association (or alternative respective governing body) who will make a recommendation to the Assistant Directors (Neighbourhood & Leisure Services and Development Business & Housing) along with respective Cabinet Members to consider under delegated authority.

Whilst no two club’s needs or circumstances will be exactly the same it is intended that the following core principles form the basis of all agreements for the transfer of any Council owned asset under this policy and that the appropriate conditions be built into any agreement or lease and that they be monitored.

- Increase participation across the whole community
- Encourage healthy and active lifestyles
- Provide good quality, accessible facilities.
- Ensure pitch and facilities are well designed, fit for purpose, energy efficient and sustainable
- Maximise external investment
- Improve the game, players, coaches and volunteers
- Improve safety and safeguarding.
The Local Plan

The Local Plan sets out the priorities and policies for development in Telford and Wrekin in relation to housing, green space, shops, businesses, transport and community facilities including where development could go until 2031. Consultation on the draft Local Plan takes place between 3 August 2015 and 25 September 2015.

The new Local Plan for the Borough of Telford & Wrekin will replace the existing Core Strategy, the Central Telford Area Action Plan, the Wrekin Local Plan and the Shropshire and Telford & Wrekin Minerals Local Plan and Structure Plan. Its purpose is to provide a framework for new development in the borough until 2031.

The aim of the Local Plan is to sustain and enhance the borough and the quality of life of the people who live, work in and visit it. It has to achieve a balance between protecting the borough's natural and built assets whilst meeting the need for growth to strengthen communities, sustain services and grow employment opportunities. The plan is concerned with providing the necessary infrastructure to serve the needs of the community, helping to address a national housing shortage and responding to the effects of climate change.

The Local Plan includes a green guarantee that commits the Council to establishing 100 green spaces as part of the overall protection and enhancement of open space provision. The green guarantee will formally recognise and consolidate areas of open space for leisure, recreation and biodiversity including the designation of additional parks and Local Nature Reserves.

The Playing Pitch Strategy will be integral in informing The Local Plan to ensure that there is adequate provision within or in close proximity to new developments. Identifying where there is a need for pitches and associated facilities will ensure that there is justification for the prioritisation of playing pitches as opposed to other designations that could be a priority for open green space.

In total the Local Plan contains commitments, allocations and ‘resolution to grant’ for 15,555 homes and 149 hectares of employment land. An overview of these commitments, allocations and ‘resolution to grant’ are detailed in the map in Figure 1.5.

As can be seen from the map the majority of sites are identified in already highly densely populated areas. Key areas for the Playing Pitch Strategy to consider are North and Central Telford (with some adjoining sites in Wellington). There are smaller pockets of planned development in Newport (mainly bordering North Telford), South Telford (mainly bordering Central Telford) and Wellington (mainly bordering North and Central Telford).

Figure 1.5 Overview of planning commitments, allocations and resolution to grant in the draft Local Plan.
PART 3: FOOTBALL PITCHES

The following section evaluates the adequacy of pitches for football and provides an:

- Introduction
- Overview of the population and sports participation
- Overview of supply and demand for football
- Evaluation of the overall adequacy of pitches to meet demand
- Overview of key issues for the strategy to address.

Introduction

Shropshire Football Association (FA) is the primary organisation responsible for development (and some elements of administration) of football in Telford and Wrekin. It is also responsible for the administration, in terms of discipline, rules and regulations, cup competitions and representative matches, development of clubs and facilities, volunteers, referees, coaching courses and delivering national football schemes.

FA Youth Development Review

In May 2012 the FA formally ratified some of the recommendations of the Youth Development Review based on two years of research, consultations and listening to those involved in the youth game, and most importantly those that play – the children. National pitch sizes for mini soccer (5v5 and 7v7), Youth football (9v9 and 11v11) and over 18 senior football (11v11) have now been produced summarised in table 1.5. This will see an increased use of small-sided games for all age groups up to U12. This will allow children to progress gradually through age-appropriate formats. The entry point for U7s and U8s is the 5v5 game. U9s and U10s will then step up to 7v7, followed by 9v9 level for U11s and U12s.

Playing smaller-sided games has been proved to give children an increased number of touches of the ball, while providing more goals and scoring attempts, more one-v-one encounters and more chance to attempt dribbling skills. It is this increased contact time with the ball that the FA believe will help children enjoy the game more while providing them with better preparation for the 11-a-side a game.

The introduction of 9v9 football, by the FA, is designed to help bridge the gap between mini soccer at U10s and 11-a-side at U11s and will see the introduction of a new intermediate sized pitch. The FA suggests that where there is limited space, there is the ability to mark out 9v9 pitches across a full size pitch.

Marking out 9v9 pitches on senior pitches may help to meet the shortfall of junior pitches identified at peak times. However, specific 9v9 goals (recommended size 7 x 16ft) would be required.

The new format of the 9v9 game became mandatory from the 2013/14 season for U11s and from the 2014/15 season for U11s and U12.
Table 1.5 Summary of each step and the appropriate pitch and goal sizes

<table>
<thead>
<tr>
<th>Age</th>
<th>Format</th>
<th>Pitch size without runoff (Length x width yards)</th>
<th>Pitch size without runoff (Length x width metres)</th>
<th>Pitch size including runoff ¹ (Length x width yards)</th>
<th>Pitch size including runoff ¹ (Length x width metres)</th>
<th>Recommended size of goal posts (Height x width ft)</th>
<th>Recommended size of goal posts (Height x width metres)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mini soccer U7/U8</td>
<td>5 v 5</td>
<td>40 x 30</td>
<td>37 x 27</td>
<td>46 x 36</td>
<td>43 x 33</td>
<td>8 x 12</td>
<td>1.83 x 3.66</td>
</tr>
<tr>
<td>Mini soccer U9/U10</td>
<td>7 v 7</td>
<td>60 x 40</td>
<td>55 x 37</td>
<td>66 x 46</td>
<td>61 x 43</td>
<td>6 x 12</td>
<td>1.83 x 3.66</td>
</tr>
<tr>
<td>Youth 11/12</td>
<td>9 v 9</td>
<td>80 x 50</td>
<td>73 x 46</td>
<td>86 x 56</td>
<td>80 x 56</td>
<td>7 x 16</td>
<td>2.13 x 4.88</td>
</tr>
<tr>
<td>Youth 13/14</td>
<td>11 v 11</td>
<td>90 x 55</td>
<td>82 x 50</td>
<td>96 x 61</td>
<td>88 x 56</td>
<td>7 x 21</td>
<td>2.13 x 6.40</td>
</tr>
<tr>
<td>Youth 15/16</td>
<td>11 v 11</td>
<td>100 x 60</td>
<td>91 x 55</td>
<td>106 x 66</td>
<td>97 x 61</td>
<td>8 x 24</td>
<td>2.44 x 7.32</td>
</tr>
<tr>
<td>Youth 17/18</td>
<td>11 v 11</td>
<td>110 x 70</td>
<td>110 x 70</td>
<td>116 x 76</td>
<td>106 x 70</td>
<td>8 x 24</td>
<td>2.44 x 7.32</td>
</tr>
<tr>
<td>Over 18 (seniors)</td>
<td>11 v 11</td>
<td>110 x 70</td>
<td>106 x 64</td>
<td>116 x 76</td>
<td>106 x 70</td>
<td>8 x 24</td>
<td>2.44 x 7.32</td>
</tr>
</tbody>
</table>

¹ Including runoff (safety area around the pitch)
² Including runoff (safety area around the pitch)

Overview of Population and Sports Participation

The map in figure 1.6 shows spatially the percentage of the Telford and Wrekin population who, based on the Active People Survey findings, are currently participating in football.

Figure 1.6 Map Percentage of population participating in football.

Figure 1.6 details the profile of current participation in football across the 19 market segments. Currently, 5.1-10% of the population of Telford and Wrekin participate in football (based on the map in Figure 1.6).
There are 5 main segments that play football. Based on the market segmentation catchment population found in Table 1.6, Ben is the most dominant segment, representing over 1,500 of the 8004 total participants. Jamie contributes to over 1,500 people, with Tim, Kev and Phillip also having over 1000 people in their segment. The percentage catchment for the top 3 segments Ben, Jamie and Tim is lower than the national percentage. However, segments Kev and Philip are higher than the national percentage.

Table 1.6 Table Market Segments Participating in Football.

<table>
<thead>
<tr>
<th>Segment</th>
<th>Catchment Pop.</th>
<th>CSP Pop.</th>
<th>Rgn Pop.</th>
<th>Nat Pop.</th>
<th>Catchment %</th>
<th>CSP %</th>
<th>Rgn %</th>
<th>Nat %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ben</td>
<td>1641</td>
<td>5841</td>
<td>57470</td>
<td>663400</td>
<td>20.5</td>
<td>25.8</td>
<td>21</td>
<td>24.1</td>
</tr>
<tr>
<td>Jamie</td>
<td>1589</td>
<td>3529</td>
<td>62799</td>
<td>606287</td>
<td>19.9</td>
<td>15.6</td>
<td>23</td>
<td>22</td>
</tr>
<tr>
<td>Chloe</td>
<td>95</td>
<td>383</td>
<td>3491</td>
<td>41643</td>
<td>1.2</td>
<td>1.7</td>
<td>1.3</td>
<td>1.5</td>
</tr>
<tr>
<td>Leanne</td>
<td>173</td>
<td>383</td>
<td>6420</td>
<td>61527</td>
<td>2.2</td>
<td>1.7</td>
<td>2.3</td>
<td>2.2</td>
</tr>
<tr>
<td>Helena</td>
<td>44</td>
<td>189</td>
<td>1918</td>
<td>20606</td>
<td>0.5</td>
<td>0.8</td>
<td>0.7</td>
<td>0.7</td>
</tr>
<tr>
<td>Tim</td>
<td>1367</td>
<td>4889</td>
<td>46488</td>
<td>528079</td>
<td>17.1</td>
<td>21.6</td>
<td>17</td>
<td>19.2</td>
</tr>
<tr>
<td>Alison</td>
<td>65</td>
<td>182</td>
<td>1653</td>
<td>20389</td>
<td>0.8</td>
<td>0.8</td>
<td>0.6</td>
<td>0.7</td>
</tr>
<tr>
<td>Jackie</td>
<td>91</td>
<td>228</td>
<td>2763</td>
<td>27049</td>
<td>1.1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Kev</td>
<td>1203</td>
<td>2133</td>
<td>35538</td>
<td>288786</td>
<td>15</td>
<td>9.4</td>
<td>13</td>
<td>10.5</td>
</tr>
<tr>
<td>Paula</td>
<td>208</td>
<td>344</td>
<td>5363</td>
<td>41359</td>
<td>2.6</td>
<td>1.5</td>
<td>2</td>
<td>1.5</td>
</tr>
<tr>
<td>Philip</td>
<td>1037</td>
<td>3212</td>
<td>33450</td>
<td>319944</td>
<td>13</td>
<td>14.2</td>
<td>12.2</td>
<td>11.6</td>
</tr>
<tr>
<td>Elaine</td>
<td>28</td>
<td>101</td>
<td>1005</td>
<td>9792</td>
<td>0.3</td>
<td>0.4</td>
<td>0.4</td>
<td>0.4</td>
</tr>
<tr>
<td>Roger &amp; Joy</td>
<td>81</td>
<td>313</td>
<td>2983</td>
<td>29933</td>
<td>1</td>
<td>1.4</td>
<td>1.1</td>
<td>1.1</td>
</tr>
<tr>
<td>Brenda</td>
<td>55</td>
<td>102</td>
<td>1597</td>
<td>12766</td>
<td>0.7</td>
<td>0.5</td>
<td>0.6</td>
<td>0.5</td>
</tr>
<tr>
<td>Terry</td>
<td>205</td>
<td>382</td>
<td>5766</td>
<td>44056</td>
<td>2.6</td>
<td>1.7</td>
<td>2.1</td>
<td>1.6</td>
</tr>
<tr>
<td>Norma</td>
<td>16</td>
<td>33</td>
<td>525</td>
<td>4411</td>
<td>0.2</td>
<td>0.1</td>
<td>0.2</td>
<td>0.2</td>
</tr>
<tr>
<td>Ralph &amp; Phyllis</td>
<td>24</td>
<td>149</td>
<td>1079</td>
<td>11418</td>
<td>0.3</td>
<td>0.7</td>
<td>0.4</td>
<td>0.4</td>
</tr>
<tr>
<td>Frank</td>
<td>59</td>
<td>171</td>
<td>2220</td>
<td>19462</td>
<td>0.7</td>
<td>0.8</td>
<td>0.8</td>
<td>0.7</td>
</tr>
<tr>
<td>Elsie &amp; Arnold</td>
<td>21</td>
<td>56</td>
<td>717</td>
<td>6088</td>
<td>0.3</td>
<td>0.2</td>
<td>0.3</td>
<td>0.2</td>
</tr>
<tr>
<td>Total</td>
<td>8004</td>
<td>22620</td>
<td>273245</td>
<td>2756995</td>
<td>100</td>
<td>99.9</td>
<td>100</td>
<td>100.1</td>
</tr>
</tbody>
</table>
According to Active People data the percentage of adults who would **like to play football** (1.1 – 2.0%) in Telford and Wrekin (represented in figures 1.8 and 1.9) is lower than the percentage that currently participate in football (5.1-10%).

The chart in Figure 1.9 demonstrates that the segments that would like to increase the amount of football they play are largely similar to those that currently play. Jamie is the most dominant segment, followed closely by Ben, Kev, Tim and Philip. Altogether, 1,624 people in Telford and Wrekin would like to play football.

**Figure 1.8 Percentage of population wanting to participate in: Football**

![Map showing percentage of population wanting to participate in football in Telford and Wrekin](image)

**Figure 1.9 Population within catchment area wanting to participate in: Football**

![Bar chart showing population within catchment area wanting to participate in football](image)
Table 1.7 Market Segments Wanting to participate in Football

<table>
<thead>
<tr>
<th>Segment</th>
<th>Catchment Pop.</th>
<th>CSP Pop.</th>
<th>Rgn Pop.</th>
<th>Nat Pop.</th>
<th>Catchment %</th>
<th>CSP %</th>
<th>Rgn %</th>
<th>Nat %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ben</td>
<td>294</td>
<td>1045</td>
<td>10281</td>
<td>118669</td>
<td>18.1</td>
<td>23.4</td>
<td>18.7</td>
<td>21.8</td>
</tr>
<tr>
<td>Jamie</td>
<td>309</td>
<td>685</td>
<td>12181</td>
<td>117597</td>
<td>19</td>
<td>15.3</td>
<td>22.1</td>
<td>21.6</td>
</tr>
<tr>
<td>Chloe</td>
<td>22</td>
<td>88</td>
<td>799</td>
<td>9524</td>
<td>1.4</td>
<td>2</td>
<td>1.5</td>
<td>1.7</td>
</tr>
<tr>
<td>Leanne</td>
<td>41</td>
<td>89</td>
<td>1492</td>
<td>14296</td>
<td>2.5</td>
<td>2</td>
<td>2.7</td>
<td>2.6</td>
</tr>
<tr>
<td>Helena</td>
<td>7</td>
<td>29</td>
<td>286</td>
<td>3066</td>
<td>0.4</td>
<td>0.6</td>
<td>0.5</td>
<td>0.6</td>
</tr>
<tr>
<td>Tim</td>
<td>239</td>
<td>855</td>
<td>8126</td>
<td>92300</td>
<td>14.7</td>
<td>19.1</td>
<td>14.8</td>
<td>16.9</td>
</tr>
<tr>
<td>Alison</td>
<td>7</td>
<td>19</td>
<td>166</td>
<td>2044</td>
<td>0.4</td>
<td>0.4</td>
<td>0.3</td>
<td>0.4</td>
</tr>
<tr>
<td>Jackie</td>
<td>13</td>
<td>33</td>
<td>390</td>
<td>3817</td>
<td>0.8</td>
<td>0.7</td>
<td>0.7</td>
<td>0.7</td>
</tr>
<tr>
<td>Kev</td>
<td>273</td>
<td>483</td>
<td>8047</td>
<td>65386</td>
<td>16.8</td>
<td>10.8</td>
<td>14.6</td>
<td>12</td>
</tr>
<tr>
<td>Paula</td>
<td>22</td>
<td>36</td>
<td>549</td>
<td>4231</td>
<td>1.4</td>
<td>0.8</td>
<td>1</td>
<td>0.8</td>
</tr>
<tr>
<td>Philip</td>
<td>187</td>
<td>577</td>
<td>6009</td>
<td>57474</td>
<td>11.5</td>
<td>12.9</td>
<td>10.9</td>
<td>10.5</td>
</tr>
<tr>
<td>Elaine</td>
<td>6</td>
<td>21</td>
<td>201</td>
<td>1952</td>
<td>0.4</td>
<td>0.5</td>
<td>0.4</td>
<td>0.4</td>
</tr>
<tr>
<td>Roger &amp; Joy</td>
<td>24</td>
<td>90</td>
<td>859</td>
<td>8613</td>
<td>1.5</td>
<td>2</td>
<td>1.6</td>
<td>1.6</td>
</tr>
<tr>
<td>Brenda</td>
<td>9</td>
<td>16</td>
<td>244</td>
<td>1944</td>
<td>0.6</td>
<td>0.4</td>
<td>0.4</td>
<td>0.4</td>
</tr>
<tr>
<td>Terry</td>
<td>102</td>
<td>189</td>
<td>2856</td>
<td>21824</td>
<td>6.3</td>
<td>4.2</td>
<td>5.2</td>
<td>4</td>
</tr>
<tr>
<td>Norma</td>
<td>4</td>
<td>7</td>
<td>109</td>
<td>914</td>
<td>0.2</td>
<td>0.2</td>
<td>0.2</td>
<td>0.2</td>
</tr>
<tr>
<td>Ralph &amp; Phyllis</td>
<td>7</td>
<td>42</td>
<td>306</td>
<td>3234</td>
<td>0.4</td>
<td>0.9</td>
<td>0.6</td>
<td>0.6</td>
</tr>
<tr>
<td>Frank</td>
<td>45</td>
<td>130</td>
<td>1683</td>
<td>14749</td>
<td>2.8</td>
<td>2.9</td>
<td>3.1</td>
<td>2.7</td>
</tr>
<tr>
<td>Elsie &amp; Arnold</td>
<td>13</td>
<td>35</td>
<td>452</td>
<td>3840</td>
<td>0.8</td>
<td>0.8</td>
<td>0.8</td>
<td>0.7</td>
</tr>
<tr>
<td>Total</td>
<td>1624</td>
<td>4469</td>
<td>55036</td>
<td>545474</td>
<td>100</td>
<td>99.9</td>
<td>100.1</td>
<td>100.2</td>
</tr>
</tbody>
</table>

Football in Telford and Wrekin – An Overview Pitch Supply

There are 191 individual grass football pitches across Telford and Wrekin. This figure includes all known public, private, school and other pitches whether or not they are in secured community use. Junior pitches incorporate both small sided 11 v 11 and 9 v 9. Mini soccer pitches incorporate 7 v 7 and 5 v 5. These pitches comprise of:

- 65 adult football pitches
- 62 junior football pitches
- 64 mini soccer pitches

The full audit of pitches can be seen on pages 45 - 56. Overall, 71% of football pitches offer secured community access.

Figure 2.0 summarises the distribution of community use pitches across Telford and Wrekin by area. It clearly indicates that the majority of pitches are located in North Telford and the lowest in South Telford and Newport. The previous Playing Pitch Strategy highlighted that Wellington was poorest served area in terms of pitch provision. The reason being for this is that the previous strategy only considered community sites so didn’t take into consideration AFC Telford, TCAT, primary and secondary schools which makes a significant difference to the results. Table 1.8 also highlights that the area with the highest percentage of community use pitches that are secured is in the Wellington area and the lowest percentage are in North and South Telford. The highest number of pitches that are unsecured are in the North Telford.
Figure 2.0 Map detailing the distribution of football pitches in Telford and Wrekin
Table 1.8 Community Use Pitches.

<table>
<thead>
<tr>
<th>Analysis Area</th>
<th>Number of Pitches</th>
<th>No. of pitches with Community Use</th>
<th>Unsecured pitches</th>
<th>No. of pitches not in community use</th>
<th>% of Community Pitch Provision Secured</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Adult Football Pitches</td>
<td>Junior Football Pitches</td>
<td>Mini Football Pitches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>North</td>
<td>58</td>
<td>18</td>
<td>15</td>
<td>24</td>
<td>20</td>
</tr>
<tr>
<td>South</td>
<td>46</td>
<td>12</td>
<td>14</td>
<td>18</td>
<td>11</td>
</tr>
<tr>
<td>Wellington</td>
<td>42</td>
<td>13</td>
<td>16</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>Newport</td>
<td>25</td>
<td>11</td>
<td>9</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>191</td>
<td>59</td>
<td>58</td>
<td>64</td>
<td>53</td>
</tr>
</tbody>
</table>

Over 70% of pitches across Telford and Wrekin have Secure Community Use provision. All schools that are part of the Building Schools for the Future programme have been counted as having secure use. A community use agreement is in place at Madeley Academy but it has been noted that clubs have difficulty accessing this site therefore this site has been identified as having no community use at this time. The Adult pitch at Hills Lane has been counted as a pitch but as it has been decommissioned it has been classed as having no community use. In addition to this Sports and Social Clubs have also been counted as having secure community use, however, some agreements have yet to be formalised i.e. Allscott Cricket Club. It is imperative that these are taken into consideration when assessing future provision as there needs to be a degree of certainty over whether or not a pitch will remain accessible to the local community over the coming years. A site with secure community use would have a formal agreement in place. Through the consultation it has been difficult to derive what formal agreements are in place, particularly those on educational sites i.e. primary schools. These sites have been documented as unsecure even though they may still have or offer informal community use. School sites with no formal community use agreement in place which clubs have utilised in season 13/14 include:

- Ladygrove Primary School
- Lawley Primary School
- Lightmoor Primary School
- Mount Gilbert School
- Muxton Primary School
- Shortwood Primary School
- St Georges CoE school
- Teagues Bridge
- Wrockwardine Wood Junior School

The other site that is used by local clubs with no formal community use agreement in place includes:

- Denso

It is important to note that the majority of community pitches which are in council ownership are also designated areas of public open space. These open spaces are therefore used by the general public for recreational activities, dog walking and other activities. A number of community events are held on these public open spaces/pitches (sometimes during the season). Issues are reported around dog fouling and also damage to pitches mainly caused by motorised vehicles. A list of the main recurring events and sites these take place on is detailed as follows:
### Site

<table>
<thead>
<tr>
<th>Site</th>
<th>Community Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regatta (dale End park)</td>
<td>used for parking for the coracle and rowing regattas</td>
</tr>
<tr>
<td>Hartshill</td>
<td>Oakengates Carnival</td>
</tr>
<tr>
<td>Bowring</td>
<td>Wellington Carnival and Wheels on circus</td>
</tr>
<tr>
<td>Broadoaks</td>
<td>Donnington Bonfire (fair and fireworks), circus</td>
</tr>
<tr>
<td>Doseley Road</td>
<td>Dawley Day</td>
</tr>
<tr>
<td>Malinslee</td>
<td>Malinslee Day and fun fair</td>
</tr>
</tbody>
</table>

### Table 1.9 Grass pitches identified as having NO community use

<table>
<thead>
<tr>
<th>Analysis Area</th>
<th>Number of pitches</th>
<th>Organisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>1</td>
<td>RICOH UK Products Limited</td>
</tr>
<tr>
<td>Central</td>
<td>2</td>
<td>Thomas Telford 1adult, 1 junior</td>
</tr>
<tr>
<td>South</td>
<td>4</td>
<td>Madeley Academy 1adult, 2 junior, Hills Lane 1adult</td>
</tr>
<tr>
<td>Wellington</td>
<td>2</td>
<td>AFC Telford and Wrekin College</td>
</tr>
<tr>
<td>Newport</td>
<td>1</td>
<td>Adams Grammar</td>
</tr>
</tbody>
</table>

### Ownership/management

The majority of pitches are owned and managed by the Local Authority or alternatively schools. Telford and Wrekin Council have entered into leases on the following pitches/sites:

- Shukers Playing Field, Newport with Nova United. Currently the pitches and changing rooms are leased on an annual rolling basis; however, discussions have been longstanding with regards to a longer term lease of 25 years which is likely to be agreed.

- Regatta Playing Field, Ironbridge with Madeley Sports. Currently the pitches are leased on an annual rolling basis, however the club did express an interest in leasing the pitches on a longer term basis but no formal expression has been made.

- Hollinswood Playing Fields, Hollinswood with Hollinswood and Randlay Parish Council. Negotiations have been longstanding between the Borough and Parish Council. The Parish have requested a long term lease on this site to help improve provision to the local community. It is likely that a long term lease (25 years) will be agreed in the future to enable the Parishes aspirations to be achieved.

- The Elms, Stirchley was previously leased on an annual basis to All Saints. This lease has now been dissolved by the club.

- Wickes Stadium (also known as School Grove), Wellington with Wellington Amateurs. Currently the pitches are leased for period of 25 years with 20 remaining (term: 18/03/2010 – 17/03/2035). Wellington Amateurs currently play in the National League System. The provision consists of a pitch with floodlights, changing, a stadium and car parking.

The recently launched National Facilities Strategy sets out the FA’s long term vision for development of facilities to support the National Game. It aims to address and reflect the facility needs of football within the National Game. The National Game is defined as all non-professional football from Steps 1-7 of the National League System down to recreational football played on open public space. The role of facilities will be crucial in developing the game in England.
Football pyramid demand

There are a number of clubs in Telford and Wrekin that play within the football pyramid:

- AFC Telford United - Step 2
- Wellington Amateurs FC – Step 6
- Newport Town – West Midlands Division 2 (pre Step 7)
- Oakengates Athletic – West Midlands Division 2 (pre Step 7)

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/step 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. Appendix 2 highlights all requirements from grade A to H.

In Telford and Wrekin AFC Telford United play at the highest league level compared to other teams in the borough. AFC Telford United is a professional Club this is followed by Wellington Amateurs FC who play at the Step 6. The clubs respective home ground (Wickes Stadium) adheres to the ground grading for that level (G). There is provision which meets the Step 7 ground standards at Doseley Road, Dawley (Central Telford). Step 7 is the minimum ground grading that is acceptable for teams playing in the National League System. Newport Town FC have highlighted that they need access to Step 7 provision in order for them to move up the league into the National league system. Ideally they would like this provision to be accessible in their home town of Newport.

Fields in Trust

Fields in Trust protect vital open spaces all across the UK. Sports pitches are an outdoor space which they look to safeguarded forever. The most recent protection programme is the Centenary Fields, marking the centenary of World War I. Previous programmes include The Queen Elizabeth II Fields Challenge which aimed to safeguard nationally at least 2,012 outdoor recreational spaces for future generations in celebration of the Diamond Jubilee, linking also in with the London 2012 Olympics. The site had to be a minimum size of 0.2 hectares (0.5 acres).

Telford & Wrekin Council to date has nominated four open spaces, three of which are predominantly designated for football use - Stirchley Recreation Centre, Malinslee Playing Fields and Donnington Recreation Ground (the later through Centenary Fields). The Telford Town Park Arena was the first open space within the Borough to become a Queen Elizabeth II Field designated area under this programme.

Pitch Quality

The capacity of a pitch to regularly provide for competitive play, training and other activity over the season is significantly influenced by its quality. In extreme circumstances pitch quality can limit the extent to which matches can be played. Another important factor is perception of pitch quality as this affects which pitches teams are willing to play on. Lack of or poor maintenance of pitches has a detrimental effect on pitch quality.

In order to establish the pitch quality in Telford and Wrekin non-technical assessments were undertaken in July 2014 through site visits. These were undertaken by Maxwell Amenity Limited. A sample of pitches were checked and challenged by the Regional Institute of Groundsmen Pitch Assessor. In addition to this the pitch condition was also evaluated through consultation with providers and users – leagues and clubs.
In summary Maxwell Amenity Limited stated that the general level of pitches across Telford and Wrekin were deemed to be average. It was observed that there had been very little maintenance carried out on any of the pitches other than at most 16 mowing operations per year. Some pitches had been cut less often, probably due to the inherent wet winter conditions and poor soil types. On the County pitches there was evidence of some filling of goal mouths and seeding, however germination and establishment of these areas was poor due to the prolonged dry summer.

The only venue that reached an above average standard was Shuker Fields in Newport. Currently NOVA United (self help club) manage the maintenance of the pitches as part of the lease agreement. The inclusion of some basic aeration, weed killing and end of season renovation works has helped to produce reasonable playing surfaces.

Nearly all venues showed good levels of thatch and quite severe compaction. These coupled with indigenous clay loam soils only provide local teams with very wet and muddy playing surfaces during inclement weather. Matched with the findings of the soil texture analysis, it is known that many of the pitches suffer game postponements during the winter months and a few are unplayable for the entire duration.

Whilst reports have been received regarding debris/dog faeces/litter on all open park areas, it was not prevalent or widespread during the pitch assessments. When on site Consultants observed that dog walkers were generally conscientious and litter bins were available and used. However a number of complaints are regularly received throughout the season with regards to dog fouling on:

- Doseley Road
- Dothill
- Stirchley
- Ketley bank
- Leegomery
- Hartshill
- Sutton Hill
- Bowring

Maxwell Amenity Limited recommended that all sites (excluding Shuker Fields) would substantially benefit from immediate selective weed control, while still in the growing season. This coupled with a deep aeration programme of verti draining would help alleviate compaction, improve surface drainage and allow the grass to increase root mass and depth to better survive this winter’s play. It was advised that aeration/spiking were best carried out during the growing season, when certain machinery will also help alleviate the compaction. Aeration creates air space for water to drain through and for grass roots to colonise while the plants are growing. The creation of air space also improves soil quality and the beneficial microbiology to increase. A good population of beneficial micro-organisms improves soil quality and reduces thatch. Aeration in the winter months would purely be to keep the surface free draining, preventing the emulsification of the surface. Guidelines for aeration/spiking on winter sports turf surfaces suggest a minimum of three operations per annum, usually carried out in May, September and January (subject to ground and weather conditions). It was stated that unless regular raking was re-implemented thatch levels would only continue to increase. Thatch is a tightly intermingled layer of dead and decaying plant material which accumulates between the layer of actively growing grass and the soil underneath.

An excessive thatch layer (typically more than 1/2) can restrict the movement of air, water, fertilizer and other materials to the roots, all of which are necessary for healthy, vigorous turf. Thatch greatly restricts the permeability of air and water; it will hold water, so the grass tends to root within the thatch in an attempt to obtain these resources. Thatch is a poor growing medium and this process reduces the overall drought resistance and playability of the grass. Clover was found on nearly all sites.
indicating poor nutrition. Guidelines for sports turf management suggest a minimum of 3 feeds per annum.

On discussions with the contractors (Telford and Wrekin Services – TWS) it was confirmed that mowing operations had been reduced greatly. It was understood that this was as a result of budget constraints. Pitches in Telford and Wrekin receive no more than 16 cuts per annum, some seemingly much less. It was advised that if more regular mowing took place between March and November (if pitches are also receiving better cultural practice to allow the extended use of the cutting machinery access) would increase plant health, vigour, tillering and a much denser sward, preventing weed ingress. It was recommended that weekly to 10 day cuts (subject to start of growing season) through March, April and May be undertaken. Following this every 10-14 days through June to October. These guidelines would be dependent on weather and ground conditions, but should increase mowing operations to between 24-30 cuts per annum. It is understood that there would be a cost implication associated with any additional works.

It is important to note that the quality scores were influenced considerably if there is evidence of litter, dog faeces and unofficial use. Therefore some sites have pitches that may actually be just as good as another site with a higher score but without the nuisance factors. As stated previously most sites were rated as average – it is worth recognising that without a maintenance regime that includes more than mowing and some over seeding, it is unlikely that a ‘good’ score can be attained. The following tables summarise the quality of pitches based on the non-technical assessments undertaken.

Table 2.0 summarises the quality of pitches by area.

<table>
<thead>
<tr>
<th>study area</th>
<th>Number of pitches</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Senior</td>
<td>Junior</td>
</tr>
<tr>
<td></td>
<td>Good</td>
<td>Average</td>
</tr>
<tr>
<td>North</td>
<td>-</td>
<td>12</td>
</tr>
<tr>
<td>South</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Central</td>
<td>-</td>
<td>6</td>
</tr>
<tr>
<td>Wellington</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Newport</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>11</td>
<td>36</td>
</tr>
</tbody>
</table>

Table 2.1 summarises the quality of pitches by area with secured community use

<table>
<thead>
<tr>
<th>study area</th>
<th>Number of pitches with secured community use</th>
<th>Total</th>
<th>% of secured community use in study area</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Senior</td>
<td>Junior</td>
<td>Mini</td>
</tr>
<tr>
<td></td>
<td>Good</td>
<td>Average</td>
<td>Poor</td>
</tr>
<tr>
<td>North</td>
<td>-</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>South</td>
<td>1</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Central</td>
<td>-</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Wellington</td>
<td>5</td>
<td>8</td>
<td>-</td>
</tr>
<tr>
<td>Newport</td>
<td>4</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>10</td>
<td>28</td>
<td>19</td>
</tr>
</tbody>
</table>
Pitch maintenance of Telford and Wrekin Council Pitches

Telford and Wrekin Council are responsible for the maintenance of community pitches in their ownership. Each year a budget is provided to deliver the programmed Bill of Quantities (BoQ) works. These programmed works consist of cutting the grass, marking the pitch, putting up and taking down the goals etc. In 2012 – 13 a budget of £48,899 was allocated to deliver the BoQ. This forms part of the annual budget and is subject to inflationary costs.

Any further works such as extra grass cuts which cannot be paid for out of the BoQ has to come from the Additional Works budget. In 2012 – 13 a budget of £52,616 was allocated. This budget is not subject to inflationary costs and has therefore been the total amount for additional works since this year. Additional works includes activities such as:

- Raking and slitting; this can vary from 6 slits and rakes a year to as low as 3 slits and rakes a year depending on weather and budget. A typical 1 pass rake and slit would cost £89.00 per pitch in 2012 – 13.
- Pass with a deep aerator once per year. The typical cost of this is £149.00 per pitch in 2012 – 13.
- End of season renovation package for pitches. The typical cost is £272.00 per pitch and includes raking, deep aeration, soil and seed in 2012 – 13.

