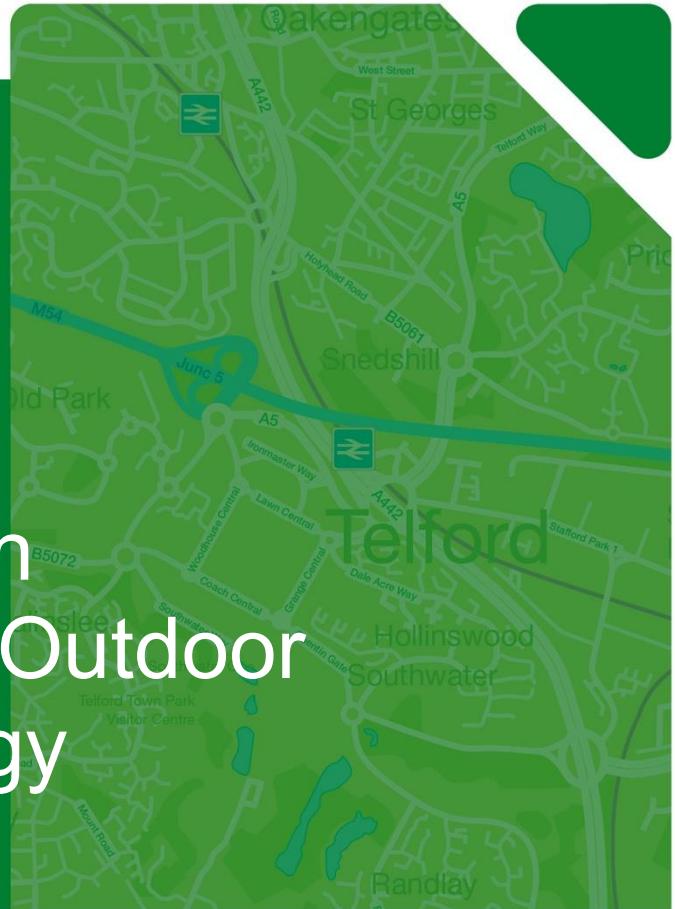




Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

Telford and Wrekin Playing Pitch and Outdoor Recreation Strategy Assessment Report



2025 - 2035



TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

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ABBREVIATIONS

| | |
|-------|---|
| 3G | Third Generation (artificial turf) |
| AGP | Artificial Grass Pitch |
| BC | Bowls Club |
| CFA | County Football Association |
| CC | Cricket Club |
| ECB | England and Wales Cricket Board |
| EH | England Hockey |
| EN | England Netball |
| FA | Football Association |
| FC | Football Club |
| FF | Football Foundation |
| FIFA | Fédération Internationale de Football Association |
| FE | Further Education |
| HE | Higher Education |
| GMA | Grounds Management Association |
| GPMF | Grass Pitch Maintenance Fund |
| GIS | Geographical Information Systems |
| HC | Hockey Club |
| KKP | Knight, Kavanagh and Page |
| LMS | Last Man Stands |
| LFFP | Local Football Facilities Plan |
| LTA | Lawn Tennis Association |
| MUGA | Multi use games area |
| NFFS | National Football Facilities Strategy |
| NGB | National Governing Body |
| NLS | National League System |
| NPPF | National Planning Policy Framework |
| PPORS | Playing Pitch & Outdoor Recreation Strategy |
| PQS | Performance Quality Standard |
| RFL | Rugby Football League |
| RFU | Rugby Football Union |
| RUFC | Rugby Union Football Club |
| S106 | Section 106 |
| SE | Sport England |
| SFA | Shropshire Football Association |
| TWC | Telford & Wrekin Council |
| TC | Tennis Club |
| TGR | Team generation rate |
| U | Under |
| WR | World Rugby |
| WNLS | Women's National League System |

TELFORD & WREKIN PLAYING PITCH STRATEGY AND OUTDOOR RECREATION STRATEGY

PART 1: INTRODUCTION AND METHODOLOGY

1.1: Introduction

Knight Kavanagh & Page (KKP) has been commissioned to undertake a Playing Pitch & Outdoor Recreation Strategy (PPORS) for Telford & Wrekin Council (TWC). This will provide the necessary robustness and direction to inform decisions affecting relevant provision within the local authority area.

This report, known as the Assessment Report, presents a supply and demand assessment of playing pitch facilities in the area. It is delivered in accordance with Sport England's Playing Pitch Strategy (PPS) Guidance, which details five stages for the developing the study:

- ◀ Stage A: Prepare and tailor the approach.
- ◀ Stage B: Gather information and views on the supply of and demand for provision.
- ◀ Stage C: Assess the supply and demand information and views.
- ◀ Stage D: Develop the strategy.
- ◀ Stage E: Deliver the strategy and keep it robust and up to date.

Stages A to C are covered in this report, with Stage D covered in the proceeding strategy document and Stage E ongoing once the work has been approved. The lifespan of a PPS (or in this instance a PPORS) is three years, although this can be increased if it is kept up to date. As part of the Stage E process, the PPORS should be reviewed on an annual basis from the date it is formally signed off.

1.2: Stage A: Prepare and tailor the approach

Why the Strategy is being developed

The PPORS will replace the existing Telford & Wrekin Playing Pitch Strategy and Action Plan adopted in 2016. An amended and extended draft with additional sports was drafted in 2021. However, the draft strategy was interrupted by the Covid-19 outbreak and as such was not formally adopted by the Council.

The purpose of the PPORS is to ensure that the Council has a framework for the prioritisation, provision and development of outdoor sports and recreation facilities across the public, private and independent sectors. It will support the implementation of the Local Plan policies relating to the protection, enhancement and provision of community sport and physical activity facilities and provide an evidence based framework to support negotiations with developers which may provide funding or other assistance to improve local provision.

It will also provide a robust evidence base to support funding bids from national sports bodies like Sport England and national governing bodies of sport (NGBs).

The Council has also commenced the preparation of a new Local Plan to replace the current adopted Telford & Wrekin Local Development Plan and the PPORS will be used to inform policies for the new Local Plan and recommend strategic priorities and actions for delivery.

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From a non-planning perspective, the PPORS is key in order to inform how future direction on aims and objectives for sports delivery, including the identification of projects which can draw in investment and funding and help to understand future pressures relating to the management and maintenance of facilities.

In full, the Council's aims of the PPORS are:

- ◀ Provide a documented assessment of current and future demand for outdoor sports facilities within the identified study area focusing on the assessment of quantity, quality and availability issues in relation to supply and demand (deficits and surpluses) equation.
- ◀ Review existing planning policy on playing pitches and inform planning policy within the emerging Telford & Wrekin Local Plan and associated developer contributions and infrastructure requirements.
- ◀ Identify all outdoor sports sites/facilities (inclusive of disused provision) to ensure they can be protected and improved for the long-term benefit of sport.
- ◀ Promote a sustainable approach to the provision of outdoor sports facilities and management of sports clubs.
- ◀ Ensure that there are enough facilities in the right place to meet current and projected demand.
- ◀ Ensure that all clubs have access to facilities of appropriate quality to meet current needs and long-term aspirations.
- ◀ Plan positively for the provision and use of shared spaces, including the identification of school facilities which could be utilised to address identified deficits in provision.
- ◀ Take account of outdoor sport facilities provided / proposed in neighbouring local authorities that presently service the sporting and recreational needs of residents (and vice versa), taking into consideration other local authority PPS findings.
- ◀ Ensure provision can meet future demand derived from housing growth and to guide the level of increased provision required; scenarios will be run based on numerous housing growth equations.
- ◀ Identify the opportunities for and evidence to support external funding bids and maximise support for outdoor sport and physical activity facilities and playing pitches.
- ◀ Provide the basis for ongoing monitoring and review of the use, distribution, function, quality, and accessibility of outdoor sport, physical activity facility provision, and playing pitches.

Local context

Telford & Wrekin is a borough and unitary authority, covering both urban and rural communities. The Borough's major settlement is Telford, which was designated a new town in the 1960s and incorporated the towns of Dawley, Madeley, Oakengates, and Wellington. With a population of over 179,900¹ (2019 mid-year estimate) it has a significantly younger population profile than the national average.

After the Telford conurbation, which includes the aforementioned towns, the next-largest settlement is Newport which is located in the northeast of the Borough and is not part of the original new town of Telford. The Borough borders Staffordshire but is surrounded by the unitary Council of Shropshire.

¹ https://apps.telford.gov.uk/localplan/draft_local_plan_high_resolution_new.pdf

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Telford & Wrekin Local Development Plan

The Telford & Wrekin Local Plan was adopted in January 2018 and covers the period 2011-31. It addresses the area's needs and opportunities on a range of topics including the economy, housing, community facilities, the built and natural environments and infrastructure.

The Local Plan applies to the whole of the local authority area. Policies NE3/4/5 and 6 of the Local Plan (Natural Environment) sets out the current policy position on the provision and protection of playing pitches as part of the wider network of open space in the Borough with the main emphasis on quality and accessibility; ensuring that people have access to good facilities and sufficient recreational space.

Local Plan review and update

The Council has commenced an update of the Local Plan. At present the new Local Plan will cover the period up to 2040. The purpose of a review is to take account of changing circumstances affecting the area, as well as any relevant changes in national policy.

The Borough is required to comply with regulations and ensure its Local Plan is up to date and in conformity with the revisions to the National Planning Policy Framework (NPPF). This approach provides the best means of protecting valued places and spaces and resisting unwanted speculative development.

Sustainable Communities (SCs)

Within the review of the Local Plan the Council identifies three Sustainable Communities (SC's) in the north of Telford & Wrekin which collectively proposes 7,900 new dwellings. The table below shows the three areas proposed.

Table 1.1: Proposed Sustainable Communities (SCs)² locations

| Site | Size | Proposed use | Proposed housing numbers | Proposed employment land (gross) |
|--|-------|--------------|--------------------------|----------------------------------|
| Land North of A442 Wheat Leasows (Wappenshall) | 253ha | Mixed use | 3,100 | 44ha |
| Land North East Muxton | 182ha | Mixed use | 2,700 | 5.6ha |
| Land at Bratton | 113ha | Mixed use | 2,100 | 3.5ha |