In addition to the financial factors which impact on the quality of pitches the following also needs to be taken into consideration:

- when the football season finishes (ensuring it finishes on time so the necessary pitch maintenance can be undertaken – if season runs over then this reduces the amount of time pitches are able to be renovated and recuperate,
- inclement weather and
- Prior priority planning (understanding and communicating which pitches strategically need what maintenance schedule).

Ancillary Facilities

The following table summarises the ancillary facilities which support football matches within Telford and Wrekin and the rating which they received through the assessment undertaken by Telford and Wrekin Council Facilities Management.

<table>
<thead>
<tr>
<th>Facility</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ketley</td>
<td>Poor</td>
</tr>
<tr>
<td>Leegomery</td>
<td>Poor</td>
</tr>
<tr>
<td>Sutton Hill</td>
<td>Poor</td>
</tr>
<tr>
<td>Crescent Rd</td>
<td>Poor</td>
</tr>
<tr>
<td>Bowring (Herbert Ave)</td>
<td>Poor</td>
</tr>
<tr>
<td>Shukers</td>
<td>Poor</td>
</tr>
<tr>
<td>Tibberton</td>
<td>Poor</td>
</tr>
<tr>
<td>Edgmond</td>
<td>Poor</td>
</tr>
<tr>
<td>Doseley</td>
<td>Poor</td>
</tr>
</tbody>
</table>
The rating for Doseley Road was given before improvements were made to the changing provision bringing it up to Step 7 standards. The main reason for all facilities scoring a poor quality rating is not scoring YES on the following criteria:

- Is there a clubhouse on site?
- Is there a kitchen or bar within the clubhouse?
- Is there a set of changing rooms for the pitch?
- Quality of the changing accommodation (exterior)?
- Quality of changing accommodation (interior)?
- Shower provision (self-contained, communal, none)?
- Is there dedicated toilets for players?
- Is there an officials changing room?
- Is there access to dedicated spectator toilets?
- Is there a dedicated medical room?
- Are accessible (DDA compliant) facilities provided?
- Is appropriate car parking available?
- Is there a boundary fence preventing unauthorised access?

Demand

In total there are 207 football teams, of which 28% play senior football, 92% of teams are male teams or mixed teams. 8% of teams are female football teams. The majority of senior football teams play on a Sunday.

Table 2.2 Summary of Football Teams for each age group in Telford and Wrekin

| Football Adult Men 11v11 (16-45yrs) | 55  |
| Football Adult Women 11v11 (16-45yrs) | 3   |
| Football Youth Boys11v11 (12-15yrs) | 49  |
| Football Youth Girls 11v11 (12-15yrs) | 8   |
| Football Youth Boys 9v9 (10-11yrs) | 28  |
| Football Youth Girls 9v9 (10-11yrs) | 5   |
| Football Mini Soccer Mixed 7v7 (8-9yrs) | 32  |
| Football Mini Soccer Mixed 5v5 (6-7yrs) | 27  |
| TOTAL | 207 |

Table 2.3 summarises the spread of teams currently based in Telford and Wrekin by area.

<table>
<thead>
<tr>
<th></th>
<th>Adult Male</th>
<th>Adult Female</th>
<th>Youth Male</th>
<th>Youth Female</th>
<th>Mini boys</th>
<th>Mini girls</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>24</td>
<td>2</td>
<td>23</td>
<td>5</td>
<td>19</td>
<td>1</td>
<td>72</td>
</tr>
<tr>
<td>South</td>
<td>2</td>
<td>-</td>
<td>8</td>
<td>3</td>
<td>1</td>
<td>-</td>
<td>14</td>
</tr>
<tr>
<td>Central</td>
<td>12</td>
<td>-</td>
<td>8</td>
<td>3</td>
<td>1</td>
<td>-</td>
<td>14</td>
</tr>
<tr>
<td>Wellington</td>
<td>7</td>
<td>1</td>
<td>19</td>
<td>-</td>
<td>16</td>
<td>-</td>
<td>40</td>
</tr>
<tr>
<td>Newport</td>
<td>7</td>
<td>-</td>
<td>12</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>29</td>
</tr>
<tr>
<td>Playing out of area</td>
<td>3</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>1</td>
<td>-</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>55</td>
<td>3</td>
<td>77</td>
<td>13</td>
<td>56</td>
<td>3</td>
<td>207</td>
</tr>
</tbody>
</table>
North Telford has the highest percentage of teams playing in a sub area with 35%. This is followed by, 22% of teams playing in the Wellington area, 19% playing in Central Telford, 14% of teams playing in Newport and 7% of teams playing in South Telford. This is only slightly above the percentage of teams that play out of area 3%. The largest of clubs are:

<table>
<thead>
<tr>
<th>Team</th>
<th>Number of Teams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admaston Juniors</td>
<td>17</td>
</tr>
<tr>
<td>Ercall Colts Juniors</td>
<td>18</td>
</tr>
<tr>
<td>Lawley Lightmoor Comets</td>
<td>13</td>
</tr>
<tr>
<td>Newport Girls</td>
<td>7</td>
</tr>
<tr>
<td>Nova United</td>
<td>15</td>
</tr>
<tr>
<td>Oakengates Rangers</td>
<td>15</td>
</tr>
<tr>
<td>Randlay Colts Juniors</td>
<td>13</td>
</tr>
<tr>
<td>Wellington Amateurs</td>
<td>12</td>
</tr>
<tr>
<td>Wrekin Juniors</td>
<td>20</td>
</tr>
<tr>
<td>Wrockwardine Wood Juniors</td>
<td>9</td>
</tr>
</tbody>
</table>

For the season 13/14 on which this strategy has been based, Wrekin Juniors had the largest number of teams – 23. With the exception of Newport Girls (currently using provision on an informal basis), Nova United and Randlay Colts, all the remaining teams play at a number of different sites, sometimes spread across three different sub areas.

A number of school teams currently utilise local authority pitches on a permanent basis as they do not have their own facilities. These include:

- Dawley CoE
- Dothill
- Coalbrookdale
- Tibberton
- Wrockwardine Wood

Consultations

Consultations with clubs revealed the following:

- Clubs would have more teams if there were more pitches
- Teams that play out of area would like to play within the study area
- Clubs wished for certain pitches to be fenced off due to dog fouling, litter and impact from events
- There was a lack of pitches with ancillary facilities
- Pitches provided were of poor quality
- On some pitches large ruts have been caused by events (vehicles driving over pitches) or where quad bikes or motor bikes have accessed pitches
- Felt there was limited maintenance
- Felt there was a lack of training facilities and specifically cited 3G for this purpose within Telford and Wrekin
- Issue with vandalism in changing provision and mobiles stolen
Teams frustrated with not being able to play out of one site and in particular the geographical area where a team has been generated/established.

In addition to the above point teams emphasised the need for social facilities where teams can come together after matches to encourage club cohesion. Ideally this would be at a clubs home ground but there is an understanding that there isn’t the mix of facilities to play out on one site.

Table 2.4 Summary of consultation with the Telford and Wrekin Football Leagues

<table>
<thead>
<tr>
<th>Telford Sunday League</th>
<th>Shropshire Girls and Women’s League</th>
<th>Mercian League (now the Sportsjam Shropshire League)</th>
<th>Telford Junior League</th>
</tr>
</thead>
<tbody>
<tr>
<td>Changing rooms not opened for use</td>
<td>Lack of pitches to accommodate age groups that have access to changing rooms</td>
<td>Changing rooms not opened for use</td>
<td>Cost of pitch hire being the same whether playing on 5x5 or a full size adult pitch</td>
</tr>
<tr>
<td>Changing rooms dirty</td>
<td></td>
<td>Cost of pitch hire including VAT exemption criteria high</td>
<td></td>
</tr>
<tr>
<td>Cost of pitch hire including VAT exemption criteria high</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ruts in pitches</td>
<td></td>
<td>Ruts in pitches</td>
<td></td>
</tr>
<tr>
<td>Dog mess</td>
<td></td>
<td>Dog mess</td>
<td></td>
</tr>
<tr>
<td>Grass too long</td>
<td></td>
<td>Grass too long</td>
<td></td>
</tr>
<tr>
<td>Insufficient line markings</td>
<td></td>
<td>Insufficient line markings</td>
<td></td>
</tr>
</tbody>
</table>

Current Demand Implications

On consultation with the leagues it was apparent that there were no quantifiable demand implications from the football league structure with the exception of facilities meeting the Step 7 standards. However it is important to note the peak times for each format of the game within the Borough. The peak times are as follows:

- Adult Male: Saturday PM and Sunday AM
- Adult Female: Sunday AM/PM
- Youth Male: Sunday PM
- Youth Female: Saturday PM
- Junior (all formats): Sunday AM/PM
- Mini (all formats): Sunday AM

Latent Demand

Latent demand is defined as the number of additional teams that could be fielded if access to sufficient number of pitches were available. The amount of latent demand within Telford and Wrekin has been established through consultation with local clubs. The results are detailed in the following table. Latent demand can also include demand through the Market Segmentation analysis (see page 24 & 25).
Table 2.5 Summary of Football Clubs latent demand

<table>
<thead>
<tr>
<th>Club</th>
<th>Senior Male</th>
<th>Ladies</th>
<th>Junior Boys</th>
<th>Junior Girls</th>
<th>Mini Soccer Mixed</th>
<th>Other</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wrekin Juniors</td>
<td></td>
<td></td>
<td>U10 Girls</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Telford Juniors</td>
<td>U11, U12, U13, U14</td>
<td></td>
<td>U10 Boys</td>
<td></td>
<td></td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Oakengates Rangers</td>
<td></td>
<td></td>
<td>x nos not stated</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>SPLAIG</td>
<td></td>
<td></td>
<td>Yes but age grp not stated</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Admaston Juniors FC</td>
<td></td>
<td></td>
<td>Yes but age grp not stated</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Ercall Colts</td>
<td></td>
<td></td>
<td>Yes but age grp not stated</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Dawley Wanderers</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>Older age grp and disability</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Nova United</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>13</td>
</tr>
</tbody>
</table>

Taking into consideration the market segmentation and consultation there would be an additional 24 teams (11 adult’s teams plus 13 junior/mini teams) that could be fielded if there were more pitches however this does not necessarily mean that there is the need for the same number of additional pitches. Later in the strategy (page 58) the amount of spare capacity per area is detailed therefore enabling teams to be able to play within or in close proximity to the clubs main home.

It is known that not all people wanting to play football are likely to join a formal team. When comparing the Sport England Market segmentation participation data of those that currently participate in football (8004) compared with the number of adults in 13/14 playing football as a part of a team 1044 (58 adult teams multiplied by 18 players in a team) it is apparent that only 13% of the adult population would join a team. Based on the market segmentation data of the 1624 people who would like to play football, it could be assumed that there are 211 that would join a team.

Given that an adult team comprises on average of 18 individuals, this equates to demand for 11 additional teams across the Borough of which 10 teams would be adult male and 1 team would be adult female.

As the number of adult teams identified through the club consultation was zero for latent demand (detailed in table 2.5) these would form part of the higher figure detailed above. Based on the assumption that there would be an additional 11 adult teams this would equate to 5.5 match equivalent sessions.

Table 2.6 Summary of Latent demand as match equivalent sessions

<table>
<thead>
<tr>
<th>Pitch Type</th>
<th>Latent demand (match equivalent sessions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>+5.5</td>
</tr>
<tr>
<td>Junior</td>
<td>+3.5</td>
</tr>
<tr>
<td>Mini</td>
<td>+3.0</td>
</tr>
<tr>
<td>Total</td>
<td>+12.0</td>
</tr>
</tbody>
</table>

Displaced Demand

There are a number of teams that play out of area. The reason stated being that pitches within the study area were of a poor condition or that there was a general lack of pitches available for hire. Newport Town have recently developed an academy with five junior teams playing their home matches and training at RAF Cosford. The reasons stated for doing this is due to the lack of playing
facilities in the Newport area. It was also stated that the cost of training at Lilleshall was too expensive therefore cited this as a barrier. Each of the 6 displaced teams (Adult male: 3 teams, Youth male: 2 teams, Mini boys: 1 team) are generated from within the Telford and Wrekin study area. These teams generate a total demand of **3 match equivalent sessions** per week, in accordance with the following:

**Table 2.7 Summary of Displaced demand as match equivalent sessions**

<table>
<thead>
<tr>
<th>Pitch Type</th>
<th>Latent demand (match equivalent sessions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>+1.5</td>
</tr>
<tr>
<td>Junior</td>
<td>+1</td>
</tr>
<tr>
<td>Mini</td>
<td>+0.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>+3</strong></td>
</tr>
</tbody>
</table>

It is important when assessing the supply of pitches to meet demand that a ‘strategic reserve’ is taken into account. This provides flexibility in pitch stock to cater for issues such as pitch rotation and accommodating matches that are unplayable at an alternative site due to adverse weather conditions. The strategic reserve has been calculated by looking at the demand (number of teams) for each pitch type and then adding 10% strategic reserve. The amount of additional demand required to maintain a strategic reserve for each pitch type is calculated by the actual difference multiplied by 0.5 to calculate how many match equivalent sessions this would generate. The results are detailed in the table 2.8.

**Table 2.8 Summary of Strategic Reserve as match equivalent sessions**

<table>
<thead>
<tr>
<th>Pitch Type</th>
<th>Latent demand (match equivalent sessions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>+2.5</td>
</tr>
<tr>
<td>Junior</td>
<td>+4.5</td>
</tr>
<tr>
<td>Mini</td>
<td>+2.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>+9.5</strong></td>
</tr>
</tbody>
</table>

Table 2.9 details the total summary of current demand. This includes latent and displaced demand and strategic reserve.

**Table 2.9 Summary of Total current demand as match equivalent sessions**

<table>
<thead>
<tr>
<th>Pitch Type</th>
<th>Current demand (match equivalent sessions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>+9.5</td>
</tr>
<tr>
<td>Junior</td>
<td>+9</td>
</tr>
<tr>
<td>Mini</td>
<td>+6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>+24.5</strong></td>
</tr>
</tbody>
</table>

**Future demand**

**Figure 2.1 Future Trends.**

The Active People Survey 8 (October 2013 – October 2014) gives us an understanding of the current trend in participation in in specific sports. Figure 2.1 shows the top five sports nationally participated in once a week.

**Table 3.0 Once a week participation in the top 5 funded sports (16 years and over)**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sport England 13-17Funded sports %</td>
<td>n</td>
<td>%</td>
<td>n</td>
<td>%</td>
</tr>
<tr>
<td>Swimming</td>
<td>3,273,800</td>
<td>8.04%</td>
<td>2,934,200</td>
<td>6.77%</td>
</tr>
<tr>
<td>Athletics</td>
<td>1,353,800</td>
<td>3.33%</td>
<td>2,016,400</td>
<td>4.65%</td>
</tr>
<tr>
<td>Cycling</td>
<td>1,634,800</td>
<td>4.02%</td>
<td>2,003,000</td>
<td>4.62%</td>
</tr>
<tr>
<td>Football</td>
<td>2,021,700</td>
<td>4.97%</td>
<td>1,838,600</td>
<td>4.25%</td>
</tr>
<tr>
<td>Golf</td>
<td>889,100</td>
<td>2.18%</td>
<td>751,900</td>
<td>1.73%</td>
</tr>
</tbody>
</table>

There are currently 1.9m people currently playing football once a week according to the Sport England Active People survey. Whilst nationally a decline in participation can be seen when comparing results from APS1 with APS8 football has shown a positive change in participation when comparing APS7 and APS8, an increase of 58,800 nationally. In terms of the decline since APS1 the FA cited severe weather, increased pitch hire costs and reduced maintenance spend as presenting difficulties to clubs and players as contributing factors to the decrease. The FA stated that grassroots football is played on facilities almost exclusively owned and maintained by local authorities.

In response to this the FA stated that they would continue to maintain investments of £1m-a-week back into grassroots football (which is one of the FA’s biggest participation sports) alone which in the last year saw a growth of 1,300 new youth teams formed and playing football. This would enable the transition of more young players into adult football over the next four years.

There is an understanding around the pressures of the traditional 11-a-side game with competing factors of the amount of spare time that people have to play the game. The FA initiatives such as Just
Play or Football Mash Up have been developed in response to this to encourage people to get into football without a formal or long-term commitment. However, it is recognised that these initiatives must be supported by better facilities if the interest in football is to be sustained. This was highlighted in a recent survey by Sky Sports which saw 37% of respondents who no longer played being enticed back into the 11-a-side game if there were better pitches and facilities. The single biggest problem facing the future of the grassroots game was poor state of pitches/facilities. The FA, Football Foundation and Sport England all have investment programmes that aim to reverse this. The FA Facilities Strategy 2013-2016 detailed targets of redeveloping 3000 natural pitches and building 100 artificial pitches and developing 150 all-weather surfaces. The Football Foundation over the last 14 years has invested over £1billion in 12,000 facilities. This has had an impact where participation has increased on average by 9 percent where investment has been made. This demonstrates that having better facilities does have an impact on attracting people to the game.

As a result of the poor state of natural turf pitches and the need to increase participation there is a movement towards investment in to 3G artificial pitches. 3G pitches provide an excellent and consistent quality standard of pitch, plus the availability is greatly increased due to floodlighting despite the weather. Following the changes to the Standard Code of Rules the Football Association has also sanctioned the use of 3G artificial pitches in affiliated match play in all FA competitions, the National League System and Women’s Super League subject to the pitch meeting the required performance standards and appearing on the FA register.

The Football Association are seeing and aiming for further growth in women’s football. They believe and have stated that it can become the second most popular team sport in the country by 2018. Significant game changers have contributed to this including the popularity of the Team GB’s women during the London Olympics, a grassroots revolution in girls’ football and momentum built since the introduction of the semi-professional Women’s Super League. Hoping to inspire young female’s additional investment and a new commercial strategy which markets the women’s game separately to the men’s has been implemented.

Women’s football has come a long way since 1921 when it was deemed unsuitable for females. In 1993 there were 80 registered girls’ teams; today there are 5,143, with 1,437 registered adult sides. Significant investment has been made to increase participation and promotion. In 2012 the FA launched its five-year “game changer plan” for the women’s game, putting more formal structures in place so there were clear pathways for talented girls to progress.

Local Government cuts have been well documented across the country. Telford and Wrekin have been no exception to this. Like most Local Authorities, Telford and Wrekin Council has had to cut its cloth accordingly looking at where significant savings can be made. However the authority has been a beacon authority looking to innovative income generating ideas to close the gap. To date the council has continued to subsidise local authority pitches to the same level. It has also kept the cost of hire competitive with prices increases responsive to need. In the last 5 years there has only been around 21% increase. In 2008/09 Telford and Wrekin Council charged £49.70 for a pitch with adult changing, none chartered club compared to £60.35 in 2013/14. However, reducing budgets are inevitable and cost analysis of current playing pitch provision needs to be undertaken. As stated earlier Telford and Wrekin Council subsidise the cost of maintaining community football pitches, opening/closing and cleaning of changing provision, coordinating the booking and allocation of pitches and also the management, maintenance and repair of all community (council) pavilions.

In order to establish whether future demand for playing pitches can be met we have projected the theoretical number of teams that would be generated from population growth by applying Team Generation Rates. Team Generation Rates indicate how many people in a specified age group are required to generate one team. The projection for future demand has been calculated over a 5 (2014 – 2019) and 12 (2014 to 2026) year period.
Telford and Wrekin Council do not currently have a population projections model and are awaiting the agreement on the rate of housing growth in the borough via Shaping Places. Therefore for the purposes of the strategy national population rates for population (ONS sub-national population estimates 2013) have been used. The projections have been calculated by rolling forward the population 5 years (so the boys aged 7-10 now will be 12-15 in 5 years from now). This should take into account changes in birth rate but will not take into account any housing-related growth in Telford and Wrekin.

Table 3.1 Summary of Team Generation Rates by 2019

<table>
<thead>
<tr>
<th>Sport and Age Groups</th>
<th>Number of teams in age group within the area</th>
<th>Current population in age group within the area</th>
<th>Future population in age group within the area</th>
<th>Current TGR</th>
<th>Population Change in Age Group</th>
<th>Potential Change in Team Numbers in Age Group</th>
<th>Number of teams as of 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football Adult Men 11v11 (16-45yrs)</td>
<td>55</td>
<td>34900</td>
<td>35400</td>
<td>634.545</td>
<td>500</td>
<td>0.79</td>
<td>56</td>
</tr>
<tr>
<td>Football Adult Women 11v11 (16-45yrs)</td>
<td>3</td>
<td>34400</td>
<td>34400</td>
<td>11466.7</td>
<td>0</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Football Youth Boys 11v11 (12-15yrs)</td>
<td>49</td>
<td>4300</td>
<td>4400</td>
<td>87.7551</td>
<td>100</td>
<td>1.14</td>
<td>50</td>
</tr>
<tr>
<td>Football Youth Girls 11v11 (12-15yrs)</td>
<td>8</td>
<td>4100</td>
<td>4300</td>
<td>512.5</td>
<td>200</td>
<td>0.39</td>
<td>8</td>
</tr>
<tr>
<td>Football Youth Boys 9v9 (10-11yrs)</td>
<td>28</td>
<td>2000</td>
<td>2400</td>
<td>71.4286</td>
<td>400</td>
<td>5.6</td>
<td>34</td>
</tr>
<tr>
<td>Football Youth Girls 9v9 (10-11yrs)</td>
<td>5</td>
<td>2000</td>
<td>2300</td>
<td>400</td>
<td>300</td>
<td>0.75</td>
<td>6</td>
</tr>
<tr>
<td>Football Mini Soccer Mixed 7v7 (8-9yrs)</td>
<td>32</td>
<td>4300</td>
<td>5000</td>
<td>134.375</td>
<td>700</td>
<td>5.21</td>
<td>37</td>
</tr>
<tr>
<td>Football Mini Soccer Mixed 5v5 (6-7yrs)</td>
<td>27</td>
<td>4500</td>
<td>5300</td>
<td>166.667</td>
<td>800</td>
<td>4.8</td>
<td>33</td>
</tr>
</tbody>
</table>

Table 3.2 Summary of Team Generation Rates by 2026

<table>
<thead>
<tr>
<th>Sport and Age Groups</th>
<th>Number of teams in age group within the area</th>
<th>Current population in age group within the area</th>
<th>Future population in age group within the area</th>
<th>Current TGR</th>
<th>Population Change in Age Group</th>
<th>Potential Change in Team Numbers in Age Group</th>
<th>Number of teams as of 2026</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football Adult Men 11v11 (16-45yrs)</td>
<td>55</td>
<td>34900</td>
<td>37200</td>
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<tr>
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<td>3</td>
<td>34400</td>
<td>36000</td>
<td>11466.7</td>
<td>1600</td>
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<td>3</td>
</tr>
<tr>
<td>Football Youth Boys 11v11 (12-15yrs)</td>
<td>49</td>
<td>4300</td>
<td>5500</td>
<td>87.7551</td>
<td>1200</td>
<td>13.67</td>
<td>63</td>
</tr>
<tr>
<td>Football Youth Girls 11v11 (12-15yrs)</td>
<td>8</td>
<td>4100</td>
<td>5200</td>
<td>512.5</td>
<td>1100</td>
<td>2.15</td>
<td>10</td>
</tr>
<tr>
<td>Football Youth Boys 9v9 (10-11yrs)</td>
<td>28</td>
<td>2000</td>
<td>2800</td>
<td>71.4286</td>
<td>800</td>
<td>11.2</td>
<td>39</td>
</tr>
<tr>
<td>Football Youth Girls 9v9 (10-11yrs)</td>
<td>5</td>
<td>2000</td>
<td>2700</td>
<td>400</td>
<td>700</td>
<td>1.75</td>
<td>7</td>
</tr>
<tr>
<td>Football Mini Soccer Mixed 7v7 (8-9yrs)</td>
<td>32</td>
<td>4300</td>
<td>5600</td>
<td>134.375</td>
<td>1300</td>
<td>9.67</td>
<td>42</td>
</tr>
<tr>
<td>Football Mini Soccer Mixed 5v5 (6-7yrs)</td>
<td>27</td>
<td>4500</td>
<td>5600</td>
<td>166.667</td>
<td>1100</td>
<td>6.6</td>
<td>34</td>
</tr>
</tbody>
</table>

Table 3.3 highlights the number of teams that will increase, decrease or stay the same based on the Team Generation Rates. This has been projected to 2019 and 2026. Based on the number of teams the number of match equivalent sessions has been calculated by multiplying the number of teams by 0.5 (based on a home and away fixture).
Table 3.3 Summary of teams increasing, decreasing or staying the same by 2019 & 2026 with total match equivalent sessions

<table>
<thead>
<tr>
<th>Age group</th>
<th>Number of teams 2014</th>
<th>Increase, decrease, same no of teams 2019</th>
<th>Match equivalent sessions 2019</th>
<th>Increase, decrease, same no of teams 2026</th>
<th>Match equivalent sessions 2026</th>
<th>Total number of additional teams</th>
<th>Total amount of match equivalent sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football Adult Men 11v11 (16-45yrs)</td>
<td>55</td>
<td>+1</td>
<td>-0.5</td>
<td>+3</td>
<td>-1.5</td>
<td>+4</td>
<td>-2</td>
</tr>
<tr>
<td>Football Adult Women 11v11 (16-45yrs)</td>
<td>3</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Football Youth Boys11v11 (12-15yrs)</td>
<td>49</td>
<td>+1</td>
<td>-0.5</td>
<td>+13</td>
<td>-6.5</td>
<td>+14</td>
<td>-7</td>
</tr>
<tr>
<td>Football Youth Girls 11v11 (12-15yrs)</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>+2</td>
<td>-1</td>
<td>+2</td>
<td>-1</td>
</tr>
<tr>
<td>Football Youth Boys 9v9 (10-11yrs)</td>
<td>28</td>
<td>+6</td>
<td>-3.0</td>
<td>+5</td>
<td>-2.5</td>
<td>+11</td>
<td>-5.5</td>
</tr>
<tr>
<td>Football Youth Girls 9v9 (10-11yrs)</td>
<td>5</td>
<td>+1</td>
<td>-0.5</td>
<td>+1</td>
<td>-0.5</td>
<td>+2</td>
<td>-1</td>
</tr>
<tr>
<td>Football Mini Soccer Mixed 7v7 -(8-9yrs)</td>
<td>32</td>
<td>+5</td>
<td>-2.5</td>
<td>+5</td>
<td>-2.5</td>
<td>+10</td>
<td>-5</td>
</tr>
<tr>
<td>Football Mini Soccer Mixed 5v5 (6-7yrs)</td>
<td>27</td>
<td>+1</td>
<td>-3</td>
<td>+1</td>
<td>-0.5</td>
<td>+7</td>
<td>-3.5</td>
</tr>
</tbody>
</table>

Based on future population growth and Team Generation Rates we can see that there is an increase in all the age groups (changes have been rounded up to the nearest whole number) with the exception of female football. This conflicts with the national trend for the sport.

**Future facility provision**

There are a number of new sites that have been identified and approved through planning. These sites will contribute to accommodating current and future demand.

- **Orleton Lane/OD Murphy**: 3 senior (1 on O D Murphy) and changing (4 room) pavilion and car park. Timescale unknown. N.B. Maintenance monies (£1m) need to be identified for this provision if this facility is to be maintained by the council.
- **Priorslee HTA**: 1 additional senior football pitch (2 in total) and cricket wicket (type unknown) with community use but the loss of a county level pitch. There will be 2 additional junior pitches on school site but it is currently unknown whether these will be accessible to the community. These pitches are due to be operational in September 2015.
- **Priorslee East**: 2 senior pitches with changing room pavilion and car parking. Possible joint community / school use (outside school boundary). Timescale unknown, but likely to be well over 5+ years away.
- **Newdale**: 2 senior pitches, 1 junior, 2 mini / small junior and training grids. New 4 room changing accommodation and car parking. Timescale: imminent start on levelling.

**Local Plan – Shaping Places Strategy**

As can be seen from the map on page 20 the majority of proposed commitments and new developments are identified in already highly densely populated areas. Key areas for the Playing Pitch Strategy to consider are North and Central Telford (with some adjoining sites in Wellington). There is already high demand for football pitches in North and Central Telford, some of which is caused by displaced teams. For example Splaig Tornadoes originated from Madeley playing on pitches where Madeley Academy was built. The club had to find a new home, however, pitches in the South did not suffice their need in terms of quality and therefore the club had to move to other areas of the borough.
An evaluation of the overall adequacy of pitches to meet demand

Site capacity rating

The carrying capacity at each site has been calculated using the guide provided by The Football Association. It provides the number of match equivalent sessions per week that a natural grass pitch is likely to be able to regularly accommodate, based on agreed quality rating.

Table 3.4 Number of match equivalent sessions that can be accommodated

<table>
<thead>
<tr>
<th>Agreed pitch quality rating</th>
<th>Adult Football</th>
<th>Youth Football</th>
<th>Mini Soccer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number of equivalent match sessions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good</td>
<td>3</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Standard</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Poor</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

This information is used to allocate capacity ratings as follows:

- **Potential spare capacity**: Play is below the level the site could sustain
- **Overused**: Play exceeds the level the site can sustain
- **At capacity**: Play matches the level the site can sustain
- **No Capacity**: Play cannot be accommodated as there is no community use

The following table summarises each site in terms of:

- Community use category/ Security of community use
- Area
- Pitch Type
- No of pitches per site
- Site Capacity for Community Use
- Current Community Use
- Whether the pitch is being Overused (+), At capacity or can accommodate Additional play (-)
- Peak period for competitive play
- No of pitches in use
- No of pitches unused
- Key issues and views

The table details all sites with football pitches in Telford and Wrekin. Educational establishments have been included in the table. Schools, colleges, universities and other organisations within an area can generate significant demand for playing pitches. It has been very difficult to gather accurate information on this demand as this can range from competitive matches to PE lessons to break time activity. Therefore rather than trying to quantify all the use an educational establishment makes of its own grass pitches the importance for the assessment was to establish the carrying capacity for community use.

However, it is important to reflect the educational use of pitches on educational sites as they will inevitably have an impact on pitch carrying capacity for community use. Following the initial analysis educational sites which were deemed to have strategic importance have been detailed in the final action plan where educational usage has been considered. Strategic importance for an educational site fits into one or more of the following categories:

- A multi pitch site
- Has community use as part of the Building Schools for the Future programme
- Is within an area or provides a pitch type i.e. mini, junior, and senior where playing pitch deficit has been identified.

**Table 3.5 Site by site analysis of the adequacy of provision to meet current demand**
<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site name</th>
<th>Community use category/Security of community use</th>
<th>Area</th>
<th>Pitch Type</th>
<th>Management</th>
<th>No of Pitches</th>
<th>Agreed quality rating</th>
<th>Site Capacity for Community Use</th>
<th>Current Community Use</th>
<th>Overuse (+)</th>
<th>Peak period for competitive play</th>
<th>Pitchs available during peak period</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADAMS GRAMMAR SCHOOL PITCHES</td>
<td>Not available for community use - Unsecured</td>
<td>Newport</td>
<td>Adult Football</td>
<td>School</td>
<td>1</td>
<td>Good</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>SAT PM</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>AFC TELFORD UNITED</td>
<td>Not available for community use - Unsecured</td>
<td>Wellington</td>
<td>Adult Football</td>
<td>Club</td>
<td>1</td>
<td>Good</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>SAT PM</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>ALLSCOTT CRICKET GROUND</td>
<td>Available for community use and used - secured</td>
<td>Wellington</td>
<td>Adult Football</td>
<td>Club</td>
<td>2</td>
<td>Good</td>
<td>6</td>
<td>3.75</td>
<td>-2.25</td>
<td>SAT PM</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>APLEY WOOD PRIMARY SCHOOL</td>
<td>Available for community use and used - Secured</td>
<td>Wellington</td>
<td>Mini Football</td>
<td>School</td>
<td>2</td>
<td>Good/Standard</td>
<td>10</td>
<td>4.5</td>
<td>-5.5</td>
<td>SUN AM/PM</td>
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<td>Mini Football</td>
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<td>SUN AM/PM</td>
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<tr>
<td>BLESSED ROBERT JOHNSON CATHOLIC COLLEGE</td>
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<td>Junior Football</td>
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<td>SUN AM/PM</td>
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<td>Location</td>
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<td>Youth Football</td>
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<td>2.25</td>
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<td>SUN AM/PM</td>
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<td>North</td>
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<td>+1.25</td>
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<td>CAPTAIN WEBB PRIMARY SCHOOL</td>
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<td>4</td>
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<td>-1</td>
<td>SAT PM SUN AM/PM</td>
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## Telford and Wrekin Playing Pitch Strategy

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<th>Pitch Type</th>
<th>Local Authority</th>
<th>Standard</th>
<th>Capacity</th>
<th>Conditions</th>
<th>Availability</th>
<th>Season</th>
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<td>Local Authority</td>
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<td>Standard</td>
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<tr>
<td>DONNINGTON WOOD C OF E JUNIOR SCHOOL</td>
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<td>Local Authority</td>
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<td>Standard</td>
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<td>-3.25</td>
</tr>
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<td>North</td>
<td>Mini Football</td>
<td>1</td>
<td>Standard</td>
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<td>Youth Football</td>
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<td>+0.25</td>
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<td>Newport</td>
<td>Adult Football</td>
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<td>Poor</td>
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</tr>
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<td>DOSELEY ROAD</td>
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<td>Adult Football</td>
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### Telford and Wrekin Playing Pitch Strategy

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<thead>
<tr>
<th>Name</th>
<th>Available Status</th>
<th>Sport</th>
<th>Category</th>
<th>Rating</th>
<th>Capacity</th>
<th>SAT AM</th>
<th>SUN AM/PM</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Junior Football</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Adult Football</td>
<td>University</td>
<td>Poor</td>
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<td>0.75</td>
<td>-1.25</td>
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<td></td>
<td>Adult Football</td>
<td>University</td>
<td>Standard</td>
<td>8</td>
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<td>-3</td>
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<td>Newport</td>
<td>Adult Football</td>
<td>University</td>
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<td>Standard</td>
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<td>0.5</td>
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<td><strong>HAUGHTON SCHOOL</strong></td>
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<td>Local Authority</td>
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<td>Poor</td>
<td>4</td>
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<tr>
<td><strong>HIGH ERCALL VILLAGE HALL</strong></td>
<td>Available for community use and used - secured</td>
<td>Wellington</td>
<td>Adult Football</td>
<td>Village Hall Committee Charity</td>
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## Telford and Wrekin Playing Pitch Strategy

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<tr>
<td>ST PETER’S PRIMARY SCHOOL - BRATTON</td>
<td>Available for community use but unused - Unsecured</td>
<td>Newport</td>
<td>Mini Football School</td>
<td>1</td>
<td>Standard</td>
<td>4</td>
<td>0</td>
<td>-4</td>
</tr>
<tr>
<td>STIRCHLEY RECREATION CENTRE</td>
<td>Available for community use and used - Secured</td>
<td>Central</td>
<td>Adult Football Local Authority</td>
<td>3</td>
<td>1 x Poor 2 x Good</td>
<td>5</td>
<td>4</td>
<td>-1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Junior Football Local Authority</td>
<td>3</td>
<td>Standard</td>
<td>6</td>
<td>5.5</td>
<td>-0.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Mini Football Local Authority</td>
<td>4</td>
<td>Standard</td>
<td>16</td>
<td>8</td>
<td>-3</td>
</tr>
<tr>
<td>THE SUTHERLAND SCHOOL</td>
<td>Available for community use but not used - Secured</td>
<td>North</td>
<td>Adult Football School</td>
<td>2</td>
<td>Standard</td>
<td>4</td>
<td>0</td>
<td>-4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Junior Football School</td>
<td>1</td>
<td>Standard</td>
<td>2</td>
<td>0</td>
<td>-2</td>
</tr>
<tr>
<td>Location</td>
<td>Availability</td>
<td>Type</td>
<td>Level</td>
<td>Standard</td>
<td>Width</td>
<td>Length</td>
<td>Availability</td>
<td>Notes</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>--------------------</td>
<td>-----------------------</td>
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<td>----------</td>
<td>--------</td>
<td>--------</td>
<td>-----------------------</td>
<td>----------------------</td>
</tr>
<tr>
<td><strong>Telford and Wrekin Playing Pitch Strategy</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SUTTON HILL PLAYING FIELD</strong></td>
<td>Available for community use and used - Secured</td>
<td>South</td>
<td>Junior Football</td>
<td>Local Authority</td>
<td>1</td>
<td>Standard</td>
<td>2</td>
<td>7.5</td>
</tr>
<tr>
<td><strong>TEAGUES BRIDGE PRIMARY SCHOOL</strong></td>
<td>Available for community use and used - Unsecured</td>
<td>North</td>
<td>Junior Football</td>
<td>School</td>
<td>1</td>
<td>Standard</td>
<td>2</td>
<td>1.5</td>
</tr>
<tr>
<td><strong>THOMAS TELFORD SCHOOL</strong></td>
<td>Not available for community use - Unsecured</td>
<td>Central</td>
<td>Adult Football</td>
<td>School</td>
<td>1</td>
<td>Standard</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td><strong>TIBBERTON</strong></td>
<td>Available for community use and used - Secured</td>
<td>Newport</td>
<td>Junior Football</td>
<td>Local Authority</td>
<td>2</td>
<td>Standard</td>
<td>4</td>
<td>0.75</td>
</tr>
<tr>
<td><strong>TRENCH PLAYING FIELD</strong></td>
<td>Available for community use and used - Secured</td>
<td>North</td>
<td>Junior Football</td>
<td>Local Authority</td>
<td>1</td>
<td>Poor</td>
<td>1</td>
<td>1.5</td>
</tr>
<tr>
<td><strong>WOMBRIDGE PLAYING FIELD</strong></td>
<td>Available for community use and used - Secured</td>
<td>North</td>
<td>Adult Football</td>
<td>Club</td>
<td>1</td>
<td>Poor</td>
<td>1</td>
<td>5.25</td>
</tr>
<tr>
<td><strong>WICKES STADIUM WELLINGTON AMATEURS FC</strong></td>
<td>Available for community use and used - Secured</td>
<td>North</td>
<td>Adult Football</td>
<td>Club</td>
<td>1</td>
<td>Standard</td>
<td>2</td>
<td>2.25</td>
</tr>
<tr>
<td><strong>WREKIN COLLEGE SPORTS CENTRE</strong></td>
<td>Not available for community use - Unsecured</td>
<td>Wellington</td>
<td>Junior Football</td>
<td>College</td>
<td>1</td>
<td>Standard</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td><strong>WINDMILL PRIMARY SCHOOL</strong></td>
<td>Available for community use but unused - Unsecured</td>
<td>Central</td>
<td>Mini Football</td>
<td>School</td>
<td>1</td>
<td>Standard</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td><strong>WILLIAM REYNOLDS PRIMARY SCHOOL</strong></td>
<td>Available for community use but unused - Unsecured</td>
<td>South</td>
<td>Mini Football</td>
<td>School</td>
<td>1</td>
<td>Standard</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td><strong>WOMBRIDGE PRIMARY SCHOOL</strong></td>
<td>Available for community use but unused - Unsecured</td>
<td>North</td>
<td>Mini Football</td>
<td>School</td>
<td>1</td>
<td>Standard</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>WREKIN VIEW PRIMARY SCHOOL</td>
<td>Wellington</td>
<td>Mini Football School</td>
<td>1</td>
<td>Good</td>
<td>6</td>
<td>0</td>
<td>-6</td>
<td>1</td>
</tr>
<tr>
<td>WROCKWARDINE WOOD JUNIOR SCHOOL</td>
<td>North</td>
<td>Junior Football School</td>
<td>1</td>
<td>Standard</td>
<td>2</td>
<td>0.5</td>
<td>-1.5</td>
<td>SUN AM/PM 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mini Football School</td>
<td>1</td>
<td>Standard</td>
<td>4</td>
<td>2.5</td>
<td>-1.5</td>
<td>SUN AM/PM 4</td>
</tr>
</tbody>
</table>
Table 3.6 provides an overview of pitch capacity (as match equivalent session) taking account all pitches with community use both secured and unsecured. The table highlights capacity for each format of the game, broken down into capacity during the peak period and elsewhere during the week. It also gives an indication where there is overuse and the number of sites where capacity exists.

Reviewing the data in table 3.6 based on the site by site analyse of community use in Table 3.5 (including secured and unsecured use but excluding those with no community use) there is significant capacity for additional play in particular for mini football. The majority of spare capacity exists elsewhere during the week. However, the majority of demand is during the peak period.

The table shows that there is overuse within all formats of the game but more significantly on senior pitches and overuse +15.5 match equivalent sessions, closely followed by junior pitch provision with overuse by +13 match equivalent sessions. What is notable is that this overuse is spread across a number of sites. Whilst the figures contained within the table indicate that overuse can easily be accommodated elsewhere within the Borough there may be issues that prevent teams from using alternative sites (within the teams sub areas).

Table 3.7 Analysis of pitches with secured community use only.

When taking unsecured pitches out of the equation it is notable that overuse remains the same but mini football pitch capacity is significantly reduced from -205.5 (-40 peak, -165.5 elsewhere during the week) to -61.75 (-10 peak, -51.75 elsewhere during the week). There are a number of sites with unsecured community use the majority of these being on educational sites.

Table 3.8 Area analysis of pitches with secured community use only during the peak period

Actual spare capacity during the peak period has been aggregated up by area and by pitch type in the table below. The table highlights limited capacity in
Current Demand

The overall picture of current demand is calculated by adding the match equivalent sessions from the latent demand, displaced demand and strategic reserve. Table 3.9 details the findings of when the overall current demand is applied to the spare capacity during the peak period. The demand has not been applied to spare capacity elsewhere in the week as all league peak times are during the weekend. Week matches are only played when there is a backlog of fixtures which normally takes place towards the end of the season. This is normally due to issues with pitches as a result of poor draining and adverse weather conditions.

Table 3.9 Summary of overall current demand applied to the spare capacity during the peak period

<table>
<thead>
<tr>
<th>Analysis area</th>
<th>Pitch availability in the peak period (match equivalent sessions)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pitch availability in the peak period (match equivalent sessions)</td>
<td>Adult</td>
<td>Youth</td>
</tr>
<tr>
<td>Newport</td>
<td>-6</td>
<td>-1</td>
<td>-1</td>
</tr>
<tr>
<td>South</td>
<td>-2</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>North</td>
<td>-6</td>
<td>-2</td>
<td>-3</td>
</tr>
<tr>
<td>Central</td>
<td>-6</td>
<td>-6</td>
<td>-5</td>
</tr>
<tr>
<td>Wellington</td>
<td>-6</td>
<td>-4</td>
<td>-1</td>
</tr>
<tr>
<td>Telford and Wrekin</td>
<td>-26</td>
<td>-13</td>
<td>-10</td>
</tr>
</tbody>
</table>

The table demonstrates that there is some spare capacity during peak periods for Senior, junior and Mini football across Telford and Wrekin when taking into account current demand. However, Junior and Mini football offer the least amount of spare capacity (-4.0) this would accommodate 8 mini soccer and 8 junior teams playing their home games within Telford and Wrekin.

The following table summarises the impact of future demand based on calculations arrived at when considering latent demand, displaced demand and strategic reserve. Demand for peak time has only been considered.
Table 4.0 Summary of the impact of future demand

<table>
<thead>
<tr>
<th>Pitch type</th>
<th>Number of sites</th>
<th>Number of pitches</th>
<th>Overuse/spare capacity balance across the week</th>
<th>spar capacity - current demand</th>
<th>Impact of future demand</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Total Overuse</td>
<td>During the peak period</td>
<td>Elsewhere during the week</td>
</tr>
<tr>
<td>Senior</td>
<td>35</td>
<td>58</td>
<td>+15.5</td>
<td>-25</td>
<td>-40.25</td>
</tr>
<tr>
<td>Junior</td>
<td>33</td>
<td>53</td>
<td>+13</td>
<td>-13</td>
<td>-29.25</td>
</tr>
<tr>
<td>Mini</td>
<td>18</td>
<td>27</td>
<td>+0.25</td>
<td>-10</td>
<td>-51.75</td>
</tr>
</tbody>
</table>

As can be seen from Table 4.0 when considering the impact of future demand on senior provision there is enough capacity to accommodate need in 2019 with -15 match equivalent sessions and in 2026 - 13.5 match equivalent sessions. Whilst some youth football (11 v 11) U15/U16 could be accommodated on senior provision no spare capacity has been deducted from this pitch type as the number of future teams within the particular age groups is not known. Therefore taking this into consideration the junior capacity in 2019 decreases to 0 match equivalent sessions showing that pitch provision is on balance but by 2026 the situation significantly worsens with no spare capacity and actual overuse of +10.5 match equivalent sessions as a result of future demand. The future impact on mini pitches remains unchanged with overuse in 2019 with +1.5 match equivalent sessions and in 2026 +4.5 match equivalent sessions.

As detailed within the Building Schools for the Future there will be opportunities to increase/enhance and secure provision. This will contribute to accommodating some of the deficit in future years. However, this is only if there is a fully endorsed Community Use Agreement and that the existing pitches or new pitches provided are brought up to a Good quality standard. The table below shows the potential capacity gains based on existing pitches and quality rating compared to new/enhanced pitches with a good quality rating.

<table>
<thead>
<tr>
<th>Site</th>
<th>Area</th>
<th>No. of Original Pitches pre-BSF</th>
<th>No. Of Pitches post-BSF</th>
<th>Created capacity</th>
<th>Delivery/Disposal Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sutherland School</td>
<td>North</td>
<td>1 senior, 1 junior</td>
<td>3 x Mini, 1 x Junior</td>
<td>-16</td>
<td>Sept - 15</td>
</tr>
<tr>
<td>Holy Trinity Academy, Priorslee</td>
<td>North</td>
<td>1 senior</td>
<td>Community use school 3 x Senior, 1 x Junior</td>
<td>-11</td>
<td>Sept - 15</td>
</tr>
<tr>
<td>Telford Cooperative Academy (amalgamation of Sutherland and Wrockwardine)</td>
<td>North</td>
<td>4 x senior, 1 x mini</td>
<td>3 x senior, 1 x mini</td>
<td>-6</td>
<td>Sept 15</td>
</tr>
<tr>
<td>Charlton School existing site.</td>
<td>Wellington</td>
<td>1 x Senior, 3 x Junior</td>
<td>None (new Charlton school relocating to the BRJ site, please see line below)</td>
<td>+8</td>
<td>Jan - 16</td>
</tr>
<tr>
<td>Existing Blessed Robert Johnson site (BRJ) – to become the new Charlton School site</td>
<td>Wellington</td>
<td>4 x Junior</td>
<td>Community use school: 5 x Junior Total Spare capacity -20</td>
<td>-12</td>
<td>Jan - 16</td>
</tr>
<tr>
<td>Lawley Village Primary School (previously known as Ironstone)</td>
<td>Central</td>
<td>None -- brand new facility</td>
<td>2 x U10 pitch (1 in phase One and 1 in phase Two)</td>
<td>-12</td>
<td>Jan - 16</td>
</tr>
<tr>
<td>Orleton Lane (also known as OD Murphy)</td>
<td>Wellington</td>
<td>1 x Junior</td>
<td>2 x Senior, 1 x Mini</td>
<td>-11</td>
<td>Autumn - 16</td>
</tr>
</tbody>
</table>

-60
Football – grass pitch summary

- 191 pitches across Telford and Wrekin
- 71% of pitches offered secure community use – BSF pitch provision counted as secure community use
- Highest percentage of pitches with secure use – Wellington
- Large number of school sites with unsecure community use
- Lowest percentage of pitches with secure use – North Telford
- Highest supply of pitches is in North Telford
- Lowest supply of pitches is in South Telford. Adequate capacity when considering current, latent demand. However, when breaking spare capacity down by area - it can be seen that there is no capacity in South Telford for mini soccer and junior football and provision is significantly limited in Newport for both junior and Mini, in North Telford for Youth and Wellington for mini
- There is significant capacity for additional play, in particular, mini football however; the majority of this exists elsewhere during the week. When taking unsecured pitches out of the equation, capacity is significantly reduced, as majority of sites are educational.
- Majority of provision of standard quality
- Self-help clubs improve quality of provision
- Set budget for pitch maintenance with no prioritisation of sites
- Correlation between pitch quality and cited lack of pitch maintenance.
- It is important to note that whilst certain geographical areas state that there is spare capacity; teams do not feel that this is in their area. I.e. Newport teams – Nova United, Newport Girls, and growing Newport Town, would all prefer the provision in the centre of Newport, to support demand as opposed to travelling to sites such as Edgmond, Tibberton, and Lilleshall, which all have capacity.
- Significant spare capacity across AGPs – predominantly weekend
- 3Gs only form of AGP that can be used for competitive football matches
- Limited use of 3Gs for competitive matches
- National Governing Body Guidelines highlight the need for 3G facilities, as they are accessible for a greater period of time, maximizing the amount of play that can take place.
- There are 207 teams – 92% male (inc mixed), 28% senior (1% female), 37% youth male, 6% youth female and 29% mini
- Highest demand is in North Telford
- Lowest demand is in South Telford
- What is affecting demand – housing growth, 11 aside on decline, growth in girls and women’s football, latent demand from male dominated segments
- Demand on a Sunday morning is high as this is the peak time for senior Sunday League teams which forms the highest percentage of adult teams, along with Junior and mini league matches.
- The draft Local Plan highlights that the majority of planning commitments and proposed housing growth is identified in already highly densely populated areas i.e. North and Central Telford (with some adjoining sites in Wellington).
- There has been no statistically significant change in people’s participation in sport and active recreation three (or more) times a week since APS1 (2005/6) to APS8 (2013/14) in Telford and Wrekin, even though there has been an increase from 20.80% to 22.7%. Telford and Wrekin’s participation in Sport and active recreation is lower than the National and the same as Regional percentages for APS8.
There has been no statistically significant change in people’s participation in sport at least once a week since APS1 (2005/6) to APS 8 (2013/14), even though there has been a slight increase from 33.00% to 33.3% at a local level. Telford and Wrekin’s participation in Sport is lower than both the National and Regional percentages for APS8.

There are currently 1.9m people currently playing football once a week according to the Sport England APS. Whilst there is a decline nationally when comparing results from APS1 with APS8 football has shown a positive change in participation when comparing APS7 and APS8, an increase of 58,800. In terms of the decline since APS1 the FA cited severe weather, increased pitch hire costs and reduced maintenance spend as presenting difficulties to clubs and players as contributing factors to the decrease.

Growth in Women’s game nationally but not reflected locally

Market segments that play and want to play football is male dominated

Teams have moved area due to availability of pitches. Whilst still playing within the Borough effectively they have moved away from their home town/village

A number of larger junior teams playing across 3 – 4 geographical sub areas

Lack of ancillary facilities - more would help support the growth of the female game.

No social area within ancillary facilities therefore making it difficult for clubs to come together.
PART 5: CRICKET

The following section evaluates the adequacy of pitches for cricket and provides an:

- Introduction
- Overview of Population and Sports Participation
- An overview of supply and demand for football
- An evaluation of the overall adequacy of pitches to meet demand
- Overview of key issues for the strategy to address

Shropshire Cricket Board (SCB) is the main governing and representative body for cricket within the County. The most recent review of cricket (prior to this Playing Pitch Strategy) in Telford and Wrekin was undertaken through the Facilities Strategy 2009 – 2013. The aims and objectives of the SCB are outlined below. It is important that these are considered as part of the strategy as good quality facilities are an important ingredient in achieving and sustaining growth within cricket in Telford and Wrekin.

Aim:

To establish a sustainable network of Focus Clubs (and Affiliated Clubs long-term) who provide a range of playing, coaching, officiating and volunteering opportunities to meet the needs of their local communities. This includes opportunities for men, women and girls, people with disabilities, black and ethnic minorities and people on low incomes.

Objectives:

- To ensure there is an appropriate programme in place to coach, identify, and develop as many youngsters (6yrs – 17yrs) as possible at the right level to ensure all have some form of success in their cricketing activities and interests.
- To improve the levels of under 10 and under 17 cricketers by providing annual internal and external club junior age group competitions, leagues and festivals in line with current junior player requirements.
- To improve the levels of under 10 – 17 cricketers who aspire to play representative cricket by providing regular internal and external age group coaching sessions, camps and matches in line with club, district and county age group requirements.
- To provide an emerging player programme addressing minimum quality standards to feed into internal and external academies.
- To provide opportunities for senior cricketers to receive high quality coaching, support both indoors and outdoors cricket and provide entry routes into Shropshire CCC squads.
- To ensure there are opportunities for players to enrol on coach education courses and other CPD courses to support the development of cricket at club level, district level, county level and beyond.
- To sustain current adult male participation in cricket.
- To increase participation amongst women and girls and people with disabilities.
- To increase club membership with black and ethnic minorities.
- To develop and sustain other volunteer and official roles in the community of cricket in Shropshire.
- To ensure current facilities and new facilities meet Minimum Quality Standards (MQS) for cricket.
- To ensure current facilities and new facilities meet Shropshire Cricket Board Minimum Quality Standards for Focus Clubs.

Cricket’s Delivery System

The ‘Cricket Partnerships’ team is ultimately responsible for the delivery of the National Club Strategy. The team has looked to improve its corporate and operational planning to ensure the National Club
Strategy and associated services and support are presented in a cohesive and planned way to the club game. The purpose of the Cricket Partnerships team is to create opportunities, to influence others, advocate continuous improvement and leave a lasting legacy.

The team is divided into four delivery units, known as the ‘4Ps’. Each unit is charged with interpreting the purpose in its own context, developing future strategy and policy, responding to current priorities and trends and protecting and nurturing the brand and core values of grassroots cricket. The guiding principles of the 4P’s are:

**People** - Great Cricket needs great people. It will support, develop and reward the skills required to grow and sustain participation and inspire the nation to choose Cricket. It will provide easy access to affordable, high quality training and support. It will fully understand people’s needs and all training; support and delivery will be based on this. People will be at the heart of maintaining the spirit of cricket and providing a fun, open, fair and accessible game.

**Places** - It will develop accessible, high quality and innovative facilities which inspire the nation to choose cricket and create a culture of sustainable development which will leave a legacy for generations to come.

**Playing** - It will develop appropriate, innovative and accessible coaching and competition with a clear player pathway. The playing of the game will focus on recruitment and retention of adult players, playing drop off trends and satisfaction of existing players.

**Policy** - It will modernise the game through robust and transparent corporate governance and compliance with core policies and legislation, which embeds accountability.

**Figure 2.2 Map showing the Percentage of population participating in cricket.**

The map in Figure 2.2 shows spatially the percentage of the Telford and Wrekin population who, based on the Active People survey findings, are currently participating in cricket. It can be seen that in the St Georges area there is a slightly higher participation rate (1.1 – 2.0%) compared to the rest of the Borough (0.1 – 1.0%). The chart in Figure 2.3 details the profile of current participation in cricket across the 19 market segments.
Figure 2.3 Population within catchment area participating in Cricket

As can be seen from the chart there are 5 main segments that play cricket. Tim is the most dominant segment, representing over 200 of the 1083 total participants. Tim is closely followed by segments, Ben with 185 people, Phillip just below with 184 and Jamie & Kev also having over 100 people each in their segment participating in cricket. The percentage catchment for the top 5 segments are all lower than the national percentage with the exception of Phillip and Kev which are higher than the national percentage.

Table 4.1 Table Market Segments Participating in Cricket.

<table>
<thead>
<tr>
<th>Segment</th>
<th>Catchment Pop.</th>
<th>CSP Pop.</th>
<th>Rgn Pop.</th>
<th>Nat Pop.</th>
<th>Catchment %</th>
<th>CSP %</th>
<th>Rgn %</th>
<th>Nat %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ben</td>
<td>185</td>
<td>658</td>
<td>6474</td>
<td>74724</td>
<td>17.1</td>
<td>20.7</td>
<td>17.7</td>
<td>20.1</td>
</tr>
<tr>
<td>Jamie</td>
<td>157</td>
<td>349</td>
<td>6207</td>
<td>59924</td>
<td>14.5</td>
<td>11</td>
<td>17</td>
<td>16.1</td>
</tr>
<tr>
<td>Chloe</td>
<td>17</td>
<td>67</td>
<td>606</td>
<td>7228</td>
<td>1.6</td>
<td>2.1</td>
<td>1.7</td>
<td>1.9</td>
</tr>
<tr>
<td>Leanne</td>
<td>23</td>
<td>49</td>
<td>820</td>
<td>7855</td>
<td>2.1</td>
<td>1.5</td>
<td>2.2</td>
<td>2.1</td>
</tr>
<tr>
<td>Helena</td>
<td>11</td>
<td>47</td>
<td>472</td>
<td>5068</td>
<td>1</td>
<td>1.5</td>
<td>1.3</td>
<td>1.4</td>
</tr>
<tr>
<td>Tim</td>
<td>220</td>
<td>786</td>
<td>7473</td>
<td>84887</td>
<td>20.3</td>
<td>24.7</td>
<td>20.4</td>
<td>22.8</td>
</tr>
<tr>
<td>Alison</td>
<td>16</td>
<td>44</td>
<td>398</td>
<td>4904</td>
<td>1.5</td>
<td>1.4</td>
<td>1.1</td>
<td>1.3</td>
</tr>
<tr>
<td>Jackie</td>
<td>24</td>
<td>59</td>
<td>710</td>
<td>6942</td>
<td>2.2</td>
<td>1.9</td>
<td>1.9</td>
<td>1.9</td>
</tr>
<tr>
<td>Kev</td>
<td>116</td>
<td>205</td>
<td>3401</td>
<td>27634</td>
<td>10.7</td>
<td>6.4</td>
<td>9.3</td>
<td>7.4</td>
</tr>
<tr>
<td>Paula</td>
<td>16</td>
<td>26</td>
<td>398</td>
<td>3064</td>
<td>1.5</td>
<td>0.8</td>
<td>1.1</td>
<td>0.8</td>
</tr>
<tr>
<td>Philip</td>
<td>184</td>
<td>570</td>
<td>5928</td>
<td>56696</td>
<td>17</td>
<td>17.9</td>
<td>16.2</td>
<td>15.3</td>
</tr>
<tr>
<td>Elaine</td>
<td>9</td>
<td>32</td>
<td>313</td>
<td>3050</td>
<td>0.8</td>
<td>1</td>
<td>0.9</td>
<td>0.8</td>
</tr>
</tbody>
</table>
The Active People analysis of the percentage of adults who would like to play cricket is represented in map 2.5 and chart 2.5. The map clearly shows that the percentage of people wanting to play cricket in Telford and Wrekin (0.1 – 1.0%) is the same percentage (0.1 – 1.0%) as those who are currently participating in cricket with the exception of the St Georges area where the percentage of people playing cricket is slightly higher (1.1 – 2.0%).

**Figure 2.4 Percentage of population wanting to participate in Cricket**

The chart demonstrates that the segments who would like to increase the amount of cricket they play are largely similar to those that currently play. Kev is the most dominant segment who would like to play cricket, followed by Tim, Jamie, Phillip and Ben/Terry. Altogether, 667 people in Telford and Wrekin would like to play cricket.
Figure 2.4 Population within catchment area wanting to participate in cricket

![Population within catchment area wanting to participate in Cricket](image)

Table 4.2 Market segments wanting to participate in Cricket

<table>
<thead>
<tr>
<th>Segment</th>
<th>Catchment Pop.</th>
<th>CSP Pop.</th>
<th>Rgn Pop.</th>
<th>Nat Pop.</th>
<th>Catchment %</th>
<th>CSP %</th>
<th>Rgn %</th>
<th>Nat %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ben</td>
<td>65</td>
<td>232</td>
<td>2276</td>
<td>26271</td>
<td>9.7</td>
<td>12.8</td>
<td>10.3</td>
<td>12.3</td>
</tr>
<tr>
<td>Jamie</td>
<td>106</td>
<td>234</td>
<td>4163</td>
<td>40192</td>
<td>15.9</td>
<td>12.9</td>
<td>18.8</td>
<td>18.8</td>
</tr>
<tr>
<td>Chloe</td>
<td>4</td>
<td>13</td>
<td>115</td>
<td>1361</td>
<td>0.6</td>
<td>0.7</td>
<td>0.5</td>
<td>0.6</td>
</tr>
<tr>
<td>Leanne</td>
<td>4</td>
<td>9</td>
<td>136</td>
<td>1300</td>
<td>0.6</td>
<td>0.5</td>
<td>0.6</td>
<td>0.6</td>
</tr>
<tr>
<td>Helena</td>
<td>3</td>
<td>13</td>
<td>127</td>
<td>1363</td>
<td>0.4</td>
<td>0.7</td>
<td>0.6</td>
<td>0.6</td>
</tr>
<tr>
<td>Tim</td>
<td>110</td>
<td>393</td>
<td>3734</td>
<td>42408</td>
<td>16.5</td>
<td>21.7</td>
<td>16.8</td>
<td>19.8</td>
</tr>
<tr>
<td>Alison</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Jackie</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Kev</td>
<td>133</td>
<td>236</td>
<td>3928</td>
<td>31915</td>
<td>19.9</td>
<td>13</td>
<td>17.7</td>
<td>14.9</td>
</tr>
<tr>
<td>Paula</td>
<td>16</td>
<td>27</td>
<td>412</td>
<td>3174</td>
<td>2.4</td>
<td>1.5</td>
<td>1.9</td>
<td>1.5</td>
</tr>
<tr>
<td>Philip</td>
<td>94</td>
<td>289</td>
<td>3005</td>
<td>28737</td>
<td>14.1</td>
<td>15.9</td>
<td>13.5</td>
<td>13.4</td>
</tr>
<tr>
<td>Elaine</td>
<td>1</td>
<td>4</td>
<td>34</td>
<td>326</td>
<td>0.1</td>
<td>0.2</td>
<td>0.2</td>
<td>0.2</td>
</tr>
<tr>
<td>Roger &amp; Joy</td>
<td>23</td>
<td>87</td>
<td>823</td>
<td>8255</td>
<td>3.4</td>
<td>4.8</td>
<td>3.7</td>
<td>3.9</td>
</tr>
<tr>
<td>Brenda</td>
<td>2</td>
<td>3</td>
<td>41</td>
<td>324</td>
<td>0.3</td>
<td>0.2</td>
<td>0.2</td>
<td>0.2</td>
</tr>
<tr>
<td>Terry</td>
<td>65</td>
<td>120</td>
<td>1812</td>
<td>13840</td>
<td>9.7</td>
<td>6.6</td>
<td>8.2</td>
<td>6.5</td>
</tr>
<tr>
<td>Norma</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Ralph &amp; Phyllis</td>
<td>11</td>
<td>69</td>
<td>500</td>
<td>5292</td>
<td>1.6</td>
<td>3.8</td>
<td>2.3</td>
<td>2.5</td>
</tr>
<tr>
<td>Frank</td>
<td>25</td>
<td>72</td>
<td>935</td>
<td>8194</td>
<td>3.7</td>
<td>4</td>
<td>4.2</td>
<td>3.8</td>
</tr>
<tr>
<td>Elsie &amp; Arnold</td>
<td>5</td>
<td>12</td>
<td>151</td>
<td>1280</td>
<td>0.7</td>
<td>0.7</td>
<td>0.7</td>
<td>0.6</td>
</tr>
<tr>
<td>Total</td>
<td>667</td>
<td>1813</td>
<td>22192</td>
<td>214232</td>
<td>99.6</td>
<td>100</td>
<td>100.2</td>
<td>100.2</td>
</tr>
</tbody>
</table>
Cricket in Telford and Wrekin – an Overview of Pitch Supply

There are 18 cricket pitches and 179 wickets in Telford and Wrekin. This figure includes all known public, private, school and other pitches whether or not they are in secured community use.

Table 4.3 Summary of Cricket Pitches by sub area

<table>
<thead>
<tr>
<th>Analysis Area</th>
<th>Number of pitches</th>
<th>Number of wickets</th>
<th>No. of cricket pitches with Community Use</th>
<th>Unsecured pitches</th>
<th>No. of pitches not in community use</th>
<th>% of Community Pitch Provision Secured</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>2</td>
<td>22</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>Central</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>South</td>
<td>1</td>
<td>13</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>Wellington</td>
<td>8</td>
<td>82</td>
<td>8</td>
<td>2</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>Newport</td>
<td>7</td>
<td>62</td>
<td>7</td>
<td>3</td>
<td>2</td>
<td>57</td>
</tr>
<tr>
<td>Total</td>
<td>18</td>
<td>179</td>
<td>18</td>
<td>5</td>
<td>2</td>
<td>72</td>
</tr>
</tbody>
</table>

The map in Figure 2.6 shows the distribution of cricket pitches across Telford and Wrekin.

Figure 2.6 Distribution of Cricket pitches in Telford and Wrekin
The largest number of pitches are provided in Wellington, closely followed by Newport. Central have no cricket pitches closely followed by South Telford with 1 and North Telford with 2. All of the eighteen pitches have community use with the exception of 2 pitches at Adams Grammar. Twenty eight percent of pitches are unsecure. A pitch is deemed unsecure where there is no apparent formal community use agreement in place. Wrekin College provides community use but this has been deemed unsecure as confirmation of any formal agreement cannot be confirmed. This is also the instance for Harper Adams. Adams Grammar hasn't been included in this equation as they have no community use. Through the Building Schools for the Future Programme (BSFP) a new pitch is to be developed at Ercall Wood College which would be available for community use under the BSFP community agreements.

Non Turf Wickets

There are five non turf wickets in Telford and Wrekin which can be found at the following sites: Bowring (owned by TWC), Tibberton (owned by TWC), Newport CC (leased from the Council), Wellington CC (owned by the Powys Estate), Blessed Robert Johnson (owned by the school but there is no pitch). Competitive senior cricket league play is not sanctioned on artificial wickets but informal games and other social leagues can take place, as well as Last Man Stands (LMS) competitions.

Table 4.4 Ownership/Management

The following table outlines the ownership/management of non-council sites with the exception of Newport CC which is owned by TWC but managed by Newport CC under a lease agreement.

<table>
<thead>
<tr>
<th>Club</th>
<th>Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allscott CC</td>
<td>Remaining 4 year lease with Sugar beet Factory. New community use agreement to be negotiated which is very likely to be a longer term lease</td>
</tr>
<tr>
<td>Lilleshall CC</td>
<td>Agreement due to be renewed with Craddocks Farm</td>
</tr>
<tr>
<td>Newport CC</td>
<td>Lease with Telford and Wrekin Council – 21 years</td>
</tr>
<tr>
<td>St Georges CC</td>
<td>Freehold</td>
</tr>
<tr>
<td>Wellington CC</td>
<td>Lease with the Holt Family of Powys Estate – 25 years</td>
</tr>
</tbody>
</table>

Telford and Wrekin Council own 3 sites Bowring, Tibberton and Edgmond. In addition to these Council/Club owned/managed sites the remainder are owned/managed by educational establishments.

Quality

Pitch quality was derived from Performance Quality Standards (PQS) assessments or through non-technical assessments.

Table 4.5 summarises the quality of pitches by area

<table>
<thead>
<tr>
<th>study area</th>
<th>Good</th>
<th>Standard</th>
<th>Poor</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>South</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Central</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Wellington</td>
<td>9</td>
<td>1</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>Newport</td>
<td>8</td>
<td>1</td>
<td>0</td>
<td>9</td>
</tr>
<tr>
<td>Total</td>
<td>20</td>
<td>2</td>
<td>0</td>
<td>22</td>
</tr>
</tbody>
</table>
As can be seen from the above table 91% of the pitches in Telford and Wrekin have a ‘good’ quality rating. The following are the minimum quality standards (MQS) which clubs must demonstrate they are working towards, have met or surpassed to achieve a Focus Club status. A benchmarking process is then used to assess Focus Clubs needs when applying for ECB facility and machinery funding.

**Pitches - Fine Turf**

**Focus Clubs must have:**
- At least 8 pitches on the main square.
- A PQS of at least ‘standard’ when assessed by the SCB Pitch Advisers
- (If not PQS in report format)
- Grounds men to be able to commit to 20 hours work a week on their ground
- A pitch mower
- An outfield mower
- A motor roller
- Setting and marking out equipment
- Irrigation equipment
- Hand held tools such as brushes, spades, rake, wheel barrow etc.