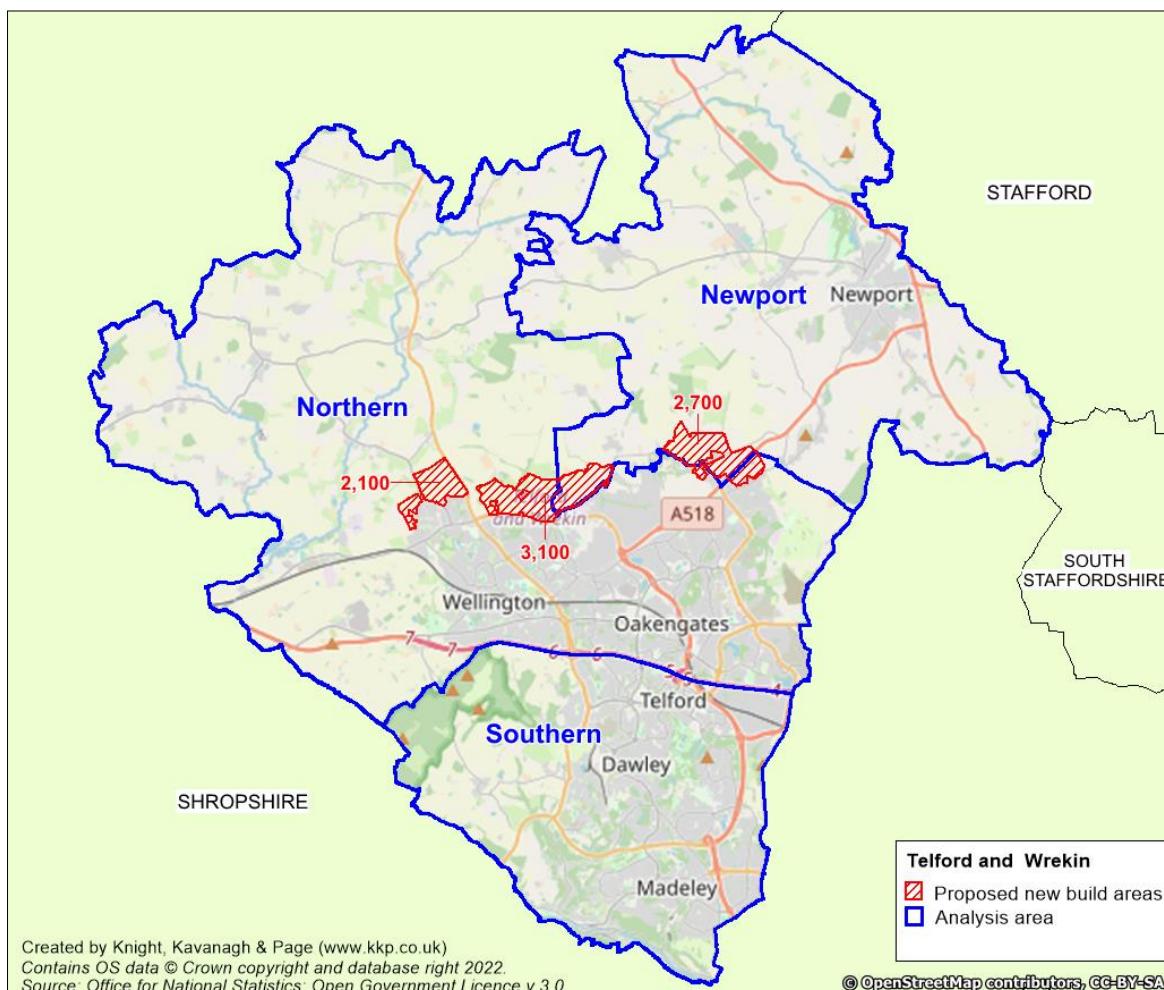
Given the size of these developments, there is going to be a need for additional sporting facilities to cater for the additional demand. The outcomes of this study will help to inform the need for outdoor sports provision.

The map below shows the location of the proposed Sustainable Communities against the analysis areas.

² [Proposed Sustainable Communities \(SC's\) - Local Plan \(telfordandwrekinlocalplan.co.uk\)](http://telfordandwrekinlocalplan.co.uk)

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Figure 1.1: Map of the proposed Sustainable Communities (SC's) including analysis areas



National Planning Policy Framework

As part of the PPORS informing local planning policy, there is a need for it to conform with the National Planning Policy Framework (NPPF). One of the core planning principles of this is to improve health, social and cultural wellbeing for all and deliver sufficient community and cultural facilities and services to meet local needs.

Section eight of the NPPF deals specifically with the topic of healthy communities, with Paragraph 103 stating that “planning policies should be based on robust and up-to-date assessments of the need for open space, sport and recreation facilities (including quantitative or qualitative deficits or surpluses) and opportunities for new provision. Information gained from the assessments should be used to determine what open space, sport and recreational provision is needed, which plans should then seek to accommodate.”

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Paragraph 104 sets three criterion that ensures existing open space, sports and recreational buildings and land, including playing fields and formal play spaces, should not be built on unless:

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

Paragraphs 106, 107, and 108 set the parameters for the designation of Local Green Space. Such spaces may include playing fields and playing pitches.

Management arrangements

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

Further to this, a Steering Group is and has been responsible for the direction of the PPORS from a strategic perspective. Its role is also to support, check and challenge the work of the project team. The Steering Group comprises representatives from the Council (including officers from planning, public health and education), Energize (Active Partnership), Sport England and the relevant national governing bodies of sport (NGBs).

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

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

Scope

The scope of the PPORS will focus geographically on all local provision, regardless of ownership and management arrangements. Provision included within the project is as follows:

- ◀ Football
- ◀ Third Generation turf (3G) pitches.
- ◀ Cricket.
- ◀ Rugby union.
- ◀ Hockey (artificial grass pitches).
- ◀ Rugby league.
- ◀ Tennis.
- ◀ Netball.
- ◀ Bowls.
- ◀ Athletics.
- ◀ Golf.
- ◀ Outdoor water sports.
- ◀ Open water swimming.

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- ◀ Cycling.
- ◀ Other grass pitch sports such as angling, American football rounders and baseball/softball.

As well as considering current supply and demand, the PPORS will incorporate future demand to 2040 (in line with the Local Plan review).