**Focus Clubs must be able to get access too, or hire**
- A scarifier
- An aerator (Grounds man spiker is highly recommended)
- Fertilizer distributors
- Pesticide applicators

**Grounds man Spiker and Scarifier**

Current reports from the 14 Focus Clubs recently undertaking Prioritised Detailed Assessments have identified the importance of access to machinery that provides Linear Aeration (deep scarification) to remove surface thatch, and solid tin vertical spiking to help bind loam levels together to support better consolidation and an increase in effective grass root growth.

**Ancillary Facilities**

It is recommended that all Shropshire Focus Clubs have well maintained roll on covers, appropriate sight screens and an appropriate score board or score box.

**Practice Facilities**

All Focus Clubs must have at least 2 high quality practice nets, either turf or non-turf (preferably none turf). It is highly desirable that where possible there are 3 or 4 practice lanes (dependant on current capacity and potential growth).

**Non Turf Match Pitches**

It is recommended that all Focus Clubs have access to a non-turf match pitch either on the square, or outfield, or second ground, to support junior cricket development and some senior 3rd/4th XI matches and midweek fixtures.

New Non Turf Match Pitches and Practice Facilities should conform to ECB TS6.

**Clubhouse and Changing facilities**

A Clubhouse with separate and secure changing rooms for each team; secure and private changing room for Umpires; clean and hygienic showers for Players and Umpires; kitchen that meets all legal health and safety requirements; meals area; clean and hygienic male and female toilets; social area/room (including an operational bar); telephone.
Ancillary facilities

Ancillary facilities were rated through the PQS or non-technical assessments. The majority of the ancillary facilities have a good rating with the exception of Allscott and Tibberton which have a poor rating. Allscott CC is currently undergoing a refurbishment of their facilities as part Section 106 monies that they have received. Tibberton ancillary facilities are one of the oldest council ancillary facilities which have not undergone a refurbishment since construction and therefore are looking very tired and dated. The club that currently play at Tibberton are unable progress further in their League until they have better quality ancillary facilities.

Indoor facilities

Indoor facilities play a vital part of crickets training programme. A number of facilities have indoor nets.

Table 4.6 Summarises indoor Cricket provision in Telford and Wrekin

<table>
<thead>
<tr>
<th>Facility</th>
<th>Provision</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madeley Academy</td>
<td></td>
<td>The Academy has a strong relationship with Madeley CC and Academy students have regular coaching sessions and matches against other schools at Madeley CC. The Academy students are also involved with supporting (officiating) SCB Kwik Cricket festivals</td>
</tr>
<tr>
<td>Abraham Darby</td>
<td>4 indoor nets in the sports hall</td>
<td>Need for indoor provision identified in South Telford however due to wooden floor the bounce is not true therefore limited use by clubs. However Madeley Cricket Club used Ab Dab (Saturday and Sunday 2 hours each day)</td>
</tr>
<tr>
<td>Phoenix Sports and leisure Centre</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lilleshall National Sports Centre</td>
<td>Cricket provision has slowly deteriorated over the years and clubs and SCB have found and used other more suitable and up to date indoor facilities. Accessibility is also a factor</td>
<td></td>
</tr>
<tr>
<td>Ercall Wood</td>
<td></td>
<td>Used by Wellington Cricket Club</td>
</tr>
<tr>
<td>Hadley</td>
<td></td>
<td>Used by Shifnal CC</td>
</tr>
<tr>
<td>Wrekin College</td>
<td>4 indoor nets in the sports hall</td>
<td>Used by Shropshire County Cricket</td>
</tr>
<tr>
<td>Charlton</td>
<td></td>
<td>Used by Allscott Cricket Club (4 hours on a Sunday)</td>
</tr>
</tbody>
</table>

Demand

In total there are 51 cricket teams, 61% of these being adult and 39% of these being junior. Only 6% of these are women/girls. The highest number of teams play in Newport with 37%, followed by 23.5% which play in Wellington and North Telford and 16% playing South Telford.

Table 4.7 Summary of Cricket Teams according to age groups in Telford and Wrekin

<table>
<thead>
<tr>
<th>Cricket Open Age Mens (18-55yrs)</th>
<th>29</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cricket Open Age Womens (18-55yrs)</td>
<td>2</td>
</tr>
<tr>
<td>Cricket Junior Boys (7-18yrs)</td>
<td>19</td>
</tr>
<tr>
<td>Cricket Junior Girls (7-18yrs)</td>
<td>1</td>
</tr>
</tbody>
</table>
Table 4.8 Cricket teams in Telford and Wrekin

<table>
<thead>
<tr>
<th>Club</th>
<th>Open Age Men</th>
<th>Open Age Women</th>
<th>Junior Boys</th>
<th>Junior Girls</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>5</td>
<td>1</td>
<td>5</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>South</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>Central</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Wellington</td>
<td>8</td>
<td>0</td>
<td>4</td>
<td>0</td>
<td>12</td>
</tr>
<tr>
<td>Newport</td>
<td>12</td>
<td>0</td>
<td>7</td>
<td>0</td>
<td>19</td>
</tr>
<tr>
<td>Total</td>
<td>29</td>
<td>2</td>
<td>19</td>
<td>1</td>
<td>51</td>
</tr>
</tbody>
</table>

Additional use of cricket pitches for training purposes or other casual use, such as organised friendly matches, can cause further wear and tear on the playing surface that can impact on the ability of the pitch to accommodate sufficient levels of play. In order to quantify such use, through the club consultation process, each team was asked to provide an indication as to the amount of additional use taking place on their respective pitch.

The responses to the surveys indicated that the majority of clubs do use the cricket pitches for friendlies, training etc. On average this accounts for an additional 5 games per season. This has been factored in to the site by site analysis and current community use for each club. A number of clubs said that they do host other matches which include County age groups, disability, schools and some touring clubs. Again these have been factored in to the site capacity.

Latent demand

All the cricket clubs surveyed were asked if they planned to increase the number of teams. This can be classed as latent demand as there would need to be access to a sufficient number of pitches. However, it can be seen from the table that the main increase in teams comes from those clubs wishing to develop Colts Indoor 16 – 19’s. This would have a greater impact on indoor facilities than on grass pitches or non-turf wickets.

Table 4.9 Summary of Cricket Clubs Latent Demand

<table>
<thead>
<tr>
<th>Club</th>
<th>Mens open age</th>
<th>Womens open age</th>
<th>Junior</th>
<th>U10/11s</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allscott CC</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Church Aston CC</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Harpers CC</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Lilleshall CC</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Madeley CC</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Newport CC</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>St Georges CC</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Tibberton CC</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Wellington CC</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

Latent demand should also consider demand through the Market Segmentation analysis which can be found on pages 66 & 67. It is known that not all people wanting to participate in cricket are likely to
join a team. When comparing the Sport England Market Segmentation participation data of those that currently participate in Cricket (1083) compared with the number of adults in 13/14 playing cricket as part of a team (465 – 31 teams x 15) it is apparent that 43% of the adult population would join a team. Using the assumption that there are 667 people that would like to play cricket (based on the market segmentation data) it can be calculated that 287 people would be likely to join a team.

Given that an adult team comprises on average of 15 individuals (11 in the match day squad and 4 reserves) this equates to demand for 19 additional teams across the Borough of which 18 teams would be adult male and 1 team would be adult female.

As the demand identified through the club consultation is considerably less, these would form part of the higher figure detailed above with the addition of the junior cricket teams. Table 5.0 provides an overview of the number of new teams generated by latent demand and the number of games per season this would create. This is based on an adult team playing up to 10 home games on average and a junior team playing up to 8 home games on average over the course of a season. A figure has not been calculated for 16-19s Colts hardball as this will only affect indoor use.

**Table 5.0 summarises the number of new teams and number of games per season**

<table>
<thead>
<tr>
<th>No of new teams</th>
<th>Type</th>
<th>Nos of games per season</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>adult male</td>
<td>180</td>
</tr>
<tr>
<td>1</td>
<td>adult female</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>Junior (U10/11’s)</td>
<td>16</td>
</tr>
</tbody>
</table>

**Displaced demand**

No displaced demand has been identified for Telford and Wrekin. All teams from Telford and Wrekin play within area.

All clubs with the exception of 2 outlined through the survey that there is demand for additional training facilities such as mobile nets and bowling machines.

**Future trends**

In November 2014 The ECBs Eureka insight programme, National Playing Survey provided useful insight into grassroots cricket participation figures for adults and children over the age of 14. Research showed a seven per cent decrease in the total number of players playing cricket in teams (908,000 in 2013 to 844,000 in 2014). Gender breakdowns remained the same as in 2013 with males representing 93 per cent of the participation base and females seven per cent. The survey also revealed that 30 per cent of grassroots cricketers are drawn from ethnic minorities and 53 per cent of cricketers would like to play the game more often.

The survey revealed that poor weather contributed to the decline in participation. Seventy per cent of amateur cricket is played on Saturdays and only 15 Saturdays were rated ‘dry’ in 2014 compared with 20 in 2013. The ECB’s Chief Operating Officer, Gordon Hollins highlighted that work was being undertaken at a local level with County Cricket Boards and their respective cricket leagues to tackle key factors which affect participation such as match end time, travel distance to matches, playing format, length of game and club/school links. This has already transpired locally where teams in lower leagues have been allowed to play at home on a Sunday. This has helped with retention and as there are 2 home games on a Sunday which has increased income taken over the bar which can be reinvested by into the club.
Despite a recent decrease in participation Twenty20 cricket, also called T20, a shorter version of cricket has revolutionized the game when it was introduced in 2003 with rule changes that put a premium on hitting and scoring, gaining a new audience for cricket. Madeley CC have followed suite organising a weekly cluster league during the season incorporating Lilleshall CC, Tibberton CC and St Georges CC.

Women’s cricket goes from strength to strength. Programmes such as Back to girls' cricket and the Chance to Shine programme has seen a phenomenal amount of girls being introduced to cricket for the first time, and the figure is certain to rise. It is also a result of the success of the national women’s team who won the Ashes against Australia in the summer of 2013 and retained them Down Under in the winter of 2013 generating a further upsurge in the game. There has also been a significant increase in the number of clubs with a women’s and/or a girls’ section. A new indoor league has been established at Idsall Sports Centre for women. Despite being out of area Wellington CC, St Georges CC and Madeley CC have all entered teams.

**Future Demand**

In order to establish whether future demand for playing pitches can be met we can project the theoretical number of teams that would be generated from population growth by applying Team Generation Rates. Team Generation Rates indicate how many people in a specified age group are required to generate one team. The projection for future demand has been calculated over a 5 (2014 – 2019) and 12 (2014 to 2026) year period.

Telford and Wrekin Council do not currently have a population projections model and are awaiting the agreement on the rate of housing growth in the borough via The Local Plan. Therefore for the purposes of the strategy national population rates for population now (ONS sub-national population estimates 2013) have been used. The projections have been calculated by rolling forward the population 5 years (so the boys aged 7-10 now will be 12-15 in 5 years from now). This should take into account changes in birth rate but will not take into account any housing-related growth in Telford and Wrekin.

**Table 5.1 Team Generation Rates up to 2019**

<table>
<thead>
<tr>
<th>Sport and Age Groups</th>
<th>Number of teams in age group within the area</th>
<th>Current population in age group within the area</th>
<th>Future population in age group within the area</th>
<th>Current TGR</th>
<th>Population Change in Age Group</th>
<th>Potential Change in Team Numbers in Age Group</th>
<th>No of additional teams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cricket Open Age Mens (18-55yrs)</td>
<td>29</td>
<td>45000</td>
<td>46200</td>
<td>1551.72</td>
<td>1200</td>
<td>0.773333333</td>
<td>+1</td>
</tr>
<tr>
<td>Cricket Open Age Womens (18-55yrs)</td>
<td>2</td>
<td>45000</td>
<td>45800</td>
<td>22500</td>
<td>800</td>
<td>0.035555556</td>
<td>0</td>
</tr>
<tr>
<td>Cricket Junior Boys (7-18yrs)</td>
<td>19</td>
<td>13100</td>
<td>13900</td>
<td>689.474</td>
<td>800</td>
<td>1.160305344</td>
<td>+1</td>
</tr>
<tr>
<td>Cricket Junior Girls (7-18yrs)</td>
<td>1</td>
<td>12600</td>
<td>13300</td>
<td>12600</td>
<td>700</td>
<td>0.055555556</td>
<td>+1</td>
</tr>
</tbody>
</table>
Table 5.2 Team Generation Rates up to 2026

<table>
<thead>
<tr>
<th>Sport and Age Groups</th>
<th>Nos. of teams in age group within the area</th>
<th>Current pop. in age group within the area</th>
<th>Future pop. in age group within the area</th>
<th>Current TGR</th>
<th>Population Change in Age Group</th>
<th>Potential Change in Team nos in Age Group</th>
<th>No. Of additional teams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cricket Open Age Mens (18-55yrs)</td>
<td>29</td>
<td>45000</td>
<td>45700</td>
<td>1551.72</td>
<td>700</td>
<td>0.45</td>
<td>0</td>
</tr>
<tr>
<td>Cricket Open Age Womens (18-55yrs)</td>
<td>2</td>
<td>45000</td>
<td>44900</td>
<td>22500</td>
<td>-100</td>
<td>-0.00</td>
<td>0</td>
</tr>
<tr>
<td>Cricket Junior Boys (7-18yrs)</td>
<td>19</td>
<td>13100</td>
<td>16400</td>
<td>689.474</td>
<td>3300</td>
<td>4.78</td>
<td>5</td>
</tr>
<tr>
<td>Cricket Junior Girls (7-18yrs)</td>
<td>1</td>
<td>12600</td>
<td>15500</td>
<td>12600</td>
<td>2900</td>
<td>0.23</td>
<td>0</td>
</tr>
</tbody>
</table>

Table 5.3 Number of new teams generated up to 2026 with match equivalent sessions

<table>
<thead>
<tr>
<th>Age group</th>
<th>Number of teams 2014</th>
<th>Increase, decrease, same no of teams 2019</th>
<th>Match equivalent sessions 2019</th>
<th>Increase, decrease, same no of teams 2026</th>
<th>Match equivalent sessions 2026</th>
<th>Total number of additional teams</th>
<th>Total amount of match equivalent sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cricket Open Age Mens (18-55yrs)</td>
<td>29</td>
<td>+1</td>
<td>-0.5</td>
<td>0</td>
<td>0</td>
<td>+1</td>
<td>-0.5</td>
</tr>
<tr>
<td>Cricket Open Age Womens (18-55yrs)</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Cricket Junior Boys (7-18yrs)</td>
<td>19</td>
<td>+1</td>
<td>-0.5</td>
<td>5</td>
<td>-2.5</td>
<td>+6</td>
<td>-3</td>
</tr>
<tr>
<td>Cricket Junior Girls (7-18yrs)</td>
<td>1</td>
<td>+1</td>
<td>-0.5</td>
<td>0</td>
<td>0</td>
<td>+1</td>
<td>-0.5</td>
</tr>
</tbody>
</table>

An evaluation of the overall adequacy of pitches to meet demand

Site capacity rating

Pitch carrying capacity for Cricket should be measured on a season rather than on a weekly basis. This is due to the capacity of a cricket pitch being primarily determined by the number and quality of wickets on a pitch. Only one match is generally played per pitch per day at the weekend or weekday evening. However, play is rotated throughout the season across the number of wickets on a pitch to reduce wear and allow for repair. Each wicket will be able to accommodate a certain amount of play per season.

As a guide, the ECB suggests that a good quality wicket should be able to take:
- 5 matches per season per grass wicket (adults)
- 60 matches per season per non turf wicket (adults)

Using the quality assessment information (quality and carrying capacity ratings) sites have been assessed to see if they are overplayed or have some potential to accommodate additional play. This information is used to allocate capacity ratings as follows:
<table>
<thead>
<tr>
<th>SITE NAME</th>
<th>Analysis Area</th>
<th>Level of security</th>
<th>No. of pitches</th>
<th>Pitch quality</th>
<th>No. of grass wickets</th>
<th>Current community use (sessions per season)</th>
<th>Site Capacity for community use (sessions per season)</th>
<th>Capacity rating (sessions per season)</th>
<th>Key issues and views</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADAMS GRAMMAR SCHOOL</td>
<td>Newport</td>
<td>No community use</td>
<td>1</td>
<td>Good</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>No community use. Problems with outfield due to football pitch.</td>
</tr>
<tr>
<td>ADAMS GRAMMAR SCHOOL</td>
<td>Newport</td>
<td>No community use</td>
<td>1</td>
<td>Good</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>Problems with outfield due to rugby pitches.</td>
</tr>
<tr>
<td>ALLSCOTT SPORTS AND SOCIAL CLUB</td>
<td>Wellington</td>
<td>Community use</td>
<td>1</td>
<td>Good</td>
<td>13</td>
<td>50</td>
<td>65</td>
<td>15</td>
<td>Problems with rabbits. Currently building new pavilions from section 106 money. Used by county age groups and disability 3 x ps. Ave 5 additional games for training friendlies et cave 5 matches cancelled</td>
</tr>
<tr>
<td>ALLSCOTT SPORTS AND SOCIAL CLUB</td>
<td>Wellington</td>
<td>Community use</td>
<td>1</td>
<td>Standard</td>
<td>5</td>
<td>15</td>
<td>25</td>
<td>10</td>
<td>No toilets in demountable, have to go to main pavilion. Currently building new pavilions from section 106 money. Problems with rabbits. Used by county age groups and disability</td>
</tr>
<tr>
<td>BOWRING PARK</td>
<td>Wellington</td>
<td>Community use</td>
<td>1</td>
<td>Good</td>
<td>7</td>
<td>30</td>
<td>35</td>
<td>5</td>
<td>Dog fouling due to open space. 5 matches cancelled. Site used for football</td>
</tr>
<tr>
<td>BOWRING PARK</td>
<td>Wellington</td>
<td>Community use</td>
<td></td>
<td>Good</td>
<td>1 NTW</td>
<td></td>
<td>60</td>
<td></td>
<td>Cannot be used for competitive matches. Dog fouling due to open space</td>
</tr>
<tr>
<td>EDGMOND PLAYING FIELD</td>
<td>Newport</td>
<td>Community use</td>
<td>1</td>
<td>Good</td>
<td>8</td>
<td>22</td>
<td>40</td>
<td>18</td>
<td>Dog fouling due to open space. Lilleshall and Newport used as a 2nd site</td>
</tr>
<tr>
<td>HARPER ADAMS UNIVERSITY</td>
<td>Newport</td>
<td>Community use</td>
<td>1</td>
<td>Good</td>
<td>10</td>
<td>30</td>
<td>50</td>
<td>20</td>
<td>4 matches cancelled</td>
</tr>
</tbody>
</table>
### Telford and Wrekin Playing Pitch Strategy

<table>
<thead>
<tr>
<th>Club Name</th>
<th>Area</th>
<th>Usage</th>
<th>Rating</th>
<th>Grade</th>
<th>Standard</th>
<th>PQS</th>
<th>Secure</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LILLESHALF CRICKET CLUB</strong></td>
<td>Newport</td>
<td>Community use Secure</td>
<td>1</td>
<td>Good</td>
<td>NTW</td>
<td>60</td>
<td>65</td>
<td>Levelling of outfield</td>
</tr>
<tr>
<td><strong>MADELEY CRICKET CLUB</strong></td>
<td>South</td>
<td>Community use Secure</td>
<td>1</td>
<td>Standard</td>
<td>13</td>
<td>70</td>
<td>65</td>
<td>Levelling of outfield</td>
</tr>
<tr>
<td><strong>NEWPORT CRICKET CLUB</strong></td>
<td>Newport</td>
<td>Community use Secure</td>
<td>1</td>
<td>Good</td>
<td>NTW</td>
<td>60</td>
<td>65</td>
<td>Cannot be used for competitive matches. Used by county age groups and disability squad, schools hardball but nos of sessions not known</td>
</tr>
<tr>
<td><strong>NEWPORT CRICKET CLUB</strong></td>
<td>Newport</td>
<td>Community use Secure</td>
<td>1</td>
<td>Good</td>
<td>13</td>
<td>68</td>
<td>65</td>
<td>Used by county age groups and disability squad, schools hardball</td>
</tr>
<tr>
<td><strong>ST GEORGES SPORTS AND SOCIAL CLUB</strong></td>
<td>North</td>
<td>Community use Secure</td>
<td>1</td>
<td>Good</td>
<td>15</td>
<td>84</td>
<td>75</td>
<td>Vandalism. Would benefit from annual aeration scarification to help root growth and faster pitches. Used by county age groups and disability squad, schools hardball</td>
</tr>
<tr>
<td><strong>ST GEORGES SPORTS AND SOCIAL CLUB</strong></td>
<td>North</td>
<td>Community use Secure</td>
<td>1</td>
<td>Good</td>
<td>7</td>
<td>50</td>
<td>35</td>
<td>Vandalism. Would benefit from annual aeration scarification to help root growth and faster pitches. Used by county age groups and disability squad, schools hardball</td>
</tr>
<tr>
<td><strong>TIBBERTON PLAYING FIELD</strong></td>
<td>Newport</td>
<td>Community use Secure</td>
<td>1</td>
<td>Good</td>
<td>7</td>
<td>40</td>
<td>35</td>
<td>Need better facilities to be able to progress within league. Pavilion dilapidated prefer to relocate as ground very small (next to school)</td>
</tr>
<tr>
<td><strong>TIBBERTON PLAYING FIELD</strong></td>
<td>Newport</td>
<td>Community use Secure</td>
<td></td>
<td></td>
<td>NTW</td>
<td>60</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WELLINGTON CRICKET CLUB</strong></td>
<td>Wellington</td>
<td>Community use Secure</td>
<td>1</td>
<td>Good</td>
<td>18</td>
<td>79</td>
<td>90</td>
<td></td>
</tr>
<tr>
<td><strong>WELLINGTON CRICKET CLUB</strong></td>
<td>Wellington</td>
<td>Community use Secure</td>
<td>1</td>
<td>Good</td>
<td>10</td>
<td>60</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Wellington Cricket Club</td>
<td>Wellington</td>
<td>Community use Secure</td>
<td>Good</td>
<td>1 NTW</td>
<td>60</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------</td>
<td>-----------</td>
<td>----------------------</td>
<td>------</td>
<td>-------</td>
<td>----</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WREKIN COLLEGE</td>
<td>Wellington</td>
<td>Community use Unsecure</td>
<td>1</td>
<td>Good</td>
<td>13</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WREKIN COLLEGE</td>
<td>Wellington</td>
<td>Community use Unsecure</td>
<td>1</td>
<td>Good</td>
<td>8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WREKIN COLLEGE</td>
<td>Wellington</td>
<td>Community use Unsecure</td>
<td>1</td>
<td>Good</td>
<td>8</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Wellington Cricket Club</th>
<th>Wellington</th>
<th>Community use Secure</th>
<th>Good</th>
<th>1 NTW</th>
<th>60</th>
</tr>
</thead>
<tbody>
<tr>
<td>WREKIN COLLEGE</td>
<td>Wellington</td>
<td>Community use Unsecure</td>
<td>1</td>
<td>Good</td>
<td>13</td>
</tr>
<tr>
<td>WREKIN COLLEGE</td>
<td>Wellington</td>
<td>Community use Unsecure</td>
<td>1</td>
<td>Good</td>
<td>8</td>
</tr>
<tr>
<td>WREKIN COLLEGE</td>
<td>Wellington</td>
<td>Community use Unsecure</td>
<td>1</td>
<td>Good</td>
<td>8</td>
</tr>
</tbody>
</table>
Table 5.5 Analysis of pitches with community use (including secured and unsecured use but excluding those with no community use).

<table>
<thead>
<tr>
<th>Pitch type</th>
<th>Number of sites</th>
<th>Number of pitches</th>
<th>Number of wickets</th>
<th>Overuse/spare capacity balance across the week</th>
<th>Number of sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior</td>
<td>12</td>
<td>18</td>
<td>179</td>
<td>+72</td>
<td>-224</td>
</tr>
</tbody>
</table>

The table above provides an overview of pitch capacity during the peak period. It also gives an indication where there is overuse and the number of sites where capacity exists.

Reviewing the data in table 5.4 and 5.5 based on the site by site analyse of community use (including secured and unsecured) there are 12 sites in total. There are 18 pitches. Non turf wickets have not been calculated in this figure. There is no community use at Adams Grammar. In total there are six sites that are deemed to be overused two of which provide the only cricket provision within that sub area, Madeley Cricket Club in South Telford and St Georges Cricket Club in North Telford. Wellington CC as a site has been classified as being overused as one pitch is overused by +10 sessions/matches per season and the remaining pitch has spare capacity of -11 sessions/matches per season, basically cancelling each other out.

Of the remaining 5 sites there is ‘spare capacity’ of -213 matches per season. However, Wrekin College is an exception as they have limited community use due to the increased usage that the College has and their relationship with Shropshire Cricket Junior Teams. Wellington Cricket Club has used one of the wickets at the College in the past but this was on a one off basis. Taking this into consideration when taking Wrekin College out of the equation spare capacity reduces significantly to -68 sessions/matches per season. This is further impacted when taking Harper Adams out as a result of unsecure use, reducing this to -48 sessions/matches per season. The majority of spare capacity exists in the Wellington area with -30 sessions/matches per season, followed by Newport with -18 sessions per season.

The next step is to ascertain whether or not any identified ‘potential capacity’ can be deemed ‘actual spare capacity’. There may be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as spare capacity against the site. For example, a site may be managed to regularly operate slightly below full capacity to ensure that it can cater for a number of regular training sessions, or to protect the quality of the site. In addition, if a pitch is not available within the peak period, it shouldn’t be classified as actual spare capacity.

Table 5.6 Summary of sites with potential capacity

<table>
<thead>
<tr>
<th>SITE NAME</th>
<th>Analysis Area</th>
<th>Level of security</th>
<th>No. of pitches</th>
<th>Pitch quality</th>
<th>No. of grass wickets</th>
<th>Current community use</th>
<th>Site Capacity for community use (sessions per season)</th>
<th>Capacity rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALLSCOTT SPORTS &amp; SOCIAL CLUB</td>
<td>Wellington</td>
<td>Community use Secure</td>
<td>1</td>
<td>Good</td>
<td>13</td>
<td>50</td>
<td>65</td>
<td>15</td>
</tr>
<tr>
<td>ALLSCOTT SPORTS &amp; SOCIAL CLUB</td>
<td>Wellington</td>
<td>Community use Secure</td>
<td>1</td>
<td>Standard</td>
<td>5</td>
<td>15</td>
<td>25</td>
<td>10</td>
</tr>
<tr>
<td>BOWRING PARK</td>
<td>Wellington</td>
<td>Community use Secure</td>
<td>1</td>
<td>Good</td>
<td>7</td>
<td>30</td>
<td>35</td>
<td>5</td>
</tr>
<tr>
<td>EDGMOND PLAYING FIELD</td>
<td>Newport</td>
<td>Community use Secure</td>
<td>1</td>
<td>Good</td>
<td>8</td>
<td>22</td>
<td>40</td>
<td>18</td>
</tr>
</tbody>
</table>
The following table summarises the impact of future demand based on calculations arrived at when considering latent demand, future demand and strategic reserve. Demand for peak time has only been considered.

Table 5.7 Summary of impact of latent demand, future demand and strategic reserve

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Latent Demand – nos of sessions/games</th>
<th>Future Demand – nos of sessions/games</th>
<th>Strategic Reserve – nos of sessions/games</th>
<th>Total nos of sessions/games</th>
<th>Total nos of wickets required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cricket Open Age Mens (18-55yrs)</td>
<td>180</td>
<td>10</td>
<td>29</td>
<td>219</td>
<td>44</td>
</tr>
<tr>
<td>Cricket Open Age Womens (18-55yrs)</td>
<td>10</td>
<td>-</td>
<td>2</td>
<td>12</td>
<td>2</td>
</tr>
<tr>
<td>Cricket Junior Boys (7-18yrs)</td>
<td>10</td>
<td>48</td>
<td>15</td>
<td>73</td>
<td>15</td>
</tr>
<tr>
<td>Cricket Junior Girls (7-18yrs)</td>
<td>-</td>
<td>8</td>
<td>1</td>
<td>9</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>66</td>
<td>47</td>
<td>313</td>
<td>63</td>
</tr>
</tbody>
</table>

As can be seen from the table there is significantly more sessions/matches (total number of sessions/matches per season 313) in terms demand than the number of matches that can be accommodated through the spare capacity that exists which equates to 48 sessions/matches per season.

**Cricket summary**

- There are 18 cricket pitches in Telford and Wrekin all of which are currently available for community use with the exception of Adams Grammar which is utilised for University teams only and Wrekin College which is utilised by the College and Shropshire Junior Cricket.
- The majority of pitches are located in the sub area of Wellington, closely followed by Newport. There are no pitches in Central Telford, only one pitch in South Telford and two pitches in North Telford.
- There is a mixture in type of ownership/management of pitches but all clubs play from a main home ground.
- 91% of pitches in Telford and Wrekin are assessed as good quality and 9% as standard. Changing pavilions are generally assessed as good quality, however, there are some clubs which report issues or planned developments. Allscott CC is undergoing a refurbishment and Tibberton ancillary facilities are one of the oldest council ancillary facilities.
- In total there are 51 cricket teams in Telford & Wrekin. The highest proportion is adult and male.
- The highest number of teams are located in the Newport area, the lowest in South Telford.
- The most dominant segments that participate and would like to participate in Cricket are male.
- There are 12 sites in total. There is no community use at Adams Grammar. Six of the sites are deemed to be overused two of which are in areas where this is the only cricket provision, Madeley CC in South Telford and St Georges in North Telford.
- The majority of spare capacity exists in the Wellington area in particular Allscott CC with 30 sessions per season available, followed by Newport with -18 sessions per season. Five clubs report latent demand for a combined total of 3.5 pitches.
- There is not enough capacity to meet current and future demand.
PART 6 RUGBY UNION

The following section evaluates the adequacy of pitches for rugby union and provides an:

- Introduction
- Overview of the Population and Sports Participation
- Overview of supply and demand for Rugby Union
- Evaluation of the overall adequacy of pitches to meet demand
- Overview of the key issues for the strategy to address

The North Midlands Rugby Football Union (NMRFU) administers rugby in Telford and Wrekin. Their role as a body is to promote the interests and development of rugby football across the North Midlands Area. The Shropshire Domestic Union oversees the development of the game locally and is an affiliated sub-union of North Midlands RFU.

The map in figure 2.7 shows spatially the percentage of the Telford and Wrekin population who, based on the Active People survey findings, are currently participating in Rugby Union.

**Figure 2.7 Map Percentage of population participating in Rugby Union.**

As can be seen from the map in Figure 2.7, 1.1-2.0% of the population in Telford and Wrekin participate in Rugby Union with four pockets where there is a lower percentage of participation (0.1 – 1.0%). The Sport England Market Segmentation highlights that there are 5 dominant segments in Telford and Wrekin that play Rugby Union. Ben is the most dominant segment, representing over 400 of the 1615 total participants. Segments Tim and Jamie contribute to over 300 people each. This is closely followed by Phillip and Kev also having over 100 people in their segment participating in Rugby Union. The percentage catchment for the top 3 segments Ben, Tim and Jamie is lower than the national percentage. However the following dominant segments Philip and Kev are higher than the national percentage.

The Chart in Figure 2.8 sets out the profile of current participation in Rugby Union across the 19 market segments.
Table 5.8 Market Segments Participating in Rugby Union.

<table>
<thead>
<tr>
<th>Segment</th>
<th>Catchment Pop.</th>
<th>CSP Pop.</th>
<th>Rgn Pop.</th>
<th>Nat Pop.</th>
<th>Catchment %</th>
<th>CSP %</th>
<th>Rgn %</th>
<th>Nat %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ben</td>
<td>476</td>
<td>1693</td>
<td>16657</td>
<td>192277</td>
<td>29.5</td>
<td>34.6</td>
<td>29.6</td>
<td>32.5</td>
</tr>
<tr>
<td>Jamie</td>
<td>344</td>
<td>764</td>
<td>13583</td>
<td>131128</td>
<td>21.3</td>
<td>15.6</td>
<td>24.2</td>
<td>22.2</td>
</tr>
<tr>
<td>Chloe</td>
<td>28</td>
<td>111</td>
<td>1010</td>
<td>12046</td>
<td>1.7</td>
<td>2.3</td>
<td>1.8</td>
<td>2</td>
</tr>
<tr>
<td>Leanne</td>
<td>35</td>
<td>78</td>
<td>1298</td>
<td>12437</td>
<td>2.2</td>
<td>1.6</td>
<td>2.3</td>
<td>2.1</td>
</tr>
<tr>
<td>Helena</td>
<td>5</td>
<td>22</td>
<td>220</td>
<td>2365</td>
<td>0.3</td>
<td>0.4</td>
<td>0.4</td>
<td>0.4</td>
</tr>
<tr>
<td>Tim</td>
<td>359</td>
<td>1282</td>
<td>12184</td>
<td>138402</td>
<td>22.2</td>
<td>26.2</td>
<td>21.7</td>
<td>23.4</td>
</tr>
<tr>
<td>Alison</td>
<td>11</td>
<td>30</td>
<td>272</td>
<td>3356</td>
<td>0.7</td>
<td>0.6</td>
<td>0.5</td>
<td>0.6</td>
</tr>
<tr>
<td>Jackie</td>
<td>13</td>
<td>33</td>
<td>392</td>
<td>3830</td>
<td>0.8</td>
<td>0.7</td>
<td>0.7</td>
<td>0.6</td>
</tr>
<tr>
<td>Kev</td>
<td>122</td>
<td>216</td>
<td>3593</td>
<td>29190</td>
<td>7.6</td>
<td>6.4</td>
<td>6.4</td>
<td>4.9</td>
</tr>
<tr>
<td>Paula</td>
<td>8</td>
<td>13</td>
<td>199</td>
<td>1532</td>
<td>0.5</td>
<td>0.3</td>
<td>0.4</td>
<td>0.3</td>
</tr>
<tr>
<td>Phillip</td>
<td>166</td>
<td>512</td>
<td>5327</td>
<td>50952</td>
<td>10.3</td>
<td>10.5</td>
<td>9.5</td>
<td>8.6</td>
</tr>
<tr>
<td>Elaine</td>
<td>5</td>
<td>17</td>
<td>165</td>
<td>1606</td>
<td>0.3</td>
<td>0.3</td>
<td>0.3</td>
<td>0.3</td>
</tr>
<tr>
<td>Roger &amp; Joy</td>
<td>13</td>
<td>49</td>
<td>465</td>
<td>4661</td>
<td>0.8</td>
<td>1.0</td>
<td>0.8</td>
<td>0.8</td>
</tr>
<tr>
<td>Brenda</td>
<td>3</td>
<td>6</td>
<td>79</td>
<td>631</td>
<td>0.2</td>
<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
</tr>
<tr>
<td>Terry</td>
<td>19</td>
<td>35</td>
<td>515</td>
<td>3934</td>
<td>1.2</td>
<td>0.7</td>
<td>0.9</td>
<td>0.7</td>
</tr>
<tr>
<td>Norma</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Ralph &amp; Phyllis</td>
<td>4</td>
<td>21</td>
<td>147</td>
<td>1551</td>
<td>0.2</td>
<td>0.4</td>
<td>0.3</td>
<td>0.3</td>
</tr>
<tr>
<td>Frank</td>
<td>3</td>
<td>7</td>
<td>90</td>
<td>787</td>
<td>0.2</td>
<td>0.1</td>
<td>0.2</td>
<td>0.1</td>
</tr>
</tbody>
</table>
According to the Active People Survey analysis there is no difference between the percentage of adults who would like to play Rugby Union (1.1 – 2.0%) and those that currently participate in Rugby Union (1.1 – 2.0%) in Telford and Wrekin. The exception however is the four pockets previously identified where there was a lower percentage of people participating in Rugby Union (0.1 – 1.0%). This can be seen in Figure 2.7 and 2.9.