Study area

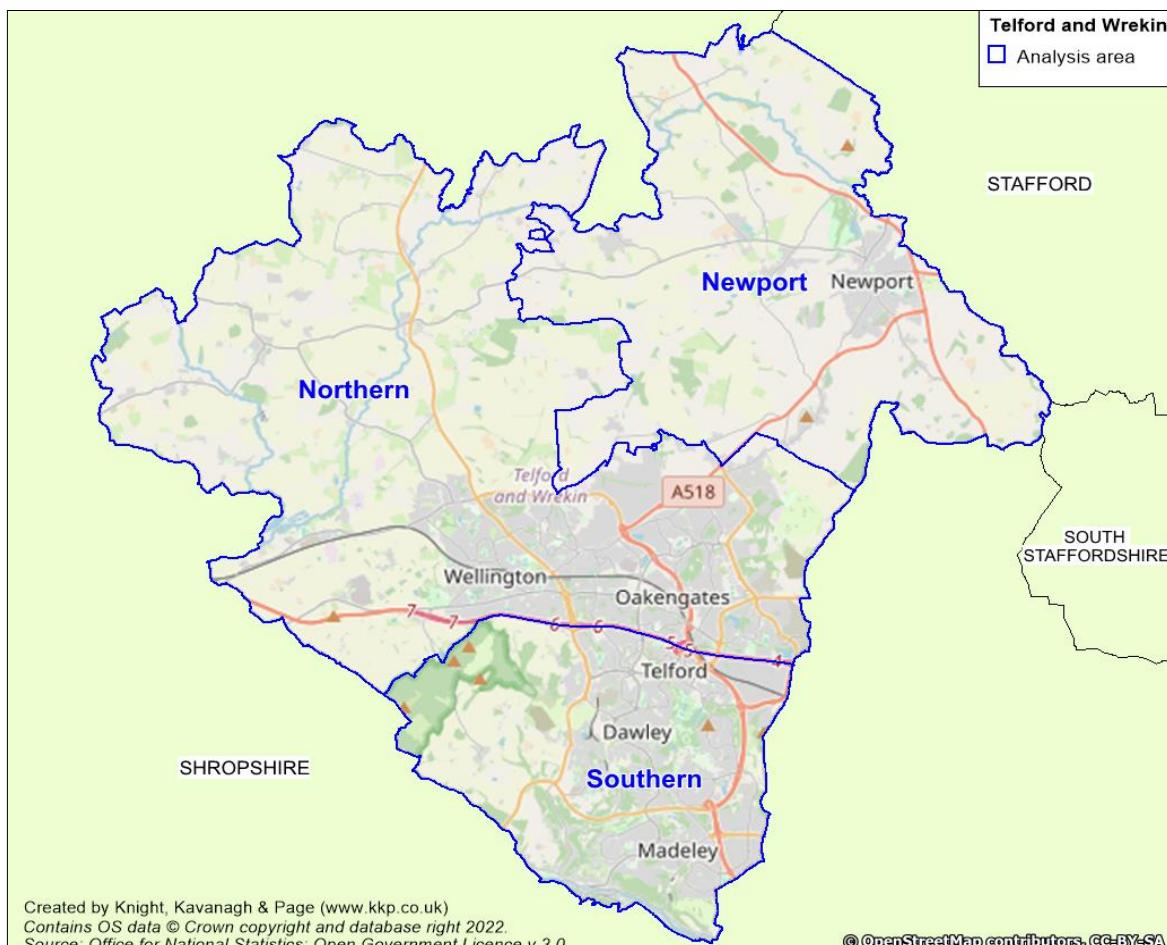
The assessment covers the boundary area of Telford & Wrekin; however, the data gathered has been presented in such a way as to be further analysed by smaller analysis areas.

On this basis, Telford & Wrekin has been broken down into three analysis/district areas as seen below.

- ◀ Northern.
- ◀ Southern.
- ◀ Newport.

For consistency, these analysis areas are the same as the previous study.

Figure 1.2: Map of Telford & Wrekin including analysis areas



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

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facilities irrespective of administrative boundaries. Neighbouring authorities include Shropshire, Stafford and South Staffordshire.

The current PPS positions for all neighbouring authorities are as follows: Shropshire PPOSS has recently had a Stage E update (2024) of its 2020 PPOSS, the Stafford PPS was completed in 2019, and the South Staffordshire PPS was completed in 2020.

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

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

Gather supply information and views – an audit of provision

Quantity

Where known, all playing pitch facilities are included within the PPORS, irrespective of ownership, management and use.

Sites have been initially identified using Sport England's Active Places web-based database, with the Council and NGBs supporting this process by checking and updating this initial data as well as by supplying their own affiliation data and booking information. For each site, the following details are recorded in the project database:

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

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

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

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

As far as possible, this report aims to capture all of the playing pitches within Telford & Wrekin; however, there may be instances that have led to omissions, such as unused school sites where access was not possible (although facilities at sites not accessed are still included within the study where provision is known to exist from other sources e.g., affiliation data or club/league consultation). Where provision has not been recorded within the report, it is still considered to exist for planning purposes and will continue to do so. Furthermore, any exclusion does not mean that the provision is not required from a supply and demand point of view.

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Accessibility

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

- ◀ **Community use** – facilities in public, voluntary, private or commercial ownership or management (including education sites) recorded as being available for hire and currently in use by teams/members/individuals (depending on the sport).
- ◀ **Available but unused** - facilities that are available for hire but are not currently used externally; this most often applies to school sites but can also apply to sites which are expensive to hire or particularly poor quality.
- ◀ **No community use** - facilities which are, as a matter of policy or practice, unavailable for external hire. This includes professional club pitches along with some semi-professional club pitches where play is restricted to the first or second team of the host club.
- ◀ **Disused playing field** – any sites where outdoor sports facilities were once provided but are no longer used, yet they remain undeveloped and could therefore be brought back into use.