**Figure 2.9 Percentage of population wanting to participate in Rugby Union**

**Figure 3.0 Population within catchment area wanting to participate in Rugby Union**
The chart in Figure 3.0 details the segments that would like to play Rugby Union. These are largely similar to the segments that currently play Rugby Union. Ben is the most dominant segment, followed by Jamie, Tim, Kev and Philip. Altogether, 421 people in Telford and Wrekin would like to play Rugby Union.

**Table 5.9 Market Segments Wanting to participate in Rugby Union**

<table>
<thead>
<tr>
<th>Segment</th>
<th>Catchment Pop.</th>
<th>CSP Pop.</th>
<th>Rgn Pop.</th>
<th>Nat Pop.</th>
<th>Catchment %</th>
<th>CSP %</th>
<th>Rgn %</th>
<th>Nat %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ben</td>
<td>101</td>
<td>359</td>
<td>3532</td>
<td>40765</td>
<td>24</td>
<td>29.3</td>
<td>24.8</td>
<td>28.1</td>
</tr>
<tr>
<td>Jamie</td>
<td>75</td>
<td>165</td>
<td>2930</td>
<td>28283</td>
<td>17.8</td>
<td>13.4</td>
<td>20.5</td>
<td>19.5</td>
</tr>
<tr>
<td>Chloe</td>
<td>8</td>
<td>32</td>
<td>286</td>
<td>3402</td>
<td>1.9</td>
<td>2.6</td>
<td>2</td>
<td>2.3</td>
</tr>
<tr>
<td>Leanne</td>
<td>4</td>
<td>9</td>
<td>136</td>
<td>1300</td>
<td>1</td>
<td>0.7</td>
<td>1</td>
<td>0.9</td>
</tr>
<tr>
<td>Helena</td>
<td>68</td>
<td>243</td>
<td>2306</td>
<td>26194</td>
<td>16.2</td>
<td>19.8</td>
<td>16.2</td>
<td>18</td>
</tr>
<tr>
<td>Tim</td>
<td>2</td>
<td>5</td>
<td>42</td>
<td>511</td>
<td>0.5</td>
<td>0.4</td>
<td>0.3</td>
<td>0.4</td>
</tr>
<tr>
<td>Kev</td>
<td>5</td>
<td>98</td>
<td>1629</td>
<td>13233</td>
<td>13.3</td>
<td>8</td>
<td>11.4</td>
<td>9.1</td>
</tr>
<tr>
<td>Paula</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Philip</td>
<td>53</td>
<td>162</td>
<td>1687</td>
<td>16133</td>
<td>12.6</td>
<td>13.2</td>
<td>11.8</td>
<td>11.1</td>
</tr>
<tr>
<td>Elaine</td>
<td>3</td>
<td>11</td>
<td>101</td>
<td>976</td>
<td>0.7</td>
<td>0.9</td>
<td>0.7</td>
<td>0.7</td>
</tr>
<tr>
<td>Roger &amp; Joy</td>
<td>15</td>
<td>57</td>
<td>537</td>
<td>5384</td>
<td>3.6</td>
<td>4.6</td>
<td>3.8</td>
<td>3.7</td>
</tr>
<tr>
<td>Brenda</td>
<td>2</td>
<td>3</td>
<td>41</td>
<td>324</td>
<td>0.5</td>
<td>0.2</td>
<td>0.3</td>
<td>0.2</td>
</tr>
<tr>
<td>Terry</td>
<td>20</td>
<td>37</td>
<td>558</td>
<td>4259</td>
<td>4.8</td>
<td>3</td>
<td>3.9</td>
<td>2.9</td>
</tr>
<tr>
<td>Norma</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Ralph &amp; Phyllis</td>
<td>3</td>
<td>16</td>
<td>112</td>
<td>1177</td>
<td>0.7</td>
<td>1.3</td>
<td>0.8</td>
<td>0.8</td>
</tr>
<tr>
<td>Frank</td>
<td>8</td>
<td>22</td>
<td>281</td>
<td>2459</td>
<td>1.9</td>
<td>1.8</td>
<td>2</td>
<td>1.7</td>
</tr>
<tr>
<td>Elsie &amp; Arnold</td>
<td>2</td>
<td>4</td>
<td>51</td>
<td>427</td>
<td>0.5</td>
<td>0.3</td>
<td>0.4</td>
<td>0.3</td>
</tr>
<tr>
<td>Total</td>
<td>421</td>
<td>1227</td>
<td>14261</td>
<td>145168</td>
<td>100.2</td>
<td>99.8</td>
<td>100.1</td>
<td>99.9</td>
</tr>
</tbody>
</table>

**Rugby Union in Telford and Wrekin – an Overview of Pitch Supply**

There are 3 main rugby sites in Telford and Wrekin: Newport Salop Rugby Club, Telford Hornets Rugby Club and Harper Adams University. Both Clubs provide pitches for community rugby. Rugby Union provision at Harper Adams University is currently for students only.

As a guide all rugby union pitches are classified as senior sized. However, there may be instances particularly on school sites where separate dedicated mini/midi pitches are provided. Youth rugby (U13 to U17) and Colts rugby (U18 to U19) is played on a senior pitch and mini/midi teams play principally on half a senior pitch.
Table 6.0 Community Use Pitches

<table>
<thead>
<tr>
<th>Analysis Area</th>
<th>Number of pitches</th>
<th>No. of pitches with Community Use</th>
<th>Unsecured Senior Rugby Pitches</th>
<th>No. of pitches not in community use</th>
<th>% of Community Pitch Provision Secured</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Central</td>
<td>-</td>
<td>4</td>
<td>3</td>
<td>7</td>
<td>-</td>
</tr>
<tr>
<td>South</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Wellington</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Newport</td>
<td>7</td>
<td>6</td>
<td>8</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>11</td>
<td>12</td>
<td>15</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

At Telford Hornets 1 out of the 4 senior pitches are floodlit with a second pitch also designated to have floodlights in the foreseeable future through funding obtained from Sport England. There are currently floodlights on the 2nd team pitch at Newport Salop RFC. The Club highlighted in their survey feedback that the 2nd team pitch had become consolidated with overuse. The club wishes to improve the drainage on this pitch and secure funding for and extra set of training lights on the 3rd team pitch.

There are 3 senior pitches at Harper Adams University. Lighting is an issue with only one set of floodlights and sometimes over 100 students training in different sides across an evening.

In addition to the community club sites and Harper Adams University there are rugby pitches on the following educational sites. With the exception of Hadley Learning Community all the other educational sites should have in place some form of community use agreement however it is known that these sites are used only for school rugby.

- Hadley learning Community
- Abraham Darby
- Charlton
- Madeley Academy
- Burton Borough

Ownership

Both clubs currently lease facilities. Newport Salop RFC has 17 years remaining and is currently renegotiating the lease with a chance of purchasing the provision.

The rugby provision in Central Telford is currently leased by Telford Hockey Club and Telford Hornets. The Hockey Club utilised the site when grass was the traditional surface for the sport. When the game of hockey advanced to using artificial surfaces Telford Hockey club relocated to St Georges Sports and Social Club but have continued with their existing lease arrangements with Telford and Wrekin Council on a peppercorn. Telford Hornets currently sub-let two pitches, changing room/showers and rear social area from Telford Hockey Club for an arranged annual sum. Telford Hornets RFC currently leases the remaining provision from Telford and Wrekin Council up until 2036 (21 years). The lease covers/comprises of two rugby pitches and an area of land to the rear, currently scrub land. The lease also comprises 4 changing rooms and showers/toilets and social area to the front of the club house. Telford Hornets are currently in negotiation with Telford and Wrekin Council to extend this lease to give them more than the remaining 21 years. Ideally the club would be looking up
to a 50 year lease but a minimum of 35 years. This would enable the club to apply for funding i.e. Sport England’s Playing Pitch Fund requires a lease with a minimum of 25 years. The club wish to undertake essential major work on the first team pitch and also bring the area at the rear of the club up to a playable standard which would also increase capacity. The club also have aspirations to add more changing rooms to the facility. The 4 changing rooms currently within the lease are small and also in an extremely poor condition. Extending backwards could provide the rugby club with a minimum of 6 changing rooms, possibly 8 of a good standard.

Harper Adams University manage their own facilities.

Pitch Quality

The methodology for assessing rugby union pitch quality looked at two key elements; the maintenance programme and the level of drainage. Each pitch was then scored and classified in one of three categories. These represent actions required to improve pitch quality. A breakdown for each of the two scoring elements and three respective categories is provided.

Table 6.1 Definition of maintenance categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>M0</td>
<td>Action is significant improvements to maintenance programme</td>
</tr>
<tr>
<td>M1</td>
<td>Action is minor improvements to maintenance programme</td>
</tr>
<tr>
<td>M2</td>
<td>Action is no improvements to maintenance programme</td>
</tr>
</tbody>
</table>

Table 6.2 Definition of drainage categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>D0</td>
<td>Action is pipe drainage system is needed on pitch</td>
</tr>
<tr>
<td>D1</td>
<td>Action is pipe and slit drainage is needed on pitch</td>
</tr>
<tr>
<td>D2</td>
<td>Action is slit drainage is needed on pitch</td>
</tr>
<tr>
<td>D3</td>
<td>No action needed on pitch drainage</td>
</tr>
</tbody>
</table>

Non-technical site assessments were undertaken on the senior pitches at both Community Club sites and Harper Adams University. Three out of the four pitches at Telford Hornets RFC, Central Telford were assessed as being M0/D0 i.e. significant improvements to maintenance, and a pipe drainage system are required on the pitch. The remaining pitch at Telford Hornets RFC came out as M0/D2 i.e. significant improvements to maintenance and slit drainage are required on the pitch.

The four pitches at Newport Salop RFC, Newport scored very similarly. Two pitches were M0/D0 i.e. significant improvements to maintenance, and pipe drainage system is required on the pitch. The remaining two pitches at Newport Salop RFC were M0/D2 i.e. significant improvements to maintenance and slit drainage is required on the pitch.

Pitch 1 at Harper Adams has recently been relayed and therefore has better drainage than 2 and 3 which are used for training, these are the pitches most affected by the floodlighting issues. These two pitches were assessed as being M0/D0 i.e. significant improvements to maintenance, and a pipe drainage system are required on the pitches. Pitch 1 was assessed as being M0/D1 i.e. significant improvements to maintenance and pipe drainage is required on the pitch.
Table 6.3 Pitch assessments following site visits

<table>
<thead>
<tr>
<th>Rugby pitches</th>
<th>D0</th>
<th>D1</th>
<th>D2</th>
<th>D3</th>
</tr>
</thead>
<tbody>
<tr>
<td>M0</td>
<td>7</td>
<td>1</td>
<td>3</td>
<td>-</td>
</tr>
<tr>
<td>M1</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>M2</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

The pitch assessment scores can be translated to provide an overall pitch quality rating which can be seen in Table 6.4 below:

Table 6.4 Pitch assessments following site visits

<table>
<thead>
<tr>
<th>Maintenance</th>
<th>Poor (M0)</th>
<th>Adequate (M1)</th>
<th>Good (M2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural Inadequate</td>
<td>Poor</td>
<td>Poor</td>
<td>Standard</td>
</tr>
<tr>
<td>Natural Adequate</td>
<td>Poor</td>
<td>Standard</td>
<td>Good</td>
</tr>
<tr>
<td>Pipe Drained</td>
<td>Standard</td>
<td>Standard</td>
<td>Good</td>
</tr>
<tr>
<td>Pipe and Slit Drained</td>
<td>Standard</td>
<td>Good</td>
<td>Good</td>
</tr>
</tbody>
</table>

Table 6.5 Pitch quality assessments of community use pitches following site visits

<table>
<thead>
<tr>
<th>Senior pitches</th>
<th>Good</th>
<th>Standard</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3</td>
<td>8</td>
<td></td>
</tr>
</tbody>
</table>

The quality rating was determined by undertaking non-technical assessments. This was delivered by an independent consultant Maxwell Amenity Leisure Limited and RFU Rugby Development Officer for pitches at Harper Adams University. Across the 3 sites, 3 pitches were rated as standard and 8 pitches were rated as poor. Through the club surveys Telford Hornets RFC rate the quality of the pitches as standard. Newport Salop RFC rate there 1st team pitch as Good and their 2nd team pitch as poor. The pitches at Harper Adams University were rated as standard by the Rugby Development Officer. The maintenance regime and type of drainage impacts significantly on the quality of the pitch.

Pitch maintenance

Pitch maintenance is undertaken by the clubs and University. Information has been provided through the Club survey. The following table details the maintenance is undertaken:

Table 6.6 Club maintenance regime

<table>
<thead>
<tr>
<th>Maintenance</th>
<th>Telford Hornets RFC</th>
<th>Newport Salop RFC</th>
<th>Harper Adams</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aeration</td>
<td>twice</td>
<td>Every other year</td>
<td>once</td>
</tr>
<tr>
<td>Sand Dressed</td>
<td>never</td>
<td>never</td>
<td>once</td>
</tr>
<tr>
<td>Fertilised</td>
<td>once</td>
<td>twice</td>
<td>once</td>
</tr>
<tr>
<td>Weed killed</td>
<td>never</td>
<td>once</td>
<td>once</td>
</tr>
<tr>
<td>Chain harrowed</td>
<td>never</td>
<td>never</td>
<td>monthly</td>
</tr>
</tbody>
</table>

Newport Salop RFC slot seed when required during the season. During the summer the grass is cut weekly.
Ancillary Facilities

Both clubs rate their ancillary facilities as standard. Facilities at both clubs consist of changing rooms (with showers and toilets), a kitchen, and a club room.

At Newport the changing provision cannot accommodate the growing number of players at the club. It is reported that the changing rooms are of a poor quality and require upgrading to bring it in line with modern standards. There are good clubhouse facilities based on recent investment from the club. Showers are communal therefore running a ladies game is difficult. The club are aiming to get into National League 2 in the next 3 seasons and therefore standards will need improving. The RFU recommend that standards need to improve based on the user groups not the league level that they play at.

Telford Hornets highlighted in their survey that there are issues with the water pressure for the showers. The club are currently working with the RFU to secure funding to improve ancillary facilities across the board.

Demand

In total there are 45 rugby teams with 47% being mini/midi mixed teams (7-12 years), 26.5% are Youth and 26% of teams are Senior. With the exception of mini/midi mixed and senior women all teams are male.

Table 6.7 Summary of Rugby Union Teams according to age groups in Telford and Wrekin

<table>
<thead>
<tr>
<th>Rugby Union Senior Men (19-45yrs)</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rugby Union Senior Women (19-45yrs)</td>
<td>2</td>
</tr>
<tr>
<td>Rugby Union Youth Boys (13-18yrs)</td>
<td>18</td>
</tr>
<tr>
<td>Rugby Union Youth Girls (13-18yrs)</td>
<td>0</td>
</tr>
<tr>
<td>Rugby Union Mini/Midi Mixed (7-12yrs)</td>
<td>66</td>
</tr>
<tr>
<td>Total</td>
<td>45</td>
</tr>
</tbody>
</table>

Harper Admas University run 4 senior men and 2 senior womens teams. These have been included in the table above. These teams play in the university league however, 15 – 20 students play for Newport Salop RFC.

Table 6.8 Summary of Rugby Union teams by area in Telford and Wrekin

<table>
<thead>
<tr>
<th></th>
<th>Senior Men</th>
<th>Senior Women</th>
<th>Youth Boys</th>
<th>Youth Girls</th>
<th>Mini/Midi Mixed</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>South</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Central</td>
<td>3</td>
<td>8</td>
<td>32</td>
<td>43</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wellington</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newport</td>
<td>7</td>
<td>2</td>
<td>10</td>
<td>34</td>
<td>33</td>
<td>53</td>
</tr>
<tr>
<td>Total</td>
<td>10</td>
<td>2</td>
<td>18</td>
<td>56</td>
<td>96</td>
<td>96</td>
</tr>
</tbody>
</table>
Current Demand

The breakdown of when teams would typically play their fixtures gives peak periods of Saturday PM and Sunday AM. The senior sides usually play on a Saturday afternoon, with junior sides playing on a Sunday morning and Colts playing Sunday PM.

Unmet demand

All rugby clubs surveyed were asked if there were more pitches available at their ground or in the area in the future would they have more teams. This is classed as latent demand. Newport Salop Rugby Club stated they would like to provide teams in the younger age groups but did not state specifically which these were. Telford Hornets would like to provide an U10’s and U16’s team.

Latent demand should also consider demand through the Market Segmentation analysis which can be found on page 84 & 85. It is known that not all people wanting to participate in rugby are likely to join a team. When comparing the Sport England Market Segmentation participation data of those that currently participate in Rugby (1615) compared with the number of adults in 13/14 playing Rugby as part of a team 216 (12 teams x 18) it is apparent that 13.4% of the adult population would join a team. Using this assumption that there are 421 people that would like to play rugby, 56 people are likely to join a team.

Given that an adult team comprises on average of 18 individuals (15 a side with 3 subs) this equates to demand for 3 additional teams across the Borough. This equates to 1.5 match equivalent sessions per week.

Table 6.9 Summary of Latent demand as match equivalent sessions

<table>
<thead>
<tr>
<th>Pitch Type</th>
<th>Latent demand (match equivalent sessions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>+1.5</td>
</tr>
<tr>
<td>Junior</td>
<td>+0.5</td>
</tr>
<tr>
<td>Mini</td>
<td>+0.25</td>
</tr>
<tr>
<td>Total</td>
<td>+2.25</td>
</tr>
</tbody>
</table>

Strategic reserve

When assessing the adequacy of the supply of pitches to meet demand it is important that the need to allow for a ‘strategic reserve’, or surplus of pitches, is taken into account. Allowing for a strategic reserve will provide flexibility in pitch stock to cater for issues such as a backlog of matches due to adverse weather conditions and for the movement of pitches to overcome wear and tear. For the purposes of this Playing Pitch Strategy a strategic reserve equivalent to an additional 10% of current demand has been applied.

Table 7.0 Summary of Strategic Reserve required for each age group

<table>
<thead>
<tr>
<th>No of teams</th>
<th>No of teams (Additional 10%)</th>
<th>Strategic Reserve as match equivalent sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rugby Union Senior Men (19-45yrs)</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>Rugby Union Senior Women (19-45yrs)</td>
<td>2</td>
<td>0.2</td>
</tr>
<tr>
<td>Rugby Union Youth Boys (13-18yrs)</td>
<td>12</td>
<td>1.8</td>
</tr>
<tr>
<td>Rugby Union Youth Girls (13-18yrs)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Rugby Union Mini/Midi Mixed (7-12yrs)</td>
<td>66</td>
<td>6.6</td>
</tr>
<tr>
<td>Total</td>
<td>96</td>
<td>10</td>
</tr>
</tbody>
</table>
Future Demand

In order to establish whether future demand for playing pitches can be met we can project the theoretical number of teams that would be generated from population growth by applying Team Generation Rates. Team Generation Rates indicate how many people in a specified age group are required to generate one team. The projection for future demand has been calculated over a 5 (2014 – 2019) and 12 (2014 to 2026) year period.

Telford and Wrekin Council do not currently have a population projections model and are awaiting the agreement on the rate of housing growth in the borough via Telford and Wrekin Local Plan. Therefore for the purposes of the strategy national population rates for population (ONS sub-national population estimates 2013) have been used. The projections have been calculated by rolling forward the population 5 years (so the boys aged 7-10 now will be 12-15 in 5 years from now). This should take into account changes in birth rate but will not take into account any housing-related growth in Telford and Wrekin.

Table 7.1 Team Generation Rates up to 2019

<table>
<thead>
<tr>
<th>Sport and Age Groups</th>
<th>Number of teams in age group within the area</th>
<th>Current population in age group within the area</th>
<th>Future population in age group within the area</th>
<th>Current TGR</th>
<th>Population Change in Age Group</th>
<th>Potential Change in Team Numbers in Age Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rugby Union Senior Men (19-45yrs)</td>
<td>10</td>
<td>31400</td>
<td>32300</td>
<td>3140</td>
<td>900</td>
<td>0.3</td>
</tr>
<tr>
<td>Rugby Union Senior Women (19-45yrs)</td>
<td>2</td>
<td>31100</td>
<td>31400</td>
<td>15550</td>
<td>300</td>
<td>0.02</td>
</tr>
<tr>
<td>Rugby Union Youth Boys (13-18yrs)</td>
<td>18</td>
<td>6700</td>
<td>6400</td>
<td>372.222</td>
<td>-300</td>
<td>-0.81</td>
</tr>
<tr>
<td>Rugby Union Youth Girls (13-18yrs)</td>
<td>0</td>
<td>6400</td>
<td>6200</td>
<td>-</td>
<td>-200</td>
<td>-</td>
</tr>
<tr>
<td>Rugby Union Mini/Midi Mixed (7-12yrs)</td>
<td>66</td>
<td>12600</td>
<td>14600</td>
<td>190.909</td>
<td>2000</td>
<td>10.5</td>
</tr>
</tbody>
</table>

From the TGR up until 2019 we can see that there would by 11 additional Mini/Midi Mixed Teams (7-12years).

Table 7.2 Team Generation Rates up to 2026

<table>
<thead>
<tr>
<th>Sport and Age Groups</th>
<th>Nos of teams in age group within the area</th>
<th>Current pop. in age group within the area</th>
<th>Future pop. in age group within the area</th>
<th>Current TGR</th>
<th>Population Change in Age Group</th>
<th>Potential Change in Team Nos. in Age Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rugby Union Senior Men (19-45yrs)</td>
<td>10</td>
<td>31400</td>
<td>33600</td>
<td>3140</td>
<td>2200</td>
<td>0.7</td>
</tr>
<tr>
<td>Rugby Union Senior Women (19-45yrs)</td>
<td>2</td>
<td>31100</td>
<td>32500</td>
<td>15550</td>
<td>1400</td>
<td>0.09</td>
</tr>
<tr>
<td>Rugby Union Youth Boys (13-18yrs)</td>
<td>18</td>
<td>6700</td>
<td>7800</td>
<td>372.222</td>
<td>1100</td>
<td>2.96</td>
</tr>
<tr>
<td>Rugby Union Youth Girls (13-18yrs)</td>
<td>0</td>
<td>6400</td>
<td>7400</td>
<td>-</td>
<td>1000</td>
<td>-</td>
</tr>
<tr>
<td>Rugby Union Mini/Midi Mixed (7-12yrs)</td>
<td>66</td>
<td>12600</td>
<td>16600</td>
<td>190.909</td>
<td>4000</td>
<td>21</td>
</tr>
</tbody>
</table>
From the TGR up until 2026 we can see that there would demand for:

- 1 x senior mens team
- 3 x Youth Boys team (13-18yrs)
- 21 x Mini/Midi Mixed team (7-12years)

<table>
<thead>
<tr>
<th>Year</th>
<th>Teams</th>
<th>Match Equivalent Sessions per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>2026</td>
<td>1 Senior Men</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>3 Youth Boys</td>
<td>1.5</td>
</tr>
<tr>
<td></td>
<td>21 Mini/Midi Mixed</td>
<td>5.25</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>7.25</td>
</tr>
</tbody>
</table>

**Club Development**

The Club Survey asked if there were any facility/pitch development plans. Newport Salop RFC highlighted that the 2nd team pitch had become consolidated with overuse. The club have detailed that they need new drainage and an extra set of training lights on the third team pitch to share the load of constant compaction of the soil. With the expected growth after the World Cup and the current difficulty to fit in all the mini and junior matches Newport Salop RFC are looking to create new junior pitches on currently wet land adjacent to the existing pitches.

Telford Hornets RFC has gained funding through Sport England for new training lights. The club are looking to get a new disabled toilet fitted, improve drainage on the main pitch, turn the scrub land into pitch provision, refurbish the bar/social area in the club house improve the ladies changing room and possibly increase the number of changing rooms.

As part of the consultation process local clubs were asked whether or not they had plans to increase the number of teams within their respective club. Telford Hornets indicated they would like to provide 2 Youth Girls teams (Under 13s and Under 15s). As the Hornets already have a team at every age group there focus will be to get 5 extra players per team to help sustain existing teams in the future. Newport Salop indicated they would like to provide 1 Senior Womens team this would be in conjunction with Harper Adams University. Ideally the club would also benefit from developing an Under 17s side.

For each area this equates to the following number of match equivalent sessions per week:

- Telford Hornets, Central Telford 2 Youth Girls teams = 1 match equivalent session
- Newport Salop, Newport 1 Senior Womens team and Under 17s team = 1 match equivalent session

**An evaluation of the overall adequacy of pitches to meet demand**

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

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.
- 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 (U7-12) play on half of a senior pitch i.e. two teams per senior pitch.
- For senior and youth teams the current level of play per week is set at 0.5 for each match played based on all teams operating on a traditional home and away basis (assumes half of matches will be played away).
- For mini teams, play per week is set at 0.25 for each match played based on all teams operating on a traditional home and away basis and playing across half of one adult team.
- All male adult club rugby takes place on a Saturday afternoon.
- All U13-18 rugby takes place on a Sunday morning.

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

Table 7.3 Standard number of matches that each pitch can accommodate based on drainage system and maintenance programme

The guide has only been used as very general measure of potential pitch carrying capacity and does not account for specific circumstances at the time of use, assumes seasonally average weather conditions and an appropriate end of season rest and renovation programme.

The figures for pipe and slit drained pitches are based upon a pipe drained system at 5m centres that has been installed in the last 8 years and a slit drained system at 1m centres completed in the last 5 years. Standards may be adjusted to better reflect individual sites which are of a higher quality.

Information was gathered from the clubs to ascertain which teams play on which pitches. This was used to calculate how many match equivalent sessions were taking place on that particular pitch. Calculations were based on 1 adult team capacity at 0.5 match equivalent sessions, 1 youth team at 0.5 match equivalent sessions and 1 mini/midi team at 0.25 match equivalent sessions. This was calculated for both competitive matches and training. The rating did not take into consideration ‘other’ weekly rugby sessions (i.e. any other forms of the game such as 7s, touch and TAG) per week. Telford Hornets indicated there were 40 ‘other’ sessions per week compared to Newport Salop with only 1.
Table 7.4 Summary of a sites current community use, site capacity and capacity rating

<table>
<thead>
<tr>
<th>Site name</th>
<th>Management</th>
<th>Security of tenure</th>
<th>Analysis area</th>
<th>Pitch size</th>
<th>Floodlights</th>
<th>Agreed quality rating</th>
<th>Pitch</th>
<th>Match equivalent sessions (per week)</th>
<th>Site capacity (sessions per week)*</th>
<th>Capacity rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Harper Adams</td>
<td>University</td>
<td>Secured</td>
<td>Newport</td>
<td>Senior</td>
<td>No</td>
<td>M0/D1 Poor</td>
<td>1</td>
<td>1.5</td>
<td>1</td>
<td>-0.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>No</td>
<td>M0/D0 Poor</td>
<td>2</td>
<td>0.5</td>
<td>1</td>
<td>+0.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Yes</td>
<td>M0/D0 Poor</td>
<td>3</td>
<td>0.5</td>
<td>4</td>
<td>+3.5</td>
</tr>
<tr>
<td>Telford Hornets</td>
<td>Club</td>
<td>Secured</td>
<td>Central</td>
<td>Senior</td>
<td>No</td>
<td>M0/D2 Standard</td>
<td>1</td>
<td>1.75</td>
<td>6.5</td>
<td>+4.75</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Yes</td>
<td>M0/D0 Standard</td>
<td>2</td>
<td>0.5</td>
<td>11.5</td>
<td>+11</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>No</td>
<td>M0/D0 Standard</td>
<td>3</td>
<td>0.5</td>
<td>4.5</td>
<td>+4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>No</td>
<td>M0/D0 Standard</td>
<td>4</td>
<td>0.5</td>
<td>4.5</td>
<td>+4</td>
</tr>
<tr>
<td>Newport Salop</td>
<td>Club</td>
<td>Secured</td>
<td>Newport</td>
<td>Senior</td>
<td>No</td>
<td>M0/D2 Standard</td>
<td>1</td>
<td>1.75</td>
<td>5.5</td>
<td>+3.75</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Senior</td>
<td>Yes M0/D0 Standard</td>
<td>2</td>
<td>0.5</td>
<td>12.5</td>
<td>+12</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>No</td>
<td>M0/D2 Standard</td>
<td>3</td>
<td>1.75</td>
<td>6</td>
<td>+4.25</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>No</td>
<td>M0/D0 Standard</td>
<td>4</td>
<td>0.5</td>
<td>5</td>
<td>+4.5</td>
</tr>
</tbody>
</table>

Table 7.5 Analysis of pitches with community use (including secured and unsecured use but excluding those with no community use)

<table>
<thead>
<tr>
<th>Pitch type</th>
<th>Number of sites</th>
<th>Number of pitches</th>
<th>Overuse/spare capacity balance across the week</th>
<th>Total Overuse</th>
<th>Total Spare Capacity</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior</td>
<td>3</td>
<td>11</td>
<td></td>
<td>0.5</td>
<td>+50.5</td>
<td></td>
</tr>
</tbody>
</table>

Table 7.5 shows that there is overuse on all rugby sites including Harper Adams and both Community Clubs: Telford Hornets RFC and Newport Salop RFC.

Table 7.6 Summary of current demand

<table>
<thead>
<tr>
<th>Pitch Type</th>
<th>Current demand (match equivalent sessions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>+2</td>
</tr>
<tr>
<td>Junior</td>
<td>+1</td>
</tr>
<tr>
<td>Mini</td>
<td>+0.75</td>
</tr>
<tr>
<td>Total</td>
<td>+3.75</td>
</tr>
</tbody>
</table>

When considering the impact of Current demand (which incorporates Latent Demand, Displaced demand, Unmet demand and Strategic reserve) this is further impacted upon as a total of +54.75 match equivalent sessions is required to accommodate need. This increases overuse to + 15 match equivalent sessions. This demonstrates there is no spare capacity to meet current demand.
### Table 7.7

<table>
<thead>
<tr>
<th>Pitch type</th>
<th>Number of sites</th>
<th>Number of pitches</th>
<th>Overuse/spare capacity balance across the week</th>
<th>Impact of current demand</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Total Overuse</td>
<td>Total Spare Capacity</td>
</tr>
<tr>
<td>Senior</td>
<td>3</td>
<td>11</td>
<td>51</td>
<td>0.5</td>
</tr>
</tbody>
</table>

### Table 7.8 Summary of impact of future demand by 2026

<table>
<thead>
<tr>
<th>Pitch Type</th>
<th>Future demand (match equivalent sessions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>+0.5</td>
</tr>
<tr>
<td>Junior</td>
<td>+2.5</td>
</tr>
<tr>
<td>Mini</td>
<td>+1.5</td>
</tr>
<tr>
<td>Total</td>
<td>+4.5</td>
</tr>
</tbody>
</table>

The table combines the individual elements of future demand including TGR and club development aspirations. The table in 7.8 demonstrates that the additional teams would generate demand for 4.5 match equivalent sessions.

### Table Impact of Future demand

<table>
<thead>
<tr>
<th>Pitch type</th>
<th>Number of sites</th>
<th>Number of pitches</th>
<th>Overuse/spare capacity balance across the week</th>
<th>Impact of future demand</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Total Overuse</td>
<td>Total Spare Capacity</td>
</tr>
<tr>
<td>Senior</td>
<td>3</td>
<td>11</td>
<td>51</td>
<td>0.5</td>
</tr>
</tbody>
</table>

When considering the impact of Future demand on existing capacity this increases the overuse to 55.5 match equivalent sessions per week. This demonstrates there is no spare capacity to meet current demand.

### Rugby union summary

- There are 2 community clubs in Telford and Wrekin, consisting of 39 teams (6 senior, 18 junior and 66 minis). Harper Adams University run 4 snr. mens & 2 snr womens teams.
- Both clubs use pitches within the Borough, where they lease dedicated facilities. In total, there are 8 senior pitches. Both Youth and mini/midi rugby are accommodated on these pitches. Harper Adams teams use facilities at the University.
- Market Segmentation shows that those currently participating and those that would like to play rugby union is male dominated.
- All sites: Telford Hornets, Newport Salop & Harper Adams are currently being overused.
- Site capacity is further impacted upon when applying latent demand, strategic reserve and future growth. There is no capacity to accommodate this.
- All pitches with the exception of 3 (which were rated as standard) were poor quality. All required significant improvements to maintenance and either pipe/slit drainage.
- Better changing/social facilities are a priority for both rugby clubs. Both clubs facilities are currently substandard and counteract recruitment initiatives.
- Additional floodlights at Newport and Harper Adams have been identified to assist with training and reduce impact on individual pitches.
PART 7 RUGBY LEAGUE

The following sections evaluate the adequacy of pitches for rugby league and provides an:

- Introduction
- Population and Sports Participation overview
- An overview of supply and demand for rugby
- An evaluation of the overall adequacy of pitches to meet demand
- Key issues for the strategy to address

The Midlands Rugby League began in 2006 summer season as a "Merit League" for men's clubs who were below the standard of the Rugby League Conference. The league expanded in 2007 and 2008 to take in a wider catchment area, covering Yorkshire and the North West as well as the Midlands area. In 2009, three separate adult leagues were run - Midlands, Yorkshire and North West as well as three junior leagues in the Midlands at Under 12s, Under 14s and Under 16s. The 2010 season saw the league revert its focus to the Midlands, with just a single men's division underpinned by the three youth leagues. 2011 saw a departure from competitive activity below Under 16s; however the league introduced an Under 18s league to assist the transition of younger players into the adult environment.