The lawful use of a disused playing field is still that of a playing field until such time as it is developed for a non-pitch sport use or its use is formally changed through the planning system. There is no positive obligation, under planning law, for a playing field to be actively used as such.

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

Disused sites provide the opportunity to help address deficiencies in pitch sport if brought back into use or replaced in a more sustainable location to meet need. These sites will be assessed to establish whether they are surplus to meet an identified need in the area in which they are situated within this PPORS, should be retained and protected for future use or could be replaced in accordance with Sport England's Playing Field Policy and paragraph 104 of the NPPF.

In addition to above, there are some existing playing field sites which may be able to or have previously accommodated more pitches than are presently marked. Where known, these will be identified through the PPORS. There may also be sites which are no longer prepared and used for formal sport but serve another function, such as a public open space or park. These sites should not be considered disused as they continue to operate as part of the green infrastructure typology and remain playing field, which could be brought back into use with marked out playing pitches and have the potential to contribute to supply.

Quality

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

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

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

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

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

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

To ensure accurate findings, site assessments for each sport are carried out during the playing season for that sport. As such, the site assessments for sports played in the winter (i.e., football, rugby union, lacrosse and hockey) are conducted between November and February, whilst the sports played in the summer (i.e., tennis, bowls, cricket, rounders and rugby league) have assessments carried out between July and September.

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

Furthermore, technical assessments have also been provided, where undertaken, such as those carried out by the Grounds Maintenance Association (GMA), which now provides technical assessments across football, rugby union and cricket (known as PitchPower reports). PitchPower reports, where carried out, have informed the quality assessments for the PPORS to ensure the findings align (unless there is a clear reason for a differential e.g., recent improvements/deterioration).

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Gather demand information and views

Current demand

Presenting an accurate picture of current demand for playing pitches (i.e., recording how and when provision is used) is important when undertaking a supply and demand assessment. To that end, demand for provision in Telford & Wrekin tends to fall within the following categories:

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

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

Unmet demand is existing demand that is not getting access to provision. It is usually expressed, for example, when a team is in training but is unable to access a match pitch, or when a league has a waiting list due to a lack of provision, which in turn is hindering the growth of the competition. In comparison, latent demand is defined as the number of additional teams (or members) that could be accommodated if access to a sufficient number of playing pitch facilities (and ancillary provision) was available.

Exported and imported demand refers to those that are playing outside of their local authority area of choice. This therefore includes Telford & Wrekin-based demand that travels outside of the authority to access provision (exported demand), as well as demand from nearby authorities that travel into the area (imported demand). This can often be linked to capacity and/or quality issues within an authority.

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

Key providers and other users of provision have also been contacted, including schools and further/higher education establishments. This involves face-to-face meetings with secondary schools, colleges and universities and an online survey being sent to primary schools and independent schools.

Future demand

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

TELFORD & WREKIN PLAYING PITCH STRATEGY AND OUTDOOR RECREATION STRATEGY

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

Other information sources that were used to help identify future demand include:

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

All future demand projections across the PPORS for Telford & Wrekin cover the period up until 2040, in line with the Council's emerging Local Plan.

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

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

Understanding the situation at individual sites

Qualitative ratings are linked to a capacity rating derived from NGB guidance and tailored to suit a local area. For playing pitch sports, the quality and use of each pitch is assessed against recommended capacity to indicate how many match equivalent sessions provision could accommodate. Each pitch is then said to have potential spare capacity, be at capacity, or be overplayed – as follows:

| | |
|---|-------|
| Potential spare capacity: Play is below the level the site could sustain. | Green |
| At capacity: Play is at a level the site can sustain. | Amber |
| Overused: Play exceeds the level the site can sustain. | Red |

Pitches have a limit of how much play they can accommodate over a certain period of time before their quality, and in turn their use, is adversely affected. As the main usage of pitches is likely to be for matches, it is appropriate for the comparable unit to be match equivalent sessions but may for example include training sessions and informal use. One team accessing one whole pitch is considered to use the pitch for 0.5 match equivalent sessions per week based on them playing home and away fixtures on an alternate basis (therefore only requiring access to their home pitch every two weeks).

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

TELFORD & WREKIN PLAYING PITCH STRATEGY AND OUTDOOR RECREATION STRATEGY

Table 1.2: Capacity of playing pitches in match equivalent sessions

| Sport | Pitch type | Good | Standard | Poor |
|--------------|----------------------------|-------------------|-------------------|-------------------|
| Football | Adult pitches | 3 per week | 2 per week | 1 per week |
| Football | Youth pitches | 4 per week | 2 per week | 1 per week |
| Football | Mini pitches | 6 per week | 4 per week | 2 per week |
| Rugby union | Natural Inadequate (D0) | 2 per week | 1.5 per week | 0.5 per week |
| Rugby union | Natural Adequate (D1) | 3 per week | 2 per week | 1.5 per week |
| Rugby union | Pipe Drained (D2) | 3.25 per week | 2.5 per week | 1.75 per week |
| Rugby union | Pipe and Slit Drained (D3) | 3.5 per week | 3 per week | 2 per week |
| Rugby league | Adult pitches | 3 per week | 2 per week | 1 per week |
| Rugby league | Junior pitches | 3 per week | 2 per week | 1 per week |
| Cricket | One grass wicket | 5 per season | 4 per season | 0 per season |
| Cricket | One synthetic wicket | 60 per season | 60 per season | 60 per season |
| Hockey | One AGP | 4 matches per day | 4 matches per day | 0 matches per day |

More detailed sport specific capacity guidance is detailed within the relevant sections of this report. There is, however, no capacity guidance for 3G pitches, with availability and usage instead determined by a programme/hours-led approach.

Develop the current and future picture of provision

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

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

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

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

Identify the key findings and issues

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

TELFORD & WREKIN PLAYING PITCH STRATEGY AND OUTDOOR RECREATION STRATEGY

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

1.5: Develop the strategy (Stage D)

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

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

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

TELFORD & WREKIN PLAYING PITCH STRATEGY AND OUTDOOR RECREATION STRATEGY

PART 2: FOOTBALL

2.1: Introduction

The organisation's responsible for the development of football in Telford & Wrekin is Shropshire FA (SFA). 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 and delivering national football schemes.

Facility development for football is largely the responsibility of the Football Foundation (FF), which is a charity, linked to and funded by the Premier League, The FA and the Government (via Sport England). Working in partnership with the Shropshire FA, they help communities improve their local football facilities through grant funding.

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

Table 2.1: Football grass pitch formats

| Format/pitch type | Age range | Recommended pitch size (metres) | Recommended pitch size including runoff (metres) |
|-------------------|-----------|---------------------------------|--|
| Adult | U17s+ | 100 x 64 | 106 x 70 |
| Youth 11v11 | U15s-U16s | 91 x 55 | 97 x 61 |
| Youth 11v11 | U13s-U14s | 82 x 50 | 88 x 56 |
| Youth 9v9 | U11s-U12s | 73 x 46 | 79 x 52 |
| Mini 7v7 | U9s-U10s | 55 x 37 | 61 x 43 |
| Mini 5v5 | U7s-U8s | 37 x 27 | 43 x 33 |

Part 3 of this report captures supply and demand for third generation pitches (3G pitches), which is the artificial surface type for football.

Telford & Wrekin Local Football Facility Plan

To support the delivery of both the current and superseding FA National Game Strategy (NGS), the FA commissioned a nationwide consultancy project which was completed (in 2018). This involved the creation of a Local Football Facility Plan (LFFP) for every local authority across the Country, with each plan unique to its area as well as being diverse in its representation.

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

Each LFFP is informed by PPS findings (where present and current) regarding the formal and affiliated game. The LFFP for Telford & Wrekin was produced in 2018. As it is a 'live' document it should be updated following the completion of this study as an up-to-date supply and demand assessment may present findings and recommendations that need to be incorporated for investment purposes. LFFPs identify key projects to be delivered and act as an investment portfolio for projects that require potential funding through the FF.

TELFORD & WREKIN PLAYING PITCH STRATEGY AND OUTDOOR RECREATION STRATEGY

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

Consultation

In addition to face to face and video consultation with key clubs, an electronic survey was sent to all football clubs playing in Telford & Wrekin, distributed via Shropshire FA. A team response rate of 76% has been achieved, with this including the following clubs identified as being particularly key in the Authority:

- ◀ AFC Telford United.
- ◀ Ercall Colts Juniors FC.
- ◀ Nova United.
- ◀ NC United FC.
- ◀ Newport Town.
- ◀ Lawley Lightmoor.
- ◀ Randlay Colts Juniors FC.
- ◀ Sinclair United.
- ◀ Sparta FC.
- ◀ Telford Town.

2.2: Supply

The audit identifies a total of 134 grass football pitches within Telford & Wrekin across 56 sites, with 118 pitches across 47 sites identified as being available for community use. All 16 unavailable pitches are located at education sites.

Most available pitches in the Borough are in the Northern Analysis Area (73 pitches - 62% of available pitches), followed by the Southern Analysis Areas (32 pitches - 27% of available pitches). The Newport Analysis Area has the least number of pitches with 13 (11% of available pitches).