For the 2012 season, the Midlands Rugby League undertook the running of all Tier 4 Rugby League activity as part of the new RFL Competition Structure, offering three divisions of men's competition, Under 18s and Under 16s Boys leagues and a non-competitive programme for Under 14s, Under 13s, Under 11s and Under 9s Boys and Under 12s Girls.

In addition to running the league activity, the Midlands Rugby League also organises the Annual Origin Series which sees the East Midlands and West Midlands square off at Under 18s, Under 15s, Under 14s and Under 13. The Origin series allows gifted and talented players to showcase their abilities and at Under 18s forms part of the England Community Lions pathway

Figure 3.1 Population of all segments within catchment area
Figure 3.2 Map Percentage of population participating in Rugby League.

The map shows spatially the percentage of the Telford and Wrekin population who, based on the Active People survey findings, are currently participating in Rugby League. The chart in Figure 3.3 sets out the profile of current participation in Rugby League across the 19 market segments.

Figure 3.3 Population within catchment area participating in Rugby League

As can be seen, currently, 1.1-2.0% of the population of Telford and Wrekin participate in Rugby League. There are 5 main segments that play rugby league. Ben is the most dominant segment, representing 151 of the 529 total participants. Jamie contributes to over 100 people, followed by Tim and Kev having over 50 people in their segment. Phillip has 41 people in their segment participating in Rugby League. The percentage
catchment for the top 3 segments Ben, Jamie and Tim is lower than the national percentage. However the following dominant segments Kev and Philip are higher than the national percentage.

Table 7.9 Table Market Segments Participating in Rugby League.

<table>
<thead>
<tr>
<th>Segment</th>
<th>Catchment Pop.</th>
<th>CSP Pop.</th>
<th>Rgn Pop.</th>
<th>Nat Pop.</th>
<th>Catchment %</th>
<th>CSP %</th>
<th>Rgn %</th>
<th>Nat %</th>
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<tbody>
<tr>
<td>Ben</td>
<td>151</td>
<td>538</td>
<td>5290</td>
<td>61055</td>
<td>28.5</td>
<td>35.7</td>
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<tr>
<td>Jamie</td>
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<td>288</td>
<td>5112</td>
<td>49349</td>
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<td>19.1</td>
<td>28</td>
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<td>2329</td>
<td>26451</td>
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<td>16.3</td>
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<td>14.1</td>
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<td>1291</td>
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<td>Philip</td>
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<td>0</td>
<td>0</td>
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<tr>
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<td>0.6</td>
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<tr>
<td>Elsie &amp; Arnold</td>
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<td>Total</td>
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<td>99.9</td>
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<td>100.1</td>
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</table>

The Active People analysis of the percentage of adults who would like to play Rugby League is represented in the map in Figure 3.4 and chart in Figure 3.5. The map clearly shows that there is no significant difference in the percentage of the population of Telford and Wrekin (0.1 – 1.0%) that would like to play Rugby League than the percentage currently (0.1 – 1.0%) participating in Rugby League.

The chart demonstrates that the segments that would like to increase the amount of Rugby League they play are largely similar to those that currently play. Ben is the most dominant segment, followed closely by Jamie, Tim, Kev and Philip. Altogether, 186 people in Telford and Wrekin would like to play Rugby League.
**Figure 3.4 Population wanting to participate in Rugby League**

![Map showing percentage of population wanting to participate in Rugby League](image1)

**Figure 3.5 Population within catchment area wanting to participate in Rugby League**

![Bar chart showing population within catchment area wanting to participate in Rugby League](image2)
### Table 8.0 Market Segments Wanting to participate in Rugby League

<table>
<thead>
<tr>
<th>Segment</th>
<th>Catchment Pop.</th>
<th>CSP Pop.</th>
<th>Rgn Pop.</th>
<th>Nat Pop.</th>
<th>Catchment %</th>
<th>CSP %</th>
<th>Rgn %</th>
<th>Nat %</th>
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<td>16306</td>
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</tr>
</tbody>
</table>

### Rugby League in Telford and Wrekin – an Overview of Pitch Supply

The only pitch that is suitable for Rugby League in Telford and Wrekin is at the Phoenix Sports and Leisure Centre. This is located in Central Telford. This is a 3G pitch. This includes all known public, private and school pitches, whether or not they are in secured community use. This pitch is owned and maintained by the school. Through the Joint Use Agreement there is designated Community Use of pitches as recorded as being available for hire and currently in use by teams playing in a community league.
Table 8.1 Summary of hours utilised for Rugby League

<table>
<thead>
<tr>
<th>Analysis Area</th>
<th>Site</th>
<th>Type</th>
<th>Size</th>
<th>Hours available to community</th>
<th>Rugby League</th>
<th>Hours used by football and other sports</th>
<th>Overuse/ Spare capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central</td>
<td>Phoenix</td>
<td>3G</td>
<td>11v11</td>
<td>42 hours</td>
<td>Rugby League 9hrs spring/summer</td>
<td>Football 24hrs – 4.5hrs league, 4hrs comp, 9hrs training, 5.5 casual, 2hrs development. Rugby 1</td>
<td>-18hours</td>
</tr>
</tbody>
</table>

Pitch Quality

The International Rugby Board (IRB) 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 (this is also adopted by rugby league). The artificial surface standards identified in Regulation 22 allows matches to be played on surfaces that meet the standard. Full contact activity, including tackling, rucking and mauling, scrumming and lineouts can take place.

The club were also asked when surveyed to rate aspects of the pitch which were applicable. All of which were rated as good. The only problems that were outlined were the fencing behind the goal post is not high enough to stop balls being lost and poor provision for spectators. In addition to this the club also felt that the pitch maintenance was very poor/non-existent at the time of completing the survey.

Demand

In total there are 5 rugby league teams within Telford and Wrekin. These are all part of Telford Raiders which is the only club within the Borough. One of the senior teams is a Social Touch Rugby side and there is one Under 10’s team which currently only a training side. The nearest club in based in Wolverhampton.

Table 8.2 Summary of Rugby League teams per age group in Telford and Wrekin

<table>
<thead>
<tr>
<th>Rugby League Adult Men (19-45yrs)</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rugby League Adult Women (19-45yrs)</td>
<td></td>
</tr>
<tr>
<td>Rugby League Youth &amp; Junior Boys (12-18yrs)</td>
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</tr>
<tr>
<td>Rugby League Junior Girls (12-18yrs)</td>
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</tr>
<tr>
<td>Rugby League Primary Mixed (7-11yrs)</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5</strong></td>
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</tbody>
</table>

Current demand

Demand for playing pitches from a local community will tend to fall within the categories of organised competitive play, organised training and casual play. Current demand for pitches is likely to come from residents within the study area. However, along with some imported demand, there may be some residents that also use pitches in other areas. This is classed as displaced demand. Furthermore, there may also be some latent demand for pitches that can be identified (i.e. the number of additional teams a club could run now if they had access to additional or better quality pitch provision).

In order to quantify the different types of community demand for Artificial Grass Pitches, demand will be recorded as the ‘number of hours of use per week’.
The breakdown of when teams would typically play their fixtures gives peak periods of Saturday PM for senior and Saturday AM and Sunday AM for junior teams.

**Latent demand**

Latent demand is defined as the number of additional teams that could be fielded if access to a sufficient number of pitches were available. The amount of latent demand present within the Borough has been established through the consultation process. In its club consultation response, Telford Raiders stated the club would have more teams if more pitches were available at their ground or in the area. Telford Raiders identified that they would have teams in the following age groups:

- 1 senior mens team
- 1 senior womens team
- 1 boys U12s team
- 1 primary age group

The club were also asked that if there were more/better ancillary facilities available at their ground in the future did they think the club would have more teams. The club indicated that they would and facilities required included better access to food and drink (preferably licensed) for player and supporters. They also highlighted improved facilities for spectators.

In addition to this the club were asked that if more grass rugby league pitches were available at their ground in the area, would the Club have more teams. The club indicated that they would. Grass pitches would enable the club to schedule more than one game at a time and host festival activity.

As highlighted earlier, the market segmentation information demonstrates an additional population of 186 people would wish to play more rugby league. Club consultation with the Borough’s only senior rugby league team said the one squad they had, had a total of 50 players. This means that 9.45% of those that currently participate in rugby league (529 as demonstrated in table 7.9) play in a team.

Therefore, if we take the number of people wishing to play more rugby league 186, and consider the proportion of current participants that play rugby league in a team 9.45% this means there would be 18 of those additional participants that wish to play rugby league as part of a team. This allows us to calculate that there is potential for 1 additional rugby league team based on a seemingly fair assumption that 13 players (plus normally 7 reserves) are required for a team.

**Unmet demand**

When surveyed the club detailed that they currently had no unmet demand.

**Displaced demand**

There are currently no clubs or teams that play their home matches outside the Borough.

**Future trends**

Touch rugby is a new national initiative that has been started by Telford Raiders with great success. Touch Rugby League is a fast, skilful and action packed team sport, played in a fun and social atmosphere, without any of the tackling you see in a traditional game of Rugby League. It is a way of also getting fit and active, burning calories, building muscle tone and having fun with your friends without having to be a member of a gym. Telford Raiders currently have one senior mens touch rugby team.
Future Demand

After establishing current levels of demand, the next stage of the process is to assess whether the future demand for playing pitches can be met. In order to do this a projection of the likely future demand for playing pitches in the area must be established. The projection for future demand takes the following factors into account:

- Current and future population projections for the total population of the area and the relevant age groups for each sport
- The nature of the current and likely population and their propensity to participate in pitch sports
- Team generation rates
- Recent trends in sport participation
- Feedback from clubs on their plans to develop additional teams

Telford Raiders do have plans to increase the number of teams in the future. This consists of:

- 1 senior mens team
- 1 senior womens team
- 1 youth & junior boys team (12-18 ages)
- 1 primary team (7-11 ages)

Population Projections

As has been previously stated, in order to establish whether future demand for playing pitches can be met we can project the theoretical number of teams that would be generated from population growth by applying Team Generation Rates. Team Generation Rates indicate how many people in a specified age group are required to generate one team. The projection for future demand has been calculated over a 5 year period 2014 – 2019 and from 2014 to 2026 (life of the population model).

Telford and Wrekin Council do not currently have a population projections model therefore for the purposes of the strategy national population rates for population now (ONS sub-national population estimates 2013) have been used. The projections have been calculated by rolling forward the population 5 years (so the boys aged 7-10 now will be 12-15 in 5 years from now). This should take into account changes in birth rate but will not take into account any housing-related growth in Telford and Wrekin.

Table 8.3 Population projections by age group

<table>
<thead>
<tr>
<th>Age group</th>
<th>People 2014</th>
<th>2019</th>
<th>2026</th>
<th>Difference between 2014 and 2026</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rugby League Adult Men (19-45yrs)</td>
<td>31400</td>
<td>32300</td>
<td>33600</td>
<td>2200</td>
</tr>
<tr>
<td>Rugby League Adult Women (19-45yrs)</td>
<td>31100</td>
<td>31400</td>
<td>32500</td>
<td>1400</td>
</tr>
<tr>
<td>Rugby League Youth &amp; Junior Boys (12-18yrs)</td>
<td>7800</td>
<td>7500</td>
<td>9200</td>
<td>1400</td>
</tr>
<tr>
<td>Rugby League Junior Girls (12-18yrs)</td>
<td>7400</td>
<td>7400</td>
<td>8700</td>
<td>1300</td>
</tr>
<tr>
<td>Rugby League Primary Mixed (7-11yrs)</td>
<td>10600</td>
<td>12300</td>
<td>13900</td>
<td>3300</td>
</tr>
<tr>
<td>Total</td>
<td>88300</td>
<td>90900</td>
<td>97900</td>
<td>9600</td>
</tr>
</tbody>
</table>
From tables 8.4 and 8.5 population growth is not significant enough to create demand for additional rugby league pitches in Telford and Wrekin. However feedback from clubs on their plans to develop additional teams Telford Raiders indicated that they have plans to increase the number of teams in the future. This consists of:

- 1 senior mens team
- 1 senior womens team
- 1 youth & junior boys team (12-18 ages)
- 1 primary team (7-11 ages)
An evaluation of the overall adequacy of pitches to meet demand

The supply and demand information presented can now be used to assess the adequacy of rugby league pitch provision in Telford and Wrekin. The assessment will then present a number of different scenarios to assess whether existing provision can also cater for the previously identified latent, displaced and future demand, whilst also allowing for an element of spare capacity to act as a strategic reserve.

How much play an AGP can accommodate is primarily determined by the hours available for, rather than how much play it can accommodate before its quality is adversely affected, as with natural grass pitches. To reflect when such pitches are most in demand it is appropriate for the comparable unit for AGPs to be hours a pitch is available per week in the peak period. If an AGP benefits from sports lighting then its use will be extended which may allow for play throughout the peak period.

Table 8.6 Site-by-Site Analysis

<table>
<thead>
<tr>
<th>Analysis Area</th>
<th>Site</th>
<th>Type</th>
<th>Size</th>
<th>Hours available to community</th>
<th>Rugby League</th>
<th>Hours used by football and other sports</th>
<th>Overuse/Spare capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central</td>
<td>Phoenix</td>
<td>3G</td>
<td>11v11</td>
<td>42 hours</td>
<td>Rugby league 9hrs spring/summer</td>
<td>Football 25hrs – 4.5hrs league, 4hrs comp, 9hrs training, 5.5 casual, 2hrs development, Rugby 1</td>
<td>-33 hours</td>
</tr>
</tbody>
</table>

As can be seen from the table above we can see that during the season Rugby League use 9hrs per week. Whilst a figure has been provided for other sports it is important to note that this is not in the same season as Rugby League therefore there is -33hours spare capacity. However it is important to take into consideration the peak times when teams will play as this affect what is deemed at practicably reasonable spare capacity.

The breakdown of when teams would typically play their fixtures gives peak periods of Saturday PM for senior and Saturday AM and Sunday AM for junior teams.

This is important when assessing if the existing provision can also cater for the previously identified latent, displaced and future demand, whilst also allowing for an element of spare capacity to act as a strategic reserve.

Table 8.7 summary of impact of latent demand, future demand and strategic reserve

<table>
<thead>
<tr>
<th>Demand</th>
<th>Teams</th>
<th>Match equivalent sessions converted to hours</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latent</td>
<td>1 team</td>
<td>1 = 90 minutes of pitch use</td>
<td>Training has not been calculated into the equation</td>
</tr>
<tr>
<td>Future</td>
<td>1 senior mens team 1 senior womens team 1 youth &amp; junior boys team (12-18 ages) 1 primary team (7-11 ages)</td>
<td>1 = 90 minutes of pitch use 1 = 90 minutes of pitch use 1 = 70 minutes of pitch use 1 = 50 minutes of pitch use</td>
<td>Whilst no future demand was determined from the TGRs it is important to consider what the club wishes to increase their number of teams by</td>
</tr>
<tr>
<td>Strategic reserve</td>
<td>1 senior men 2 youth &amp; junior boys team (12-18 ages)</td>
<td>1 = 90 minutes of pitch use 2 = 140 minutes of pitch use 10% = 23 minutes</td>
<td>A figure has not been calculated for the social touch rugby team or the Primary mixed team as these would not take place during the peak period. Strategic reserve is 10% of currently</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>413 minutes = approx. 7 hours</td>
<td></td>
</tr>
</tbody>
</table>
Pitch Analysis

Based on current demand there is -33 hours per week spare capacity. Therefore existing provision can also cater for the previously identified latent, displaced and future demand (total -7 hours per week), whilst also allowing for an element of spare capacity to act as a strategic reserve. However, this would only be the case if staggered kick off times could be accommodated.

Rugby League summary

- There is one club, Telford Raiders servicing Telford and Wrekin, consisting of 5 teams (2 senior (one of which is a social touch rugby team), 2 youth/junior and 1 Primary mixed which is currently just a training team).
- There is one 3G pitch in Telford and Wrekin that accommodates competitive and rugby league training. This is located at Phoenix Sports and Leisure Centre. Telford Raiders reported that the only problems with the current facilities were the fencing behind the goal post is not high enough to stop balls being lost and poor provision for spectators (including better access to food and drink (preferably licensed) for players/supporters). Telford Raiders have commented that the current maintenance regime is limited or non-existent and have concerns over the pitch deteriorating in the future if this is not rectified.
- Market Segmentation shows that those currently participating and those that would like to play rugby league is male dominated.
- There is currently spare capacity of -33 hours per week to accommodate rugby.
- Existing provision can also cater for the previously identified latent, displaced and future demand (total -7 hours per week), whilst also allowing for an element of spare capacity to act as a strategic reserve. However, this would only be the case if staggered kick off times could be accommodated.
- The Club indicated that if there were more grass rugby league pitches available at their ground they would have more teams as it would enable the club to schedule more than one game at a time and host festival activity.
- The grass pitches at Phoenix Sports and Leisure Centre are predominantly used for football and therefore rested and maintained during the rugby league season.

- one game at a time and host festival activity.
- The grass pitches at Phoenix Sports and Leisure Centre are predominantly used for football and therefore are rested and maintained during the Rugby League season.
PART 8 HOCKEY

The following sections evaluate the adequacy of pitches for hockey and provides an:

- Introduction
- Population and Sports Participation overview
- An overview of supply and demand for football
- An evaluation of the overall adequacy of pitches to meet demand
- Key issues for the strategy to address

Introduction

Hockey in Telford and Wrekin is governed by The Shropshire Hockey Association which was formed in 2001 and consists of three committees. The General Committee; comprising of county officials and a representative from each affiliated club; The Executive Committee comprising of key officials responsible for the day to day running of the Association and the Junior Development Group, comprising of volunteers responsible for the organisation of all matters relevant to youth.

Hockey is played predominantly on sand based/filled AGPs. Although competitive play cannot take place on 3G pitches, 40mm pitches may be suitable, in some instances, for beginner training and are preferred to poor grass or tarmac surfaces.

Figure 3.6 Population of all segments within catchment area
The map in Figure 3.7 shows spatially the percentage of the Telford and Wrekin population who, based on the Active People survey findings, are currently participating in hockey. The chart in figure 3.8 sets out the profile of current participation in hockey across the 19 market segments.

As can be seen, currently, 1.1-2.0% of the population of Telford and Wrekin participate in Hockey. There are 5 main segments that play Hockey. Ben is the most dominant segment, representing over 58% of the 372 total participants participating in hockey. Chloe contributes to over 48 people, followed by Tim and Phillip having over 40 people in their segment. Finally Jamie’s segment has 25 people participating in Hockey. The percentage catchment for the top 5 segments Ben, Chloe, Phillip and Jamie is lower than the national percentage with the exception of Tim who is higher than the national percentage.
Table 8.8 Market Segments Participating in Hockey.

<table>
<thead>
<tr>
<th>Segment</th>
<th>Catchment Pop.</th>
<th>CSP Pop.</th>
<th>Rgn Pop.</th>
<th>Nat Pop.</th>
<th>Catchment %</th>
<th>CSP %</th>
<th>Rgn %</th>
<th>Nat %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ben</td>
<td>58</td>
<td>205</td>
<td>2014</td>
<td>23238</td>
<td>15.6</td>
<td>17.6</td>
<td>16.1</td>
<td>17.7</td>
</tr>
<tr>
<td>Jamie</td>
<td>25</td>
<td>54</td>
<td>950</td>
<td>9165</td>
<td>6.7</td>
<td>4.6</td>
<td>7.6</td>
<td>7</td>
</tr>
<tr>
<td>Chloe</td>
<td>48</td>
<td>193</td>
<td>1760</td>
<td>20994</td>
<td>12.9</td>
<td>16.6</td>
<td>14.1</td>
<td>16</td>
</tr>
<tr>
<td>Leanne</td>
<td>21</td>
<td>45</td>
<td>752</td>
<td>7200</td>
<td>5.6</td>
<td>3.9</td>
<td>6</td>
<td>5.5</td>
</tr>
<tr>
<td>Helena</td>
<td>15</td>
<td>65</td>
<td>660</td>
<td>7094</td>
<td>4</td>
<td>5.6</td>
<td>5.3</td>
<td>5.4</td>
</tr>
<tr>
<td>Tim</td>
<td>47</td>
<td>168</td>
<td>1598</td>
<td>18146</td>
<td>12.6</td>
<td>14.4</td>
<td>12.8</td>
<td>13.8</td>
</tr>
<tr>
<td>Alison</td>
<td>22</td>
<td>60</td>
<td>544</td>
<td>6711</td>
<td>5.9</td>
<td>5.2</td>
<td>4.4</td>
<td>5.1</td>
</tr>
<tr>
<td>Jackie</td>
<td>21</td>
<td>53</td>
<td>636</td>
<td>6224</td>
<td>5.6</td>
<td>4.6</td>
<td>5.1</td>
<td>4.7</td>
</tr>
<tr>
<td>Kev</td>
<td>22</td>
<td>38</td>
<td>623</td>
<td>5060</td>
<td>5.9</td>
<td>3.3</td>
<td>5</td>
<td>3.8</td>
</tr>
<tr>
<td>Paula</td>
<td>8</td>
<td>13</td>
<td>199</td>
<td>1532</td>
<td>2.2</td>
<td>1.1</td>
<td>1.6</td>
<td>1.2</td>
</tr>
<tr>
<td>Philip</td>
<td>45</td>
<td>138</td>
<td>1437</td>
<td>13737</td>
<td>12.1</td>
<td>11.9</td>
<td>11.5</td>
<td>10.4</td>
</tr>
<tr>
<td>Elaine</td>
<td>11</td>
<td>40</td>
<td>396</td>
<td>3853</td>
<td>3</td>
<td>3.4</td>
<td>3.2</td>
<td>2.9</td>
</tr>
<tr>
<td>Roger &amp; Joy</td>
<td>6</td>
<td>23</td>
<td>215</td>
<td>2151</td>
<td>1.6</td>
<td>2</td>
<td>1.7</td>
<td>1.6</td>
</tr>
<tr>
<td>Brenda</td>
<td>7</td>
<td>13</td>
<td>198</td>
<td>1576</td>
<td>1.9</td>
<td>1.1</td>
<td>1.6</td>
<td>1.2</td>
</tr>
<tr>
<td>Terry</td>
<td>3</td>
<td>5</td>
<td>69</td>
<td>525</td>
<td>0.8</td>
<td>0.4</td>
<td>0.6</td>
<td>0.4</td>
</tr>
<tr>
<td>Norma</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Ralph &amp; Phyllis</td>
<td>6</td>
<td>33</td>
<td>240</td>
<td>2538</td>
<td>1.6</td>
<td>2.8</td>
<td>1.9</td>
<td>1.9</td>
</tr>
<tr>
<td>Frank</td>
<td>2</td>
<td>6</td>
<td>68</td>
<td>590</td>
<td>0.5</td>
<td>0.5</td>
<td>0.5</td>
<td>0.4</td>
</tr>
<tr>
<td>Elsie &amp; Arnold</td>
<td>5</td>
<td>12</td>
<td>144</td>
<td>1218</td>
<td>1.3</td>
<td>1</td>
<td>1.2</td>
<td>0.9</td>
</tr>
<tr>
<td>Total</td>
<td>372</td>
<td>1164</td>
<td>12503</td>
<td>131552</td>
<td>99.8</td>
<td>100</td>
<td>100.2</td>
<td>99.9</td>
</tr>
</tbody>
</table>

The Active People analysis of the percentage of adults who would like to play Hockey is represented in the map in Figure 3.7 and the chart in Figure 3.8. The map clearly shows that there is no significant difference in the percentage of the population of Telford and Wrekin (0.1 – 1.0%) that would like to play Hockey than the percentage currently (0.1 – 1.0%) participating in Hockey.
The chart demonstrates that the segments who would like to play Hockey are different to the segments that currently play, swaying very much to the female market segment. Jackie is the most dominant segment with 23 out of the 237 people wanting to play hockey, followed closely by Paula (22), Leanne (22), Chloe (22) and Alison (20). Jamie has the same catchment population (20) as Alison wanting to play Hockey.
Table 8.9 Market Segments Wanting to participate in Hockey

<table>
<thead>
<tr>
<th>Segment</th>
<th>Catchment Pop.</th>
<th>CSP Pop.</th>
<th>Rgn Pop.</th>
<th>Nat Pop.</th>
<th>Catchment %</th>
<th>CSP %</th>
<th>Rgn %</th>
<th>Nat %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ben</td>
<td>12</td>
<td>40</td>
<td>393</td>
<td>4530</td>
<td>5.1</td>
<td>5.8</td>
<td>5</td>
<td>5.8</td>
</tr>
<tr>
<td>Jamie</td>
<td>20</td>
<td>44</td>
<td>771</td>
<td>7443</td>
<td>8.4</td>
<td>6.4</td>
<td>9.9</td>
<td>9.5</td>
</tr>
<tr>
<td>Chloe</td>
<td>22</td>
<td>88</td>
<td>799</td>
<td>9524</td>
<td>9.3</td>
<td>12.8</td>
<td>10.2</td>
<td>12.1</td>
</tr>
<tr>
<td>Leanne</td>
<td>22</td>
<td>49</td>
<td>814</td>
<td>7798</td>
<td>9.3</td>
<td>7.1</td>
<td>10.4</td>
<td>9.9</td>
</tr>
<tr>
<td>Helena</td>
<td>13</td>
<td>57</td>
<td>571</td>
<td>6131</td>
<td>5.5</td>
<td>8.3</td>
<td>7.3</td>
<td>7.8</td>
</tr>
<tr>
<td>Tim</td>
<td>17</td>
<td>58</td>
<td>550</td>
<td>6237</td>
<td>7.2</td>
<td>8.4</td>
<td>7.1</td>
<td>7.9</td>
</tr>
<tr>
<td>Alison</td>
<td>20</td>
<td>55</td>
<td>497</td>
<td>6131</td>
<td>8.4</td>
<td>8</td>
<td>6.4</td>
<td>7.8</td>
</tr>
<tr>
<td>Jackie</td>
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<td>57</td>
<td>683</td>
<td>6679</td>
<td>9.7</td>
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<td>8.5</td>
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<td>Kev</td>
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<td>3</td>
</tr>
<tr>
<td>Paula</td>
<td>22</td>
<td>36</td>
<td>549</td>
<td>4231</td>
<td>9.3</td>
<td>5.2</td>
<td>7</td>
<td>5.4</td>
</tr>
<tr>
<td>Philip</td>
<td>15</td>
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<td>475</td>
<td>4538</td>
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<td>6.7</td>
<td>6.1</td>
<td>5.8</td>
</tr>
<tr>
<td>Elaine</td>
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<td>41</td>
<td>401</td>
<td>3903</td>
<td>4.6</td>
<td>6</td>
<td>5.1</td>
<td>5</td>
</tr>
<tr>
<td>Roger &amp; Joy</td>
<td>6</td>
<td>23</td>
<td>215</td>
<td>2154</td>
<td>2.5</td>
<td>3.3</td>
<td>2.8</td>
<td>2.7</td>
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<tr>
<td>Brenda</td>
<td>3</td>
<td>6</td>
<td>82</td>
<td>648</td>
<td>1.3</td>
<td>0.9</td>
<td>1.1</td>
<td>0.8</td>
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<tr>
<td>Terry</td>
<td>5</td>
<td>10</td>
<td>140</td>
<td>1065</td>
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<td>1.5</td>
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<td>1.4</td>
</tr>
<tr>
<td>Norma</td>
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<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Ralph &amp; Phyllis</td>
<td>5</td>
<td>31</td>
<td>223</td>
<td>2352</td>
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<td>4.5</td>
<td>2.9</td>
<td>3</td>
</tr>
<tr>
<td>Frank</td>
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<td>8</td>
<td>94</td>
<td>820</td>
<td>1.3</td>
<td>1.2</td>
<td>1.2</td>
<td>1</td>
</tr>
<tr>
<td>Elsie &amp; Arnold</td>
<td>8</td>
<td>20</td>
<td>252</td>
<td>2134</td>
<td>3.4</td>
<td>2.9</td>
<td>3.2</td>
<td>2.7</td>
</tr>
<tr>
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<td>7797</td>
<td>78654</td>
<td>100</td>
<td>99.9</td>
<td>100</td>
<td>100.1</td>
</tr>
</tbody>
</table>

Hockey in Telford and Wrekin – An Overview of pitch Supply

Within Telford & Wrekin there are number of AGPs that can accommodate provision of Hockey a summary of which is provided in table 9.0.

There are six (St Georges Sports and Social Club, Thomas Telford, Madeley Academy, Wrekin College, Harper Adams, Lilleshall National Sports centre) full sized sand dressed AGPs in Telford and Wrekin and one water based pitch at Lilleshall National Sports Centre. The main and only hockey club in Telford and Wrekin play at St Georges Sports and Social Club which provides a full sized sand filled AGP with floodlighting. Shrewsbury Hockey Club currently uses Lilleshall National Sports Centre for their competitive matches. The predominant use of these pitches is Hockey with the exception of Madeley Academy which is not available to the community despite a Community Use Agreement being in place.
### Table 9.0 AGP type and sport suitability

<table>
<thead>
<tr>
<th>Surface</th>
<th>Category</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rubber crumb</td>
<td>Long Pile 3G (65mm with shock pad)</td>
<td>Rugby surface – must comply with World Rugby Regulation 22</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Football surface</td>
</tr>
<tr>
<td>Rubber crumb</td>
<td>Long Pile 3G (55-60mm)</td>
<td>Preferred football surface</td>
</tr>
<tr>
<td>Rubber crumb</td>
<td>Short Pile 3G (40mm)</td>
<td>Acceptable surface for competitive football if 3G accredited</td>
</tr>
<tr>
<td>Sand</td>
<td>Sand filled</td>
<td>Competitive hockey and football training</td>
</tr>
<tr>
<td>Sand</td>
<td>Sand dressed</td>
<td>Preferred hockey surface and suitable for football training</td>
</tr>
<tr>
<td>Water</td>
<td>Water based</td>
<td>Preferred hockey surface and suitable for football training if irrigated.</td>
</tr>
</tbody>
</table>

### Quality

Telford and Wrekin Hockey Club (HC) rate the quality of the AGP at St Georges Sports and Social Club as poor, stating that this is due to an ageing pitch which requires some remedial works on the seams. Even with this work being undertaken the pitch will need replacing in 18-24months.

Table 9.1 provides a summary of conclusions following a conditions report undertaken on St Georges Sports and Social Club Pitch by independent pitch consultants Notts Sports in November 2014.

### Table 9.1 Summary of conclusions from the conditions report on St Georges Sports and Social Club

<table>
<thead>
<tr>
<th>Facility Construction Brief</th>
<th>Playing surface</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Replacement likely within 18-24 months</td>
<td>2016-2017</td>
<td>However, arguably sooner if the centre would prefer an updated sand dressed synthetic turf surface to improve hockey playing performance</td>
</tr>
<tr>
<td></td>
<td>Shockpad</td>
<td>Tests indicate performance compliance at current time but good practice dictates budgets should be available to replace if necessary</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pitch Base</td>
<td>Retain with no anticipated works required (subject to inspection during resurfacing works)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Perimeter fence</td>
<td>Renew damaged sections as necessary</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Floodlights</td>
<td>Floodlights are present and were not tested as part of this inspection</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sports Equipment</th>
<th>Hockey Goals</th>
<th>Football Goals</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Good</td>
<td>Self-weighted goals recommended</td>
<td>N/A</td>
</tr>
</tbody>
</table>

| Access | Access is acceptable for continued use and for construction traffic when resurfacing works are undertaken |
| Drainage | Appears in good condition, with no need for upgrade |
Pitch maintenance

Pitch maintenance is undertaken by St Georges Sports and Social Club. As part of the above report the following recommendations were made:

In order to continue using the pitch in a safe manner for the immediate short term, Notts Sport advised the following maintenance actions:
1. Carry out immediate repairs to seam joints as a matter of urgency to prevent any further damage occurring. If left the areas will worsen and long term damage could occur which will result in more extensive repair works required.
2. Continue with the regular maintenance programme as this is essential to ensuring surface longevity. Monitoring of the weak spots and any failing seams with repairs commissioned as and when necessary.
3. Remove excess sand infill from the surface.
4. Appoint a specialist maintenance contractor such as Technical Surfaces Ltd / Replay maintenance Ltd to carry out a minimum of 2 specialist external visits per year.
5. Keep area clear of surface debris via regular litter picking and leaf collection. Apply suitable herbicide treatment around perimeter of the pitch to prevent further weed/grass growth.

Ancillary facilities

Telford and Wrekin HC felt that improvement to the changing rooms at St Georges Sports and Social Club would most definitely attract more players.

Demand

There are two hockey clubs which currently play in Telford and Wrekin; Shrewsbury Hockey Club (which are from out of area) using Llleshall national Sports Centre and Telford and Wrekin Hockey Club. Telford and Wrekin Hockey Clubs main home ground is St Georges Sports and Social Club. Established in 1895, Telford & Wrekin Hockey Club is one of the oldest hockey clubs in the UK and is one of the leading clubs in the Midlands. The hockey club is suited to all levels and in the 2013/14 season they fielded 5 Men's, 2 Ladies Senior teams. The junior teams range from Under 10s to Under 18s. At under 10s there is 1 U10’s boys team, 1 x U10s girls team and 1 x mixed team. These have not been calculated in the team demand as they are not yet 11 years of age. In addition Telford Hockey Club have an unrivalled coaching setup which caters for over 200 members aged 5 and above. Telford and Wrekin Hockey Club also run a satellite club at William Brookes.