Table 2.2: Summary of grass football pitches available for community use

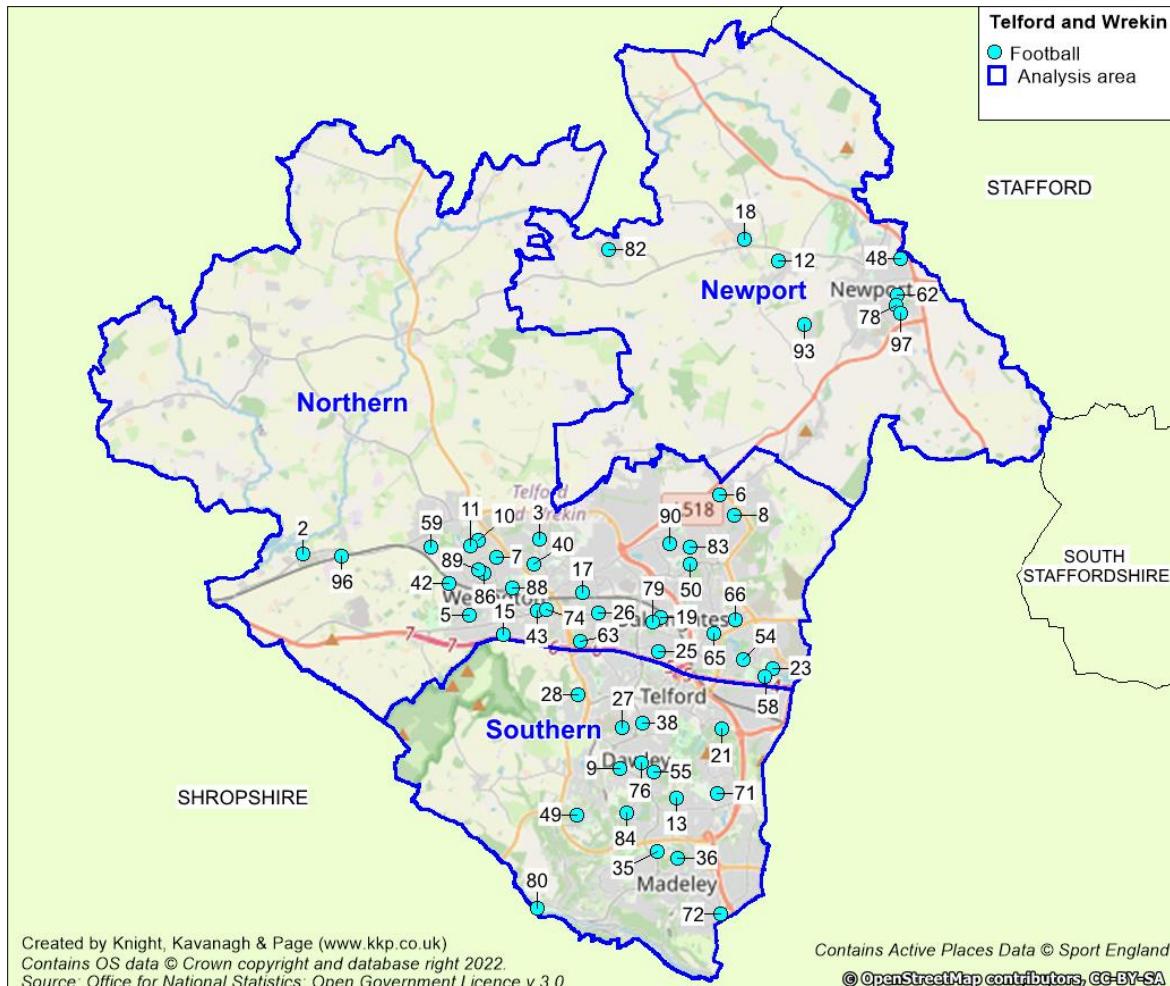
| Analysis area | Adult | Youth 11v11 | Youth 9v9 | Mini 7v7 | Mini 5v5 | Total |
|-----------------------------|--------------|--------------------|------------------|-----------------|-----------------|--------------|
| Newport | 4 | 3 | 3 | 1 | 2 | 13 |
| Northern | 16 | 15 | 19 | 16 | 7 | 73 |
| Southern | 8 | 4 | 8 | 7 | 5 | 32 |
| Telford & Wrekin | 28 | 22 | 30 | 24 | 14 | 118 |

As seen in the table above, most available pitches across Telford & Wrekin (30 pitches - 26%) are youth 9v9 size, whilst the fewest are mini 5v5 size (14 pitches – 12%).

Figure 2.1 below identifies the location of all grass football pitches across Telford & Wrekin. Please refer to Table 2.19 for a key to the map.

TELFORD & WREKIN PLAYING PITCH STRATEGY AND OUTDOOR RECREATION STRATEGY

Figure 2.1: Map of sites with football pitch provision within Telford & Wrekin



Disused sites/provision

There is just one site in Telford & Wrekin which no longer provides formal sports pitches and the whole playing field site is classified as being disused with no access or use: the Former Phoenix School.

Additionally, there are several sites which have previously accommodated football pitches which are no longer marked out but still function as public playing field.

All disused sites/provision are summarised in the table below.

Table 2.3: Summary of disused sites/provision within Telford & Wrekin

| Site ID | APP ID | Site name | Post code | Analysis area | Comments |
|---------|----------|--|-----------|---------------|--|
| 22 | 30007512 | Hollinswood Primary School and Nursery | TF3 2EP | Southern | Disused provision - Previously had one youth 11v11 football pitch marked. |
| 41 | 30008456 | Millbrook Primary School | TF1 6UJ | Northern | Disused provision - Previously had two mini 7v7 football pitch marked. |
| 60 | 6002025 | Rodington Playing Fields | SY4 4QS | Northern | Disused provision - Previously had one adult pitch marked. |

TELFORD & WREKIN PLAYING PITCH STRATEGY AND OUTDOOR RECREATION STRATEGY

| Site ID | APP ID | Site name | Post code | Analysis area | Comments |
|---------|----------|--|-----------|---------------|--|
| 61 | 30010754 | Short Wood Primary School | TF1 2JA | Northern | Disused provision - Previously had one mini 7v7 and one mini 5v5 football pitch marked. |
| 67 | 30004273 | St Lawrence CE VC Primary School | TF6 6DH | Newport | Disused provision - Previously had one mini 7v7 football pitch marked. |
| 69 | 30006086 | St Peter and St Paul Catholic Primary School | TF10 7HU | Newport | Disused provision - Previously had one mini 5v5 football pitch marked. |
| 87 | 30009756 | Windmill Primary School | TF3 1LG | Southern | Disused provision - Previously had one mini 7v7 football pitch marked. |
| 126 | 1005845 | Former Phoenix School | TF4 3DZ | Southern | Disused site - Previously had one adult pitch, two youth 11v11 pitches, one youth 9v9 pitch and one mini 7v7 pitch. |

There are currently nine pitches across seven sites which are classified as disused provision and not currently marked out but have been in the past. As a breakdown this equates to one adult, one youth 11v11, five mini 7v7 and two mini 5v5 pitches. These totals exclude the Former Phoenix School where the whole site is classified as being disused.