Table 9.2 Summary of Hockey teams by age group in Telford and Wrekin

<table>
<thead>
<tr>
<th>Age Groups</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Men (16-55yrs)</td>
<td>5</td>
</tr>
<tr>
<td>Senior Women (16-55yrs)</td>
<td>2</td>
</tr>
<tr>
<td>Junior Boys (11-15yrs)</td>
<td>5</td>
</tr>
<tr>
<td>Junior Girls (11-15yrs)</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>13</td>
</tr>
</tbody>
</table>

Current demand

Demand for playing pitches from a local community will tend to fall within the categories of organised competitive play, organised training and casual play. Current demand for pitches is likely to come from residents within the study area. However, along with some imported demand, there may be
some residents that also use pitches in other areas. This is classed as displaced demand.
Furthermore, there may also be some latent demand for pitches that can be identified (i.e. the number of additional teams a club could run now if they had access to additional or better quality pitch provision).

In order to quantify the different types of community demand for Artificial Grass Pitches, demand will be recorded as the ‘number of hours of use per week’.

The breakdown of when teams would typically play their fixtures gives peak periods of Saturday AM/PM for senior and Saturday AM and Sunday AM for junior teams.

**Latent demand**

Latent demand is defined as the number of additional teams that could be fielded if access to a sufficient number of pitches were available. The amount of latent demand present within the Borough has been established through the consultation process. In the club consultation response, Telford and Wrekin Hockey Club stated the club would have more teams if more pitches were available and if there were better changing facilities but did not specify how many additional teams demand would generate.

As highlighted earlier, the market segmentation information demonstrates an additional 237 people would like to participate in Hockey but it is known that not all of those people are likely to join a formal team. Based on current market segmentation participation data of those that currently participate in hockey (372) compared with the number of adults currently playing hockey as part of a team (60) it is apparent that only 16% of the adult population would join a team.

Therefore, taking the number of people who would like to play hockey (237), and considering the proportion of current participants that play hockey in a team (16%) there would be 38 people who would like to play hockey as part of a team. This allows us to calculate that there is potential for 2 additional hockey teams given that an adult team comprises of 16 individuals (on average) both of which would be female based on the dominant segments wanting to play hockey. Each of these teams would generate demand for an additional 4 hours (2 hours competitive time per team) AGP use.

**Unmet demand**

When surveyed the club detailed that they currently don’t have any unmet demand. However, as the club looks to grow they may well be looking for additional time for training. Matches on a Saturday are now almost at full capacity so if the club were successful in putting out more teams they would need an additional facility for Saturdays. The club expressed an interest in setting up an arrangement with Thomas Telford with whom they would welcome stronger partnership working. Thomas Telford has a full sized sand dressed AGP pitch which was built in November 2014.

**Displaced demand**

There are currently no clubs or teams that play their home matches outside the Borough.

**Future trends**

England Hockey governs all hockey in the country from grass roots to the elite end of the sport. The game is played predominately on sand dressed/filled artificial grass pitches (AGPs). There are approximately 900 sand-filled or sand-based and 50 water-based hockey pitches in England. Most of
these pitches have been installed in the past 10-15 years. Many of the sand-filled or sand-dressed pitches are investments representing partnerships e.g. they involve arrangements made between clubs, schools and local authorities. A considerable number of these pitches are used for multisport activity e.g. hockey, football, rugby and tennis etc.

England Hockey is working with The FA in particular to programme key areas, to ensure that the future provision of AGPs for hockey activities is secure. This includes looking at displacement in areas where football AGPs are installed, and increasing the hours available to access existing AGPs in use by hockey to create communities with adequate provision for both sports, and a sustainable future.

England Hockey works to ensure that AGPs suitable for hockey use are provided and/or existing surfaces renewed in areas of identified need including where interventions project that the hockey population will increase significantly in the coming years.

The Player Pathway is the development pathway for players, coaches and officials of all ages and abilities to reach their full potential. It is based on Long Term Athlete Development (LTAD) principles that put the participant at the centre of all decisions, with extensive scientific research that has been widely accepted by the majority of other major sports within England.

The Player Pathway encompasses the whole of the hockey landscape which includes club and school activity as well as the Player Pathway development centres. When people talk about the Player Pathway it is often mistaken as just the development centres, but it is important to look at the hockey a player gets in all environments. The purpose of the Player Pathway is to make opportunities for participants fair, equitable and consistent. It is to ensure that a suitable level of coaching and competition is offered for people at the appropriate stage of their development and to maximise the chance they have of fulfilling their potential whether that potential is as a club or International player, coach or official.

Quick sticks is designed to introduce young people to the game of hockey. It is 4-a-side, can be played on any surface, and uses a larger, lighter and safer ball. It is a fun, fast, safe and exciting game that has been designed so that anyone can deliver the game, regardless of previous hockey experience.

In2Hockey is a fun, exciting and dynamic game designed for 10 to 14 year olds to help them develop their hockey skills and techniques, and to provide a gradual progression into the 11-a-side version of the game.

Rush Hockey is for people who love the rush of a team sport, but never find the time to commit to one. It’s fast, furious, fun. Played indoors or outdoors on smaller pitches (5-a-side).

Back to Hockey sessions are fun, sociable and informal and aimed at people who either haven’t played hockey for a number of years or who are looking to play for the first time. Back to Hockey coaches gently guide participants through a series of fun and friendly sessions.

Future Demand

Telford and Wrekin Hockey Club do have plans to increase the number of teams in the future. The Club are looking at increasing the junior base significantly over the next 3 years through school links, advertising and running coaching sessions. The Club has also developed new links with William Brookes, Thomas Telford and Adams Grammar which they are looking to enhance further.
The Club are also planning to increase the number of adult players over the same duration by running special events such as back to hockey, coaching events, advertising and setting up links with local colleges and Universities. It is in the age range 18 to 30 where they have very low numbers and this is one area they are looking to explore.

**Population Projections**

As has been previously stated in order to establish whether future demand for playing pitches can be met we can project the theoretical number of teams that would be generated from population growth by applying Team Generation Rates. Team Generation Rates indicate how many people in a specified age group are required to generate one team. The projection for future demand has been calculated over a 5 (2014 – 2019) and 12 (2014 to 2026 year period.

Telford and Wrekin Council do not currently have a population projections model and are awaiting the agreement on the rate of housing growth in the borough via the Telford and Wrekin Local Plan. Therefore for the purposes of the strategy national population rates for population now (ONS sub-national population estimates 2013) have been used. The projections have been calculated by rolling forward the population 5 years (so the boys aged 7-10 now will be 12-15 in 5 years from now). This should take into account changes in birth rate but will not take into account any housing-related growth in Telford and Wrekin.

**Table 9.3 Population projections by age group**

<table>
<thead>
<tr>
<th>Age group</th>
<th>People</th>
<th>Difference between 2014 and 2026</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2014</td>
<td>2019</td>
</tr>
<tr>
<td>Senior Men (16-55yrs)</td>
<td>47300</td>
<td>48200</td>
</tr>
<tr>
<td>Senior Women (16-55yrs)</td>
<td>47200</td>
<td>47900</td>
</tr>
<tr>
<td>Junior Boys (11-15yrs)</td>
<td>5300</td>
<td>5600</td>
</tr>
<tr>
<td>Junior Girls (11-15yrs)</td>
<td>5100</td>
<td>5500</td>
</tr>
<tr>
<td>Total</td>
<td>104900</td>
<td>107200</td>
</tr>
</tbody>
</table>

**Table 9.4 Team Generation Rates up to 2019**

<table>
<thead>
<tr>
<th>Sport and Age Groups</th>
<th>Nos of teams in age group within the area</th>
<th>Current pop. in age group within the area</th>
<th>Future pop. in age group within the area</th>
<th>Current TGR</th>
<th>Population Change in Age Group</th>
<th>Potential Change in Team Nos in Age Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Men (16-55yrs)</td>
<td>5</td>
<td>47300</td>
<td>48200</td>
<td>9460</td>
<td>900</td>
<td>0</td>
</tr>
<tr>
<td>Senior Women (16-55yrs)</td>
<td>2</td>
<td>47200</td>
<td>47900</td>
<td>23600</td>
<td>700</td>
<td>0</td>
</tr>
<tr>
<td>Junior Boys (11-15yrs)</td>
<td>5</td>
<td>5300</td>
<td>5600</td>
<td>1060</td>
<td>300</td>
<td>0</td>
</tr>
<tr>
<td>Junior Girls (11-15yrs)</td>
<td>1</td>
<td>5100</td>
<td>5500</td>
<td>5100</td>
<td>400</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>13</td>
<td>104900</td>
<td>107200</td>
<td>39220</td>
<td>2300</td>
<td>0</td>
</tr>
</tbody>
</table>
Table 9.5 Team Generation Rates up to 2026

<table>
<thead>
<tr>
<th>Sport and Age Groups</th>
<th>Number of teams in age group within the area</th>
<th>Current population in age group within the area</th>
<th>Future population in age group within the area</th>
<th>Current TGR</th>
<th>Population Change in Age Group</th>
<th>Potential Change in Team Numbers in Age Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Men (16-55yrs)</td>
<td>5</td>
<td>47300</td>
<td>48200</td>
<td>9460</td>
<td>900</td>
<td>0</td>
</tr>
<tr>
<td>Senior Women (16-55yrs)</td>
<td>2</td>
<td>47200</td>
<td>47200</td>
<td>23600</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Junior Boys (11-15yrs)</td>
<td>5</td>
<td>5300</td>
<td>6900</td>
<td>1060</td>
<td>1600</td>
<td>1</td>
</tr>
<tr>
<td>Junior Girls (11-15yrs)</td>
<td>1</td>
<td>5100</td>
<td>6500</td>
<td>5100</td>
<td>1400</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>13</td>
<td>104900</td>
<td>108800</td>
<td>39220</td>
<td>3900</td>
<td>1</td>
</tr>
</tbody>
</table>

From tables 9.4 and 9.5 population growth is not significant enough to create demand for any additional hockey pitches in Telford and Wrekin. The only exception is junior boys (11-15 years). By 2026 there will be an increase of 1 additional team. This would equate to 2 hours of AGP usage. When considering the future demand for pitches it must be noted that juniors play on a half or third of a pitch. Also a number of juniors play senior hockey.

An evaluation of the overall adequacy of pitches to meet demand

The supply and demand information presented can now be used to assess the adequacy of hockey pitch provision in Telford and Wrekin. The assessment will then present a number of different scenarios to assess whether existing provision can also cater for the previously identified latent, displaced and future demand, whilst also allowing for an element of spare capacity to act as a strategic reserve.

How much play an AGP can accommodate is primarily determined by the hours it is available for community use, rather than how much play it can accommodate before its quality is adversely affected, as with natural grass pitches. To reflect when such pitches are most in demand it is appropriate for the comparable unit for AGPs to be hours a pitch is available per week in the peak period. If an AGP benefits from sports lighting then its use will be extended which may allow for play throughout the peak period.

From the following table it can be seen that:

- There is some spare capacity at St Georges Sports and Social Club ONLY on Sunday AM (-4hours) which could accommodate some additional junior demand. There is no capacity for any other form of hockey whether competition or training. Future repair and replacement of the surface will have a detrimental impact in accommodating this demand.
- There is currently no spare capacity at Thomas Telford as this is school use only.
- There is no spare capacity at Madeley Academy as this is School use only.
- There is -22 hours spare capacity at Wrekin College however the pitch is deemed to be in a poorer condition than that of Telford and Wrekin Hockey Clubs home ground at St Georges Sports and Social Club and does not provide for the level of competition at which the club play.
Harper Adams has -18.5 hours however, this is deemed to be out of area for the current Telford and Wrekin Hockey Club as any team playing here would not return to the home ground at St Georges Sports and Social Club creating a disjoint between the teams.

There is spare capacity at Lilleshall National sports Centre of -13.5 hours. Telford and Wrekin Hockey Club senior men’s first teams have accessed the water based pitch here which significantly improved the level of play due to the quality and design of the pitch bespoke to hockey. However, Telford and Wrekin Hockey Club have now moved away from this facility as it is cost prohibitive and also too far for teams to travel for reason stated previously.

### Table 9.6 Site-by-Site Analysis

<table>
<thead>
<tr>
<th>Analysis Area</th>
<th>Site Name</th>
<th>Type</th>
<th>Size</th>
<th>Hours available to community</th>
<th>Hours used by Hockey</th>
<th>Other sports</th>
<th>Overuse/ Spare capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>St Georges Sports &amp; Social</td>
<td>Astro – sand filled</td>
<td>11v11 65 x 120m</td>
<td>44 hours</td>
<td>Hockey training 5-10pm tue &amp; thu. Competition sat 7 hrs. &amp; sun</td>
<td>Training 3hrs League 3 hrs Sun 6-9pm Rec play 8 hrs.</td>
<td>-11hrs spare mainly sun am, fri pm and 9-10pm slots</td>
</tr>
<tr>
<td>Central</td>
<td>Thomas Telford</td>
<td>Astro – sand filled</td>
<td>11v11</td>
<td>School use only</td>
<td>n/a</td>
<td>School use only</td>
<td>n/a</td>
</tr>
<tr>
<td>South</td>
<td>Madeley Academy</td>
<td>Astro – sand filled</td>
<td>11v11, 100x60m</td>
<td>School use only</td>
<td>n/a</td>
<td>School use only</td>
<td>n/a</td>
</tr>
<tr>
<td>Wellington</td>
<td>Wrekin College</td>
<td>Astro-sand filled</td>
<td>11v11 63x102m</td>
<td>33 hours</td>
<td>11 hours</td>
<td>-22 hours</td>
<td></td>
</tr>
<tr>
<td>Newport</td>
<td>Harper Adams</td>
<td>Astro – sand filled</td>
<td>11v11 60 x 100m</td>
<td>40 hours (standard opening)</td>
<td>15.5 hrs. (13.5 education, 2 hrs. hockey)</td>
<td>6hrs</td>
<td>-18.5 hours</td>
</tr>
<tr>
<td>Lilleshall</td>
<td></td>
<td>Astro – sand filled</td>
<td>Opening 9 – 22.30 = 94.5</td>
<td></td>
<td>Hockey pitch -21 hrs. clubs</td>
<td>20 hours clubs and casual</td>
<td>-53.5hrs. Note: majority of teams not able to access facilities on a weekday take 40hrs = -13.5hrs spare</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Water based</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The breakdown of when teams would typically play their fixtures gives peak periods of Saturday AM/PM for senior and Saturday AM/PM and Sunday PM for junior teams.

This is important when assessing if the existing provision can also cater for the previously identified latent, displaced and future demand, whilst also allowing for an element of spare capacity to act as a strategic reserve. Strategic Reserve is based on 10% of the existing current play.

### Table 9.7 summary of impact of latent demand, future demand and strategic reserve

<table>
<thead>
<tr>
<th>Demand</th>
<th>Teams</th>
<th>Demand in hours</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latent</td>
<td>2 senior womens teams</td>
<td>4 hours of pitch use</td>
<td>This is based on the market segmentation and data points to this being womens teams</td>
</tr>
<tr>
<td>Future</td>
<td>1 senior mens team 1 senior womens team 6 junior boys team 6 junior girls teams</td>
<td>2 hours of pitch use 2 hours of pitch use 12 hours of pitch use 12 hours of pitch use</td>
<td>Whilst no future demand was determined from the TGRs with the exception of 1 junior boys team it is important to consider what the club wishes to increase their number of teams by. Whilst no specific figure was given they did outline that they wished to increase the number of all teams. Therefore</td>
</tr>
</tbody>
</table>

---

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an increase of 1 team has been added to each age group.

<table>
<thead>
<tr>
<th>Strategic reserve</th>
<th>5 senior men</th>
<th>2 senior women</th>
<th>5 junior boys team</th>
<th>1 junior girls team</th>
<th>1 hour of pitch use</th>
<th>0 hours of pitch use</th>
<th>1 hour of pitch use</th>
<th>0 hours of pitch use</th>
<th>Strategic reserve is 10% of current play.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>34 hours</td>
</tr>
</tbody>
</table>

**Pitch Analysis**

Based on current demand there is -58 hours per week spare capacity. There are 2 scenarios in terms of supply meeting demand. One is taking on board Telford and Wrekin Hockey Clubs comments regarding that there home ground St Georges Sports & Social Club and other facilities are not deemed accessible due to cost, distance or condition. This therefore only leaves a spare capacity is -4 hours. Therefore existing provision cannot cater for the previously identified latent, displaced and future demand (total -35 hours per week), whilst also allowing for an element of spare capacity to act as a strategic reserve. Scenario two takes into considerate that the other facilities are accessible and can therefore accommodate previously identified latent, displaced and future demand (total -35 hours per week), whilst also allowing for an element of spare capacity to act as a strategic reserve.

**Hockey summary**

- There are six full sized sand filled AGPs in Telford and Wrekin and a water based pitch appropriate for hockey. Madeley Academy is school use only, despite there being a community use agreement in place. Thomas Telford had a new AGP sand dressed pitch built in November 2014 which is currently only available for school use.
- There is one hockey club within the Borough, Telford and Wrekin Hockey Club who play at St Georges Sports and Social Club. The Club Currently hires the AGP which is owned by the Sports and Social Club. The club run a satellite club at Williams Brookes School which is based in Shropshire.
- A pitch assessment undertaken by pitch consultants Notts Sports identified that there were some remedial works required on the seams to improve the pitch quality. However, even if this is undertaken the surface would need replacing in 18-24 months (2016 – 2017).
- There is -58 hours of spare capacity a week across sites. However this is not deemed accessible (apart from -4 hours at St Georges Sports and Social Club) either because of cost, distance or condition of the pitch.
- Significant demand has been identified (latent, future and strategic reserve) totalling -34 hours per week which could be accommodated across the sites.
- Market Segmentation shows that those currently participating in hockey is male dominated with the exception of the market segment Chloe who is the 2nd most dominant segment participating. However this significantly changes when considering the segments that would like to play hockey which is dominated by females. This is the only pitch sport where this occurs.
PART 9: ARTIFICIAL GRASS PITCHES

Introduction

There are several types of surface that fall into the category of artificial grass pitch (AGP). The three main groups are rubber crumb (third generation turf 3G), sand (filled or dressed) and water based. A full size pitch is considered to be 100x60 yards.

Competitive football can take place on 3G surfaces with a FA approved certificate and a growing number of 3G pitches are now used for competitive match play. Football training can take place on sand and water based surfaces but is not the preferred option.

Hockey is played predominantly on sand based/filled AGPs. Although competitive play cannot take place on 3G pitches, 40mm pitches may be suitable, in some instances, for beginner training and are preferred to poor grass or tarmac surfaces.

The International Rugby Board (IRB) produced the ‘Performance Specification for Artificial Grass Pitches for Rugby’, more commonly known as World Rugby ‘Regulation 22’ that provides the necessary technical detail to produce pitch systems that are appropriate for rugby union (this is also adopted by rugby league). The artificial surface standards identified in Regulation 22 allows matches to be played on surfaces that meet the standard. Full contact activity, including tackling, rucking, mauling and lineouts can take place.

Table 9.8 AGP type and sport suitability

<table>
<thead>
<tr>
<th>Surface</th>
<th>Category</th>
<th>Comments</th>
</tr>
</thead>
</table>
| Rubber crumb | Long Pile 3G (65mm with shock pad) | Rugby surface – must comply with World Rugby Regulation 22  
| Rubber crumb | Long Pile 3G (55-60mm)      | Preferred football surface                              |
| Rubber crumb | Short Pile 3G (40mm)       | Acceptable surface for competitive football if 3G accredited |
| Sand        | Sand filled               | Competitive hockey and football training                 |
| Sand        | Sand dressed              | Preferred hockey surface and suitable for football training |
| Water       | Water based               | Preferred hockey surface and suitable for football training if irrigated. |

Supply

The following map in Figure 4.1 provides detail of Telford and Wrekin’s Artificial Grass Pitches (AGPs). This has been separated from Natural Grass Pitches as AGPs are used by multiple sports.
The Facilities Planning Model (FPM) is a model used as a starting point to help assess the strategic provision of sports facilities, including AGPs. The FPM does not predict or describe actual usage of facilities: this is determined by range of factors, not least management and promotional policies, programming and the quality or attractiveness of the facility concerned. Nonetheless, The FPM will generate broad estimates of potential throughput which indicate what would be observed based on the parameters in the model (and these are based on what has been observed happening at actual facilities around the country).

The FPM run for Telford and Wrekin AGPs was undertaken in February 2015 but is based on a 2014 profile in conjunction with the Strategy findings. As well as giving the current picture of supply and demand it also shows projections based on population growth. The FPM report provides a strategic assessment of the current level of provision for AGPs in Telford and Wrekin. The report should not be considered in isolation and it is recommended that the analysis should form part of a wider assessment of provision at the local level.

The following extract has been taken from the Facilities Planning Model, ‘Summary and Conclusions’ section.
Telford and Wrekin UA has 7 AGPs which are all located in Telford urban area. The unmet demand of 0.10 of one pitch is very low and indicates a good overall provision in Telford and Wrekin UA. The unmet demand is very small and can be attributed to residents living in the more rural areas of Telford and Wrekin UA being located further than a 20 minute drive from an AGP.

The model indicates that the facilities are operating at 91% capacity. The pitches are operating at between 82% and 100%. 4 of the 5 sand based AGPs are used to capacity for hockey at the weekends.

The majority of the facilities are sand based pitches designed primarily for hockey with the 2 3G pitches designed for football. However all of the sand based AGPs are heavily used for football, particularly in the weekday peak period.

The relative share of facilities for residents of Telford and Wrekin UA is high (41) suggesting that there are very good opportunities for AGP based pitch sports in the Authority.

The model indicates that there is no evidence to suggest that there are current requirements for additional AGP facilities in Telford and Wrekin UA.

Consideration of the need to convert existing sand based pitches to 3G pitches will need to be made within any future Telford and Wrekin UA PPS and in light of the emerging AGP Priority Mapping work being undertaken by the FA and England Hockey.

The following table easily identifies the comparison between AGPs identified through the FPM and those through the Playing Pitch audit.

**Table 9.9 Comparison between AGPs identified through the FPM and those through the Playing Pitch audit.**

<table>
<thead>
<tr>
<th>Analysis Area</th>
<th>FPM</th>
<th>Playing Pitch Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>Hadley learning Community 3G – excluded too short and narrow</td>
<td>Hadley learning Community 3G</td>
</tr>
<tr>
<td></td>
<td>Oakengates Leisure Centre full sized sand filled AGP</td>
<td>Oakengates Leisure Centre full sized 3G</td>
</tr>
<tr>
<td></td>
<td>St Georges Sports &amp; Social full sized sand filled AGP</td>
<td>St Georges Sports &amp; Social full sized sand filled AGP</td>
</tr>
<tr>
<td>Central</td>
<td>Phoenix full sized 3G</td>
<td>Phoenix full sized 3G</td>
</tr>
<tr>
<td></td>
<td>Thomas Telford full sized sand filled AGP</td>
<td>Thomas Telford full sized sand filled AGP</td>
</tr>
<tr>
<td>South</td>
<td>Madeley Academy full sized sand filled AGP</td>
<td>Madeley Academy full sized sand filled AGP</td>
</tr>
<tr>
<td>Wellington</td>
<td>AFC Telford</td>
<td>AFC Telford</td>
</tr>
<tr>
<td></td>
<td>TCAT Dome 3G – excluded too short and narrow</td>
<td>TCAT Dome 3G</td>
</tr>
<tr>
<td></td>
<td>TCAT full sized 3G</td>
<td>TCAT full sized 3G</td>
</tr>
<tr>
<td></td>
<td>Wrekin College full sized sand filled AGP</td>
<td>Wrekin College full sized sand filled AGP</td>
</tr>
<tr>
<td>Newport</td>
<td>Harper Adams full sized sand filled AGP but excluded as deemed private</td>
<td>Harper Adams full sized sand filled AGP</td>
</tr>
</tbody>
</table>
Current provision

Table 10.0 provides a list of the current supply of full size AGPs identified in Telford and Wrekin. Based on the most recent audit of AGPs there are 11 sites and a total of 14 pitches of which there are four full size 3Gs (there is no community access at Thomas Telford), six full size sand filled astro turf pitches (there is no community access at Thomas Telford, Madeley Academy and Harper Adams), one water based pitch and 3 smaller AGP/3G pitches/provisions in Telford and Wrekin (detailed in Table 10.0).

Currently only the 3G pitch at TCAT is on the FA approved register and can be used for competitive fixtures. There are no 3G pitches that meet World Rugby Regulation 22 standards and therefore should not be used for training or competitive matches.

Table 10.0 Full size AGPs in Telford and Wrekin

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site name</th>
<th>Ownership/Management</th>
<th>Analysis area</th>
<th>Community use</th>
<th>Pitch type</th>
<th>Size (metres)</th>
<th>Flood lights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oakengates</td>
<td>Council</td>
<td>North</td>
<td>Yes</td>
<td>3G</td>
<td>64 x 100m</td>
<td>yes</td>
<td></td>
</tr>
<tr>
<td>St Georges</td>
<td>Sports &amp; Social</td>
<td>North</td>
<td>Yes</td>
<td>Sand filled</td>
<td>65 x 120m</td>
<td>yes</td>
<td></td>
</tr>
<tr>
<td>Phoenix</td>
<td>Council</td>
<td>Central</td>
<td>Yes</td>
<td>3G</td>
<td></td>
<td>yes</td>
<td></td>
</tr>
<tr>
<td>Thomas Telford</td>
<td>Academy</td>
<td>Central</td>
<td>No</td>
<td>3G</td>
<td></td>
<td>yes</td>
<td></td>
</tr>
<tr>
<td>Madeley</td>
<td>Academy</td>
<td>South</td>
<td>No</td>
<td>Sand filled</td>
<td>60 x 100m</td>
<td>yes</td>
<td></td>
</tr>
<tr>
<td>TCAT</td>
<td>College</td>
<td>Wellington</td>
<td>Yes</td>
<td>3G</td>
<td>120*75</td>
<td>yes</td>
<td></td>
</tr>
<tr>
<td>Wrekin College</td>
<td>College</td>
<td>Wellington</td>
<td>Yes</td>
<td>Sand filled</td>
<td>63 x 102m</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harper Adams</td>
<td>University</td>
<td>Newport</td>
<td>No</td>
<td>Sand filled</td>
<td>60 x 100m</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lilleshall</td>
<td>Trust</td>
<td>Newport</td>
<td>Yes</td>
<td>Sand filled</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lilleshall</td>
<td>Trust</td>
<td>Newport</td>
<td>Yes</td>
<td>Water based</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Additional provision

In addition to the full size provision in Telford and Wrekin there are also some smaller sized AGPs which assist with demand. These are detailed in table 10.1 below:

Table 10.1 Summary of small sided AGPs

<table>
<thead>
<tr>
<th>Site ID</th>
<th>Site name</th>
<th>Ownership/Management</th>
<th>Analysis area</th>
<th>Community use</th>
<th>Pitch type</th>
<th>Size (m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hadley Learning Centre</td>
<td>PFI</td>
<td>North</td>
<td>Yes</td>
<td>3G</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AFC Telford</td>
<td>Club</td>
<td>Wellington</td>
<td>Yes</td>
<td>3G</td>
<td>4*35 x 18m</td>
<td></td>
</tr>
<tr>
<td>TCAT Dome</td>
<td>College</td>
<td>Wellington</td>
<td>Yes</td>
<td>3G</td>
<td>70*50</td>
<td></td>
</tr>
</tbody>
</table>

Future provision
There is a balance of 3G provision for football with the exception of a stadia pitch within Telford and Wrekin. Stadia 3G pitches play a strategic role in accommodating teams that have reached the National League, in particular Step 7 clubs. This has been identified as a gap within grass pitch and ancillary provision. Stadia provision incorporates:

- A playing surface of 100m x 64m with a 3m run off on all sides
- Floodlit hard standing area for spectators (50 seater capacity)
- 4.5m high ball stop fencing should be provided behind the two 11-a-side goals. Additional 3m high ball stop fencing on sides of the ground should be considered where the boundary is in close proximity to the pitch.
- Where new lights are being provided, The FA recommends a minimum of 200 lux to comply with the standards set for all FTPs; where existing floodlights in a stadia are being utilised they should comply with the minimum ground grading requirements (a structural report for the columns will be required).
- Storage areas should be provided for maintenance machinery, goalposts and equipment not in use.
- Socketed goals are recommended for 11v11 goals on stadia FTPs, although movable goals are acceptable.
- Socketed corner flags are recommended for use on stadia FTP’s rather than free standing corner flags.
- The pitch should be located close to changing accommodation and other support facilities, preferably under 150 metre walk.

There are proposals to build an additional 3G in the South to replace the AGP at Madeley Court Sports Centre.

In the future if providers are considering the conversion of sand filled AGP surfaces to a 3G surface, sizes have to be taken into consideration. For example a number of sand filled AGPs are 101 x 63 metres. The size required for football is 106 x 71 metres (this allows for the 3m run off areas).

**Demand**

**The FA model**

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

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. The FA Standard is calculated by using the latest Sport England research "AGPs State of the Nation March 2012." Assuming that 51% of AGP usage is by sports clubs when factoring in the number of training slots available per pitch type per hour from 5pm-10pm Monday - Friday and 9am-5pm Saturday & Sundays, it is estimated that one full size AGP can service 56 teams. On the basis there are 207 teams playing competitive football in Telford and Wrekin, there is a recommended need for 3.7 full size 3G pitches.

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. Clubs were asked if they required additional training facilities. Those that responded felt there was a lack of training facilities and specifically cited 3Gs for this purpose. There have been a number of comments made by football clubs regarding the accessibility of AGP provision in Newport. They felt that access to Lilleshall was prohibitive based on cost and there was no community use at Harper Adams.
Through the consultation conducted some teams expressed that some facilities were costly and therefore prohibitive to participation. For pitches in their control Telford and Wrekin Council have honoured the same hire charge for a 3G pitches as they do for grass pitches to support teams affiliated in the County leagues.

Based on the number of teams in each analysis area and the fact that one full size AGP can service 56 teams (allowing for 1 hour training per team on a quarter of a pitch) there is a potential need for one full size 3G pitches if every team was to remain within the respective analysis area for training. However, it is important to note that a number of teams have moved sites, resulting in teams playing in areas where they did not originate from i.e. Splaiq Tornadoes originated from South Telford and now mainly play in Central Telford. Again this has been down to the access of good quality pitches.

**Football leagues**

Comments from the leagues are that there are no plans and resilience at present to move any football matches onto AGPs. However there is great demand for artificial surfaces for training use which helps to alleviate the impact on grass pitches as some clubs unofficially use them for training. Some teams expressed that they weren’t prepared to use 3G pitches for competitive matches as they prefer to keep their traditional league kick off time, i.e. Sunday League only play on a Sunday morning. As stated previously through the Standard Code of Rules the Football Association has sanctioned the use of 3G artificial grass pitches in affiliated match play in all FA competitions, the National League System and Women’s Super League subject to the pitch meeting the required performance standards and appearing on the FA register.

The table below highlights the number of pitches required based on the 5 analysis areas:

**Table 10.2 3G pitch requirements in each analysis area:**

<table>
<thead>
<tr>
<th>Analysis area</th>
<th>Current number of teams</th>
<th>3G requirement</th>
<th>Current number of 3G pitches</th>
<th>Potential shortfall</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>72</td>
<td>1.3</td>
<td>1</td>
<td>0.3</td>
</tr>
<tr>
<td>South</td>
<td>14</td>
<td>0.3</td>
<td>-</td>
<td>0.3</td>
</tr>
<tr>
<td>Central</td>
<td>40</td>
<td>0.7</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Wellington</td>
<td>45</td>
<td>0.8</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Newport</td>
<td>29</td>
<td>0.5</td>
<td>-</td>
<td>0.5</td>
</tr>
<tr>
<td>Playing out of area</td>
<td>6</td>
<td>0.1</td>
<td>-</td>
<td>0.1</td>
</tr>
<tr>
<td>Telford &amp; Wrekin</td>
<td>207</td>
<td>3.7</td>
<td>4</td>
<td>1.2</td>
</tr>
</tbody>
</table>

The table shows that only Wellington, North and Central Telford has the desired number of 3G pitches based on the FA model, meaning that there is currently a potential shortfall of one 3G pitches within Telford and Wrekin.

**An evaluation of the overall adequacy of pitches to meet demand**

**Site capacity rating**

As opposed to the quality of natural grass pitches, it is the hours an AGP is available to the community, along with its surface type, which determines the capacity. To identify when pitches were most in demand information was collated in terms of how many hours a pitch was available per
week during the peak period. If an AGP benefited from sports lighting then its use was extended which accounted for play throughout the peak period.

Table 10.3 summary of AGPs in Telford and Wrekin

<table>
<thead>
<tr>
<th>Site</th>
<th>Analysis Area</th>
<th>Community Use</th>
<th>Type *full size unless stated</th>
<th>Floodlighting</th>
<th>Site Capacity for community use (hours)</th>
<th>Current community use</th>
<th>Hours used by</th>
<th>Overuse/ Spare capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hadley learning Community</td>
<td>North</td>
<td>Yes</td>
<td>3G 7 v 7</td>
<td>32hours</td>
<td>18hrs 5 hrs. clubs + 13 hrs. casual</td>
<td>none</td>
<td>none</td>
<td>-14hrs</td>
</tr>
<tr>
<td>Oakengates Leisure Centre</td>
<td>North</td>
<td>Yes</td>
<td>3G</td>
<td>40 hours</td>
<td>15hrs – 6 hrs league, 7hrs training, 2hrs casual</td>
<td>none</td>
<td>none</td>
<td>-25hours mainly weekends</td>
</tr>
<tr>
<td>St Georges Sports &amp; Social</td>
<td>North</td>
<td>Yes</td>
<td>Astro – sand filled</td>
<td>44 hours</td>
<td>Training 3hrs League 3 hrs sun 6-9pm Rec play 8 hrs.</td>
<td>Hockey training 6-10pm-ue &amp;thur. Competition sat 7 hrs. &amp; sun 5hrs</td>
<td>none</td>
<td>1hrs spare mainly sun am, 6 pm and 9-10pm slots</td>
</tr>
<tr>
<td>Phoenix</td>
<td>Central</td>
<td>Yes</td>
<td>3G</td>
<td>42 hours</td>
<td>24hrs – 4.5hrs league, 4hrs comp, 9hrs training, 5.5 casual, 2hrs development</td>
<td>Rugby 1 hr. but Rugby league 9hrs spring/summer</td>
<td>none</td>
<td>-18hours</td>
</tr>
<tr>
<td>Thomas Telford</td>
<td>Central</td>
<td>No</td>
<td>3G</td>
<td>School use only</td>
<td>School use only</td>
<td>n/a</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>Thomas Telford</td>
<td>Central</td>
<td>No</td>
<td>Astro – sand filled</td>
<td>School use only</td>
<td>School use only</td>
<td>n/a</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>Madeley Academy</td>
<td>South</td>
<td>No</td>
<td>Astro – sand filled</td>
<td>School use only</td>
<td>School use only</td>
<td>n/a</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>AFC Telford</td>
<td>Wellington</td>
<td>Yes</td>
<td>Floodlit - Tiger Turf5x5</td>
<td>28 hours</td>
<td>League 2hrs, Ad casual 3hrs, C&amp;YP 7hrs</td>
<td>Rugby 1hour</td>
<td>none</td>
<td>14 hrs. but mostly 5-6 and 5-10</td>
</tr>
<tr>
<td>TCAT Dome</td>
<td>Wellington</td>
<td>Yes</td>
<td>5G5v5 x 2</td>
<td>51.5hours</td>
<td>51.5hrs – 14.5hrs dev, 1hr casual, 25hrs match/training</td>
<td>Rugby 5hrs, Cricket 1hr</td>
<td>none</td>
<td>14 hours</td>
</tr>
<tr>
<td>TCAT</td>
<td>Wellington</td>
<td>Yes</td>
<td>3G</td>
<td>51.5hours</td>
<td>51.5hrs – 18.5 training, 10.5 dev</td>
<td>5hrs rugby, 3.5 cricket</td>
<td>none</td>
<td>14 hours</td>
</tr>
<tr>
<td>Wrekin College</td>
<td>Wellington</td>
<td>Yes</td>
<td>Astro-sand filled</td>
<td>33 hours</td>
<td>11 hours</td>
<td>-22 hours</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harper Adams</td>
<td>Newport</td>
<td>No</td>
<td>Astro – sand filled</td>
<td>College use only</td>
<td>College Use only</td>
<td>n/a</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>Lilleshall</td>
<td>Newport</td>
<td>Yes</td>
<td>Astro – sand filled?</td>
<td>Opening 9 – 22.30 = 94.5</td>
<td>20 hours clubs and casual</td>
<td>Hockey pitch -21 hrs. clubs</td>
<td>-53.5hrs. Note: majority of teams not able to access facilities on a weekday take 40hrs = -13.5hrs spare</td>
<td></td>
</tr>
<tr>
<td>Lilleshall</td>
<td>Newport</td>
<td>Yes</td>
<td>Water based</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Using the site by site analysis information contained within table 10.3 an overview of AGP capacity has been calculated based on demand during the peak period which for the purposes of this strategy is defined as 6 – 10pm weekdays and weekends. Table 10.4 clearly shows that there is a significant amount of capacity across the AGPs in Telford and Wrekin with the exception of the TCAT Dome. However, there will be some times that teams and clubs would prefer not to train (9-10pm slots) or compete (traditional kick off times). None of the pitches are being overused.

Table 10.4 analysis of pitches with community use (secured community use only)

<table>
<thead>
<tr>
<th>Pitch type</th>
<th>Number of sites</th>
<th>Number of pitches</th>
<th>Overuse/spare capacity balance across the week</th>
<th>Number of sites</th>
<th>How much spare capacity exits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Total Overuse</td>
<td>Total Spare Capacity</td>
<td>Balance</td>
</tr>
<tr>
<td>AGP</td>
<td>11</td>
<td>13</td>
<td>0</td>
<td>-131.5</td>
<td>-131.5</td>
</tr>
</tbody>
</table>

It is important to understand the breakdown of capacity in terms of type of pitch. Of the available spare capacity (131.5 hours), there is 57 hours spare capacity on 3G pitches, 46.5 hours on sand filled pitches and 28 hours on smaller sized (3G) pitches. This spare capacity is in relation to football training. Hockey analysis has been conducted separately and can be found in part 8. With regards to competitive play for football only TCAT 3G can be used for competitive matches as it is the only 3G facility to have received a Test Certificate. As TCAT has been rated as a good quality pitch it would be able to accommodate 3 games per week, however currently there is no capacity available at this site as it is fully booked.

Impact of current and future demand

As stated previously by 2013 The FA’s ambition is to provide every affiliated team in England the opportunity to train once per week on a floodlit 3G surface. When considering current demand which includes latent demand (clubs that would have additional teams if facilities were available), displaced demand (teams that play outside of the borough), unmet demand and strategic reserve there would be additional teams that would require access to AGP provision.

Table 10.5 Summary of current demand for Football

<table>
<thead>
<tr>
<th>Pitch Type</th>
<th>Current demand (nos) of team</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>+19</td>
</tr>
<tr>
<td>Junior</td>
<td>+18</td>
</tr>
<tr>
<td>Mini</td>
<td>+12</td>
</tr>
<tr>
<td>Total</td>
<td>+49</td>
</tr>
</tbody>
</table>

Table 10.5 details the summary of current demand. Current demand tells us that there would be 49 additional teams if accessible provision were available. This is just 7 teams off requiring an additional full size 3G.

When considering future growth and demand for 3G pitches analysis of the table below which details the Team Generation Rates for Football we can see that by 2026 there would be growth of an additional 30 teams. Based on 56 teams requiring one full size 3G pitch it is clear that 30 teams would need access to a 3G pitch.
Table 10.6 Team Generation Rates for Football

<table>
<thead>
<tr>
<th>Age group</th>
<th>Number of teams 2014</th>
<th>Increase, decrease, same no of teams 2019</th>
<th>Increase, decrease, same no of teams 2026</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football Adult Men 11v11 (16-45yrs)</td>
<td>55</td>
<td>+1</td>
<td>+3</td>
</tr>
<tr>
<td>Football Adult Women 11v11 (16-45yrs)</td>
<td>3</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Football Youth Boys 11v11 (12-15yrs)</td>
<td>49</td>
<td>+1</td>
<td>+13</td>
</tr>
<tr>
<td>Football Youth Girls 11v11 (12-15yrs)</td>
<td>8</td>
<td>0</td>
<td>+2</td>
</tr>
<tr>
<td>Football Youth Boys 9v9 (10-11yrs)</td>
<td>28</td>
<td>+6</td>
<td>+5</td>
</tr>
<tr>
<td>Football Youth Girls 9v9 (10-11yrs)</td>
<td>5</td>
<td>+1</td>
<td>+1</td>
</tr>
<tr>
<td>Football Mini Soccer Mixed 7v7 - (8-9yrs)</td>
<td>32</td>
<td>+5</td>
<td>+5</td>
</tr>
<tr>
<td>Football Mini Soccer Mixed 5v5 (6-7yrs)</td>
<td>27</td>
<td>+1</td>
<td>+1</td>
</tr>
<tr>
<td>Total</td>
<td>207</td>
<td>222</td>
<td>237</td>
</tr>
</tbody>
</table>

Moving Match play to 3G pitches

Scenarios

Improving pitch quality is one way to increase the capacity at sites. 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 alternative to grass pitches is the use of AGPs for competitive matches and this is something that the FA is supporting, particularly for mini football.

In order to test the scenario a programme of play for AGPs has been created based on the current peak time demand in Telford and Wrekin. However to ensure there is no overlap of time to enable the number of AGPs required to be calculated some age groups would need to start slightly earlier or later. Due to the main demand from teams being a Sunday morning: mini - 5v5 and 7v7, junior – 9 v 9 and adult 11 v 11 in this particular scenario mini football has been moved to a Saturday morning rather than a Sunday just for the sake of providing an example. The following programme assumes that:

- 5v5 and 7v7 fixtures are programmed on the hour. This is assuming 4 (5v5) and 2 (7v7) matches per full size AGP.
- 9v9 fixtures are programmed every 90 minutes to allow for 60 mins game, 15 mins half time and 15 mins changeover. This is assuming 2 matches per full size AGP.
- 11v11 fixtures are programmed every 120 minute. This is assuming 1 match per full size AGP.

Table 10.7 Moving all match play to 3G pitches

<table>
<thead>
<tr>
<th>Age group</th>
<th>No of teams</th>
<th>Allocated/Programmed Time</th>
<th>Nos 3Gs required</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 v 5</td>
<td>27</td>
<td>Saturday 9am – 11am</td>
<td>1.2</td>
<td>For 5v5 and 7v7 2.4 pitches are required this should be rounded up to 3. NB mini teams peak time is normally Sunday AM.</td>
</tr>
<tr>
<td>7 v 7</td>
<td>32</td>
<td>Saturday 11am – 1pm</td>
<td>1.2</td>
<td></td>
</tr>
<tr>
<td>9 v 9</td>
<td>33</td>
<td>Sunday 9am – 11am</td>
<td>3.2</td>
<td>Rounded up to 4 x 3G pitches</td>
</tr>
<tr>
<td>11 v 11 (youth)</td>
<td>57</td>
<td>Sunday 1pm – 5pm</td>
<td>11.3</td>
<td>Rounded up to 12 x 3G pitches</td>
</tr>
<tr>
<td>11 v 11 (adult - Saturday)</td>
<td>16</td>
<td>Saturday 1 pm – 5 pm</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>11 v 11 (adult - Sunday)</td>
<td>42</td>
<td>Sunday 11am – 1pm</td>
<td>18</td>
<td></td>
</tr>
</tbody>
</table>
How many AGPs would be required if all teams were moved to 3G?

Based on moving all teams to play their matches on 3G in line with the programme in Table 10.7 it can be seen that:

- 2.4 AGP’s would be required to accommodate the 27 5v5 teams and 32 7v7 teams, based on the programming above, and separate start times for 5v5 and 7v7. The overall need therefore is three AGPs to accommodate all demand, which includes some spare capacity for growth.
- 3.2 AGP’s would be required to accommodate the 33 9v9 teams, based on the programming above. The overall need therefore is four AGPs to accommodate all demand, which includes some spare capacity for growth.
- 11.3 AGP’s would be required to accommodate the 57 11v11 (youth) teams, based on the programming above. The overall need therefore is 12 AGPs to accommodate all demand, which includes some spare capacity for growth.
- 1 AGP would be required to accommodate the 16 11v11 (adult Saturday) teams, based on the programming above.
- 18 AGP’s would be required to accommodate the 42 11v11 (adult Sunday) teams, based on the programming above.

Even with the addition of a new 3G pitch as proposed there would not be enough capacity to accommodate demand based on having 4 accessible 3G pitches in the Borough. If teams were to play out of the peak times then more matches could be accommodated on 3G. Even by removing some of the existing matches from grass pitches however would reduce over play and in the long term should improve quality.

Artificial Grass Pitches summary

- There are several types of surface that fall into the category of artificial grass pitch (AGP). The three main groups are rubber crumb (third generation turf 3G), sand (filled or dressed) and water based. A full size pitch is considered to be 100x60 yards.
- The FPM reports that Telford and Wrekin UA has 7 AGPs which are all located in Telford urban area.
- The FPM reports that there is unmet demand of 0.10 of one pitch which is very low and indicating good overall provision. This can be attributed to residents living in the more rural areas of Telford and Wrekin UA being located further than a 20 minute drive from an AGP.
- The FPM indicates that the pitches are operating at between 82% and 100%. 4 of the 5 sand based AGPs are used to capacity for hockey at the weekends.
- The FPM reports the majority of the facilities are sand based pitches designed primarily for hockey with the 2 3G pitches designed for football. However all of the sand based AGPs are heavily used for football, particularly in the weekday peak period.
- The FPM reports that the relative share of facilities for residents of Telford and Wrekin UA is high (41) suggesting that there are very good opportunities for AGP based pitch sports in the Authority.
- Comparison between the FPM and Playing Pitch Strategy capacity are not possible as the FPM looks at Monday to Sunday usage as opposed the PPS which has looked at peak usage: weekdays 6 – 10pm and 10am – 6pm at weekends.
- The PPS audit identified 11 sites and a total of 14 pitches (four 3Gs and six sand filled astro turf pitches, one water based and 3 smaller AGP/3G pitches/provisions).
- There is a balance of 3G provision with the exception of a stadia pitch. Stadia provision meets Step 7 requirements and therefore fills the current gap identified within the National League System.
- A number of AGP/3G pitches are not accessible to the community and include Thomas Telford, Madeley Academy, Harper Adams.
- There are proposals to build an additional 3G in the South to replace the AGP at Madeley.
Court Sports Centre.

- Only the 3G pitch at TCAT is on the FA approved register and can be used for competitive fixtures. Currently there is no spare capacity on this site. If there were as the quality of the pitch has been assessed as good it would be able to accommodate 3 games per week.
- There is significant capacity across the AGPs in Telford and Wrekin with the exception of the TCAT Dome. However, there will be some times that teams and clubs would prefer not to train (9-10pm slots) or compete (traditional kick off times). None of the pitches are being overused. However, this can only be used for training purposes for football as TCAT is the only facility on the FA approved register.
- There are no 3G pitches that comply with World Rugby Regulation 22 standards and therefore cannot be used for training or competitive matches.
- It is estimated that one full size AGP can service 56 teams. On the basis there are 207 teams playing competitive football in Telford and Wrekin, there is a recommended need for 3.7 full size 3G pitches. Currently there are four 3G pitches, one with No community access and only one facility on the FA approved register.
- Considering current demand (number of additional teams clubs stated they could field if they had access to more facilities within their area and demand generated through market segmentation) there would be an additional 49 teams generating demand for an additional 3G.
- Based on projecting future populations and the number of new teams that would be generated in Telford and Wrekin there would be demand from an additional 30 teams in need.
- Through consultation some teams expressed that some facilities were costly and therefore prohibitive to participation.
- For pitches in their control Telford and Wrekin Council have honoured the same hire charge for a 3G pitches as they do for grass pitches.
- Some teams expressed that they weren’t prepared to use 3G pitches for competitive matches as they prefer to keep their traditional league kick off time, i.e. Sunday League only play on a Sunday morning.
- Through the Standard Code of Rules the Football Association has sanctioned the use of 3G artificial grass pitches in affiliated match play.
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


In 2017, five years after the Olympic Games, Sport England aspires to transforming sport in England so that it is a habit for life for more people and a regular choice for the majority. The strategy will:

- See more people starting and keeping a sporting habit for life
- Create more opportunities for young people
- Nurture and develop talent
- Provide the right facilities in the right places
- Support local authorities and unlock local funding
- Ensure real opportunities for communities

Sport England Strategy (2011/12 – 2014/15)

The vision is for England to be a world leading sporting nation where many more people choose to play sport. There are five strategic themes including:

- Maximise value from current NGB investment
- Places, People, Play
- Strategic direction and market intelligence
- Set criteria and support system for NGB 2013-17 investment
- Market development

Sport England Youth and Community Strategy 2012 – 2017

Launched in January 2012 the strategy sets out how Sport England will invest over one billion pounds of National Lottery and Exchequer funding during the five year plan period. The investment will be used to create a lasting community sport legacy by growing sports participation at the grassroots level following the 2012 London Olympics.

The aim by 2017 is to ensure that playing sport is a lifelong habit for more people and a regular choice for the majority. A specific target is to increase the number of 14 to 25 year olds playing sport. To accomplish these aims the strategy sets out a number of outcomes:

- 4,000 secondary schools in England will be offered a community sport club on its site with a direct link to one or more NGBs, depending on the local clubs in a school’s area.
- County sports partnerships will be given new resources to create effective links locally between schools and sport in the community.
- All secondary schools that wish to do so, will be supported to open up, or keep open, their sports facilities for local community use and at least a third of these will receive additional funding to make this happen.
- At least 150 further educational colleagues will benefit from a full time sports professional who will act as a College Sport Maker.
- Three quarters of university students aged 18-24 will get the chance to take up a new sport or continue playing a sport they played at school or college.
A thousand of our most disadvantaged local communities will get a Door Step Club.

Two thousand young people on the margins of society will be supported by the Dame Kelly Holmes Legacy Trust into sport and to gain new life skills.

Building on the success of the Places People Play, a further £100 million will be invested in facilities for the most popular sports.

A minimum of 30 sports will have enhanced England Talent Pathways to ensure young people and others fulfil their potential.

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 and qualitative deficiencies and 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 sites, including playing fields, should not be built on unless:

- An assessment has been undertaken, which has clearly shown that the site 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 methodology to undertake such assessments should be informed by best practice including Sport England’s Guidance ‘Developing a Playing Pitch Strategy’ and ‘Assessing Needs and Opportunities: A Companion Guide to PPG17’.

Despite PPG17 being replaced by the NPPF, the Companion Guide still offers relevant guidance about undertaking a needs assessment.

A Sporting Future for the Playing Fields of England

It is Sport England’s policy to object to any planning application, which will result in the loss of a playing field, unless it meets one of five exceptions as defined in ‘A Sporting Future for the Playing Fields of England’. Protection of playing fields was enhanced in 1998 with Circular 9/98 (replaced in 2009 by Circular 02/09), which stipulates that where a local authority is minded to grant planning permission against Sport England’s advice on land owned by a local authority or used for educational purposes, then the application should be referred to the relevant Government Office for possible ‘call in’.
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 four areas where the new strategy will impact are:

- **Boosting Participation**: Building on the increases in boys and girls participation and growth in disability football, while delivering more varied formats of the game to address the drop in traditional 11v11 weekend football among adult males.

- **Developing better players**: £4million per year – including an annual £2million investment from the government – will be invested in grassroots coaching. There will be a network of County Coaches – tasked with improving and supporting coaching across grassroots football with club mentoring programmes. The extension of coach bursaries will get more women and people from diverse backgrounds into the profession and there will be a drive to get more top level grassroots coaches into the game.

- **Better training and facilities**: The FA is committing £48million – directly through its funding of the Football Foundation as well as investment in 100 new turf pitches and improvements to a further 2,000 as part of The FA’s Pitch Improvement Plan. Further funds have also been dedicated to building 30 new football hubs across key cities – with a pilot scheme already under way in Sheffield – with the Government committed to providing £8m per year over five years to support The FA’s contribution.

- **Football workforce**: Football will become more representative of the communities it serves through inclusion initiatives. The FA is also rolling out technology to run the game more efficiently and create direct lines of communication with players across all grassroots leagues making football truly integrated.


The recently launched National Facilities Strategy sets out the FA’s long term vision for development of facilities to support the National Game. It aims to address and reflect the facility needs of football within the National Game. The National Game is defined as all non-professional football from Steps 1-7 of the National League System down to recreational football played on open public space. The role of facilities will be crucial in developing the game in England. One of the biggest issues raised from ‘the Big Grassroots Football Survey’ by that of 84% respondents, was ‘poor facilities’.

The FA’s vision for the future of facilities in England is to build, protect and enhance sustainable football facilities to improve the experience of the nation’s favourite game. It aims to do this by:

- **Building** - Provide new facilities and pitches in key locations to FA standards in order to sustain existing participation and support new participation.

- **Protecting** - Ensure that playing pitches and facilities are protected for the benefit of current and future participants.

- **Enhancing** - Invest in existing facilities and pitches, ensuring that participation in the game is sustained as well as expanded.

The Strategy commits to delivering in excess of £150m (through Football Foundation) into facility improvements across the National Game in line with identified priorities:

- Natural grass pitches improved – target: 100
- A network of new AGPs built – target 100
- A network of refurbished AGPs – target 150
- On selected sites, new and improved changing facilities and toilets
Continue a small grants programme designed to address modest facility needs of clubs

Ongoing support with the purchase and replacement of goalposts

It also commits to:

- Direct other sources of investment into FA facility priorities
- Communicate priorities for investment across the grassroots game on a regular basis
- Work closely with Sport England, the Premier League and other partners to ensure that investment is co-ordinated and targeted


‘Champion Counties’ continues to focus on the four pillars, as identified in the ECB’s previous strategy: Grounds to Play. The pillars are:

- Energising people and partnerships to deliver national goals at local level:
  - Having streamlined the management of ECB and established County Cricket Boards, where feasible, services currently provided from the centre will be transferred to County Boards;
  - To increase the number of volunteers to 80,000 by 2017
  - To provide up to £5 million of interest free loans and to work with schools and facilities in inner city areas to provide greater community use by 2017.
  - To provide funding of £6.15m to the Cricket Foundation to ensure that two million children are introduced to cricket within the school system.

- Vibrant domestic game.

- Enhancing facilities, environments and participation:
  - To support clubs in winning a minimum of £5 million in funding grants from the Sport England inspired facilities fund.
  - Increase participation in women’s and disabilities cricket by 10% in the period through 2017.
  - The Cricket Foundation’s ‘Chance to Shine’ programme has been an outstanding success in reintroducing cricket into state schools by introducing one million children to the game. ECB will prioritise investment in the programme;

- Successful England teams.

The following actions executed during the duration of ‘Grounds to Play’ provide a strong base for this plan. Actions include:

- Streamlining ECB governance
- Building participation by more than 20% per annum (as measured through ECB focus clubs and County Cricket Boards)
- Developing women’s cricket
- Attracting volunteers
- Expanding cricket’s spectator base
- Introducing grants and loans to clubs
- Developing disabilities cricket

This plan therefore influences ‘Grounds to Play’ in the areas of facilities and coaches, which is where ECB investment will be focussed. Partnership funding and support will play a key role in the delivery of actions and maintaining the strength of the pillars.

The recently launched 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 470 grass root clubs and 1500 players there is a continuing need to invest in community club facilities in order to:

- Create a platform for growth in club rugby participation and membership, especially with a view to exploiting the opportunities afforded by RWC 2015.
- 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

The Rugby Football League Facility Strategy
The RFL’s Facilities Strategy was published in 2011. The following themes have been prioritised:

- Clean, Dry, Safe & Playable
- Sustainable clubs
- Environmental Sustainability
- Geographical Spread
- Non-club Facilities

The RFL Facilities Trust website [www.rflfacilitiestrust.co.uk](http://www.rflfacilitiestrust.co.uk) provides further information on:

- The RFL Community Facility Strategy
- Clean, Dry, Safe and Playable Programme
- Pitch Size Guidance
- The RFL Performance Standard for Artificial Grass Pitches
- Club guidance on the Annual Preparation and Maintenance of the Rugby League Pitch

Further to the 2011 Strategy detail on the following specific programmes of particular relevance to pitches and facility planning are listed below and can be found via the trust link (see above):

- The RFL Pitch Improvement Programme 2013 – 2017
Clean, Dry and Safe programmes 2013 - 2017

**England Hockey (EH)**

*The right pitches in the right places*[^1]

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.
- Clubs First 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.

[^1]: The right pitches in the right places
## APPENDIX 2: REQUIREMENTS OF STEP SYSTEM

<table>
<thead>
<tr>
<th>Step/Grade</th>
<th>Min Capacity</th>
<th>Pitch Barrier</th>
<th>Technical area</th>
<th>Floodlights</th>
<th>Turnstiles</th>
<th>Spectator Accommodation</th>
<th>Press seating</th>
<th>Toilets within ground</th>
<th>Players Changing</th>
<th>Match Officials Changing</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>No minimum and no boundary fencing required</td>
<td>Post and rope around all sides that accommodate spectators. Minimum of 1.83m (ideally 2m) away from touchline and if hard standing exists (not compulsory) it should be minimum of 0.9 metres width.</td>
<td>Not essential but it is desirable that a technical area exists within the laws of the game</td>
<td>Not compulsory</td>
<td>Not required, however where one exists it must be fixed and fully operational</td>
<td>No specific requirements for accommodation</td>
<td>None Required</td>
<td>Provision should be made for adequate toilet facilities</td>
<td>Existing must be 12m², with 4 shower heads and adequate Toilet s for players. New build 18m².</td>
<td>Minimum 4m², 1 shower and access to toilets (not necessarily inside the Changing room). New build 6m².</td>
</tr>
<tr>
<td>Step/Grade</td>
<td>Min Capacity</td>
<td>Pitch Barrier</td>
<td>Technical area</td>
<td>Floodlights</td>
<td>Turnstiles</td>
<td>Spectator Accommodation</td>
<td>Press seating</td>
<td>Toilets within ground</td>
<td>Players Changing</td>
<td>Match Officials Changing</td>
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</tr>
<tr>
<td>Entry to Step 6/ H</td>
<td>No minimum, but ground must be enclosed with fencing 1.83m high</td>
<td>1.1m high and 1.83 m away from touchline (ideally 2m). Hard standing width of 0.9m on spectator side of barrier on a minimum of 2 adjacent sides from the entrance.</td>
<td>Same side of pitch, ideally 3m apart and seat 8 people or 4m in length</td>
<td>Average lux of 120 for existing or 180 lux must be provided for new</td>
<td>1 required or A pay box.</td>
<td>Can be on 1 side only. 50 minimum covered. No allocation required for Directors</td>
<td>None Required</td>
<td>2 WC’s should be required</td>
<td>Existing must be 12m2, with 4 shower heads, 1 wash hand basin, 1 WC. New build 18m2.</td>
<td>Minimum 4m2,1 shower, 1 WC (exclusive use but not necessarily en suite) and 1 wash hand basin. New build 6m2. Provision for both male and female officials required.</td>
</tr>
<tr>
<td>Step/Grade</td>
<td>Min Capacity</td>
<td>Pitch Barrier</td>
<td>Technical area</td>
<td>Floodlights</td>
<td>Turnstiles</td>
<td>Spectator Accommodation</td>
<td>Press seating</td>
<td>Toilets within ground</td>
<td>Players Changing</td>
<td>Match Officials Changing</td>
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<tr>
<td>6/ G</td>
<td>No minimum, but ground must be enclosed with fencing 1.83m high</td>
<td>1.1m high and 1.83 m away from touchline (ideally 2m). Hard standing width of 0.9m on spectator side of barrier on a minimum of 2 sides on adjacent sides from the entrance.</td>
<td>Same side of pitch, ideally 3m apart and seat 8 people or 4m in length</td>
<td>Average lux of 120 for existing or 180 lux must be provided for new</td>
<td>1 required or a pay box.</td>
<td>Can be on 1 side but preferably 2 sides. 100 minimum covered of which 50 must be seated and located in one stand. No allocation required for Directors</td>
<td>None Required</td>
<td>None</td>
<td>None</td>
<td>Minimum 4m2, 1 shower, 1 WC and 1 wash hand basin. New build 6m2. Provision for both male and female officials required.</td>
</tr>
<tr>
<td>5/ F</td>
<td>No minimum, but ground must be enclosed with fencing 1.83m high</td>
<td>1.1m high and 1.83 m away from touchline (ideally 2m). Hard standing width of 0.9m on spectator side of barrier on a minimum of 3 sides.</td>
<td>Same side of pitch, ideally 3m apart and seat 8 people or 4m in length</td>
<td>Average lux of 120 for existing or 180 lux must be provided for new</td>
<td>1 required or a pay box.</td>
<td>Can be on 1 side but preferably on 2 sides of ground. 200 minimum covered of which 100 must be seated (can be 2 stands each 50) 16 seats allocated to Directors. Public address system required.</td>
<td>None Required</td>
<td>Male: 2 urinals or equivalent and 1 WC. Female: 2WC’s</td>
<td>Existing must be 12m2, with 4 shower heads, 1 wash hand basin, 1 WC. New build 18m2.</td>
<td>Minimum 4m2, 1 shower, 1 WC and 1 wash hand basin. New build 6m2. Provision for both male and female officials required.</td>
</tr>
<tr>
<td>Step/ Grade</td>
<td>Min Capacity</td>
<td>Pitch Barrier</td>
<td>Technical area</td>
<td>Floodlights</td>
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<tr>
<td>Seeking promotion from 5-4/ E</td>
<td>1,000</td>
<td>1.1m high and 1.83 m away from touchline (ideally 2m). Must be in filled so ball can’t pass through. 0.9m hard standing on all 4 areas of the ground</td>
<td>Same side of pitch, ideally 3m apart and seat 8 people or 4m in length</td>
<td>Average lux of 120 for existing or 180 lux must be provided for new</td>
<td>2 required with 0.9m hard standing to all spectator areas.</td>
<td>Preferably on at least 2 sides of ground. 250 minimum covered of which 150 must be seated in not more than 2 stands (no stand can have less than 50 seats). 16 seats allocated to Directors. Also need separate Directors room for hospitality serving minimum 16 people. Separate medical room required, not accessed through changing rooms. Public address system required.</td>
<td>Minimum 2 with lights and writing facilities</td>
<td>Male: 2 urinals or equivalent and 1 WC. Female: 2WC’s</td>
<td>Existing must be 12m2, with 4 shower heads, 1 wash hand basin. Bell buzzer required.</td>
<td>Minimum 4m2, 1 shower, 1 WC and 1 wash hand basin. Bell buzzer required.</td>
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<td>Step/ Grade</td>
<td>Min Capacity</td>
<td>Pitch Barrier</td>
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<td>Floodlights</td>
<td>Turnstiles</td>
<td>Spectator Accommodation</td>
<td>Press seating</td>
<td>Toilets within ground</td>
<td>Players Changing</td>
<td>Match Officials Changing</td>
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<tr>
<td>4/ D</td>
<td>1,300 with potential to increase to 1,950</td>
<td>1.1m high and 1.83m away from touchline (ideally 2m). Must be in filled so ball can't pass through. 0.9m hard standing on all 4 areas of the ground</td>
<td>Same side of pitch, ideally 3m apart and seat 8 people or 4m in length</td>
<td>Average lux of 120 for existing or 180 lux must be provided for new</td>
<td>2 required with 0.9m hard standing to all spectator areas.</td>
<td>Preferably on at least 2 sides of ground. 300 minimum covered of which 150 must be seated in not more than 2 stands (no stand can have less than 50 seats). 24 seats allocated to Directors. Also need separate Directors room for hospitality serving minimum 24 people. Separate medical room required, not accessed through changing rooms. Public address system required.</td>
<td>Minimum 2 with lights and writing facilities</td>
<td>Male: 2 urinals or equivalent and 1 WC. Female: 2WC’s</td>
<td>Existing must be 12m2, with 4 shower heads, 1 wash hand basin, 1 WC. New build 18m2.</td>
<td>Minimum 4m2, 1 shower, 1 WC and 1 wash hand basin. Bell buzzer required. New build 6m2. Provision for both male and female officials required.</td>
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<td>Technical area</td>
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<td>Spectator Accommodation</td>
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<td>Toilets within ground</td>
<td>Players Changing</td>
<td>Match Officials Changing</td>
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<td>3/ C</td>
<td>1,950, with potential to increase to 3,000</td>
<td>1.1m high and 1.83 m away from touchline (ideally 2m). Must be in filled so ball can’t pass through. 0.9m hard standing on all 4 areas of the ground</td>
<td>Same side of pitch, ideally 3m apart and seat 8 people or 4m in length</td>
<td>Average lux of 120 for existing or 180 lux must be provided for new</td>
<td>3 required with 0.9m hard standing to all spectator areas. Preferably on 2 sides of ground. 500 minimum covered of which 250 must be seated (no more than 2 stands, minimum of 50 per stand). 24 seats allocated to Directors. Also need separate Directors room for hospitality serving minimum 24 people. Separate medical room required, not accessed through changing rooms. Public address system required.</td>
<td>4 with lights and writing facilities</td>
<td>Male: 4 urinals or equivalent and 2 WC’s. Female: 2WC’s</td>
<td>Existing must be 12m2, with 4 shower heads, 1 wash hand basin, 1 WC. New build 18m2.</td>
<td>Minimum 4m2, 1 shower, 1 WC and 1 wash hand basin. Bell buzzer required. New build 6m2. Provision for both male and female officials required.</td>
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<td>Technical area</td>
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<td>Spectator Accommodation</td>
<td>Press seating</td>
<td>Toilets within ground</td>
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<td>2/ B</td>
<td>3,000, with potential to increase to 4,000</td>
<td>1.1m high and 1.83 m away from touchline (ideally 2m). Must be in filled so ball can’t pass through. 0.9m hard standing on all 4 areas of the ground</td>
<td>Same side of pitch, ideally 3m apart and seat 11 people or 5.5m in length</td>
<td>Average lux of 180</td>
<td>6 required with 0.9m hard standing to all spectator areas. Preferably on 2 sides of ground. 500 minimum covered of which 250 must be seated and located in one stand. 24 seats allocated to Directors. Also need separate Directors room for hospitality serving minimum 24 people. Separate medical room required, not accessed through changing rooms. Public address system required</td>
<td>6 with lights and writing facilities</td>
<td>Male: 4 urinals or equivalent and 2 WC’s. Female: 2WC’s</td>
<td>Must be 18m2. with 4 shower heads, 1 wash hand basin, 1 WC.</td>
<td>Minimum 4m2, 1 shower, 1 WC and 1 wash hand basin. Bell buzzer required. New build 6m2.</td>
<td>Provision for both male and female officials required.</td>
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<td>1/ A</td>
<td>4,000, with potential to increase to 5,000</td>
<td>1.1m high and 2.25 m away from touchline (ideally 2.75m). Must be in filled so ball can’t pass through. 1m hard standing on all 4 areas of the ground</td>
<td>Same side of pitch, ideally 3m apart and seat 11 people or 5.5m in length</td>
<td>Average lux of 250</td>
<td>8 required with 1m hard standing to all spectator areas.</td>
<td>Preferably on 2 sides of ground. 500 minimum covered of which 250 must be seated and located in one stand. 24 seats allocated to Directors. Also need separate Directors room for hospitality serving minimum 24 people. Separate medical room required, not accessed through changing rooms. Public address system required</td>
<td>12 with lights and writing facilities</td>
<td>Male: 4 urinals or equivalent and 2 WC’s. Female: 2WC’s</td>
<td>Must be 18m2, with 4 shower heads, 1 wash hand basin, 1 WC and 2 urinals.</td>
<td>Minimum 6m2, 1 shower, 1 WC and 1 wash hand basin. Bell buzzer required. New build 6m2. Provision for both male and female officials required.</td>
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## APPENDIX 3

### Telford and Wrekin Football Teams

<table>
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<tr>
<th>Club Name</th>
<th>Adult</th>
<th>Youth All Formats</th>
<th>Mini</th>
<th>Foreign Team Count</th>
<th>Total This LA</th>
<th>Charter Standard 13/14</th>
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