Potential future supply

As part of a wider development, a planning application (TWC/2024/0357) has recently been approved for the creation of a new 11v11 3G pitch, a youth 9v9 grass pitch and a single-story sports pavilion building with a kitchen, toilets and changing facilities located off Waterloo Road (TF3 5AQ) as part of the Newdale development. It should be noted that the FF is working with the Council regarding funding for the new 11v11 3G pitch. The Council is currently exploring options for the most suitable managing organisation to operate the site.

Additionally, as part of a new housing development located off Castle Farm Way in Priorslee, there is a planning application (TWC/2023/0851) for a new primary school which will provide one mini 7v7 and two mini 5v5 pitches. Based on current plans, the primary school's pitches will be constructed and ready for the school year September 2026. Furthermore, there are plans for two new adult pitches within the wider development.

As set out earlier, there are three proposed Sustainable Communities (SCs) in Telford & Wrekin. Given the size of these developments, there is going to be a need for additional sporting facilities to cater for the additional demand. The outcomes of this study will help to inform the need for outdoor sports provision including football pitches.

A new playing field has been provided at the former British Sugar site in Allscott (TWC/2021/0263). The development includes a new sports pavilion, five new football pitches and two bowling greens of which one is an artificial surface.

Outside of the Telford & Wrekin boundary, falling within the Shropshire Council boundary, there are plans to provide changing rooms and several football pitches including one 7v7, one youth 9v9 and one cricket square located at the Ironbridge Power Station (TWC/2019/1046). It should be noted that long term plan is for the facility to also accommodate an adult football pitch with overflow car parking on land opposite.

TELFORD & WREKIN PLAYING PITCH STRATEGY AND OUTDOOR RECREATION STRATEGY

Management and security of tenure

Clubs are generally considered to have secure tenure where they have freehold, leasehold or formally secured use of their site/s (for example, through a community use agreement) for the next three or more years. Tenure of sites in Telford & Wrekin is generally secure, i.e., through freehold, long-term lease or a guarantee that pitches will continue to be provided over the next three years through formal rent agreement.

Of the 46 community available sites, just over half (24) are managed by the Borough Council (52%), six are managed in-house by sports clubs (13%), 11 are managed by education operators (24%), whilst the remaining five sites are managed by other providers (11%).

All community available sites which are classified as having unsecure tenure are located at schools. For example, Admaston Juniors, AFC Telford United, Ercall Colts Juniors, Lawley Lightmoor, Thomas Telford, Wrekin Juniors and Wrockwardine Wood Juniors all access education sites for matches. In the main, education establishments are mostly being able to state their own policies, therefore making them more likely to restrict levels of community use, unless they have access arrangements secured via planning condition as is the case at Holy Trinity Academy.

Further to the above, Nova United states it is in the process of negotiating a 50-year lease with the Council at Shuker Playing Fields. Additionally, Randlay Colts Juniors FC is also in the process of negotiating a lease from the Council for the pitches located at Elms Playing Fields, with future plans to improve the pitches and eventually build ancillary provision. Consultation also highlights that Ercall Colts aspires to establish a community use agreement at Charlton Secondary School as it currently hires the pitches on an informal arrangement.

Pitch quality

The quality of football pitches across Telford & Wrekin has been assessed via a combination of site visits undertaken in January 2024 (using non-technical assessments as determined by the FA), PitchPower reports (see below), and user consultation to reach and apply an agreed rating on a scale of good, standard and poor. For the full site assessment criteria, please see Appendix 2.

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

The table below summarises the agreed quality of pitches that are available for community use in Telford & Wrekin, in total 31 pitches (26%) are rated as good quality, 30 as standard quality (26%) and 57 as poor quality (48%).

TELFORD & WREKIN PLAYING PITCH STRATEGY AND OUTDOOR RECREATION STRATEGY

Table 2.4: Pitch quality assessments (community use pitches)

| Pitch type | Good | Standard | Poor |
|--------------|-----------|-----------|-----------|
| Adult | 11 | 5 | 12 |
| Youth 11v11 | 4 | 7 | 11 |
| Youth 9v9 | 9 | 7 | 14 |
| Mini 7v7 | 6 | 6 | 12 |
| Mini 5v5 | 1 | 5 | 8 |
| Total | 31 | 30 | 57 |

Poor quality pitches are identified at 25 sites across the Borough, including for example, at Broadoaks Playing Fields, Edgmond Playing Fields, Ercall Magna Payton Recreation Ground and Holy Trinity Academy. For a full list please refer to Table 2.15.

In the main, poor quality pitches show significant signs of wear and tear, with many also having waterlogging problems. Most of these sites are operated by the Council.

Consultation with clubs also highlights a general dissatisfaction with the quality of grass pitches within the Borough and in most instances concurred with the quality scores. For example, Randlay Colts Junior FC reports its main site located at Stirchley Playing Fields has issues with public misuse across the pitches which also drain poorly.

Sparta FC also reports that many grass pitches in Telford & Wrekin are poor quality as they are perceived to drain poorly, in particular the pitch at Madeley Barn which is only able to accommodate one match per week.

It should also be noted that most of the pitches at Shuker Fields are assessed as standard quality. However, as reported by Nova United, the pitches drain poorly, particularly this season.

In contrast, good quality pitches are found at 18 sites across the Borough, for example, at Elms Playing Fields and Ketley Recreation Ground.

Although several pitches are assessed as good quality due to better grass coverage and an even playing field, some are still highlighted through a technical assessment as having slow drainage. This is found to be the case at sites which provide both good and poor quality pitches such as The Telford Priory School (Oakengates Leisure Centre) and Sutton Hill Playing Fields.

Further to the above, current anecdotal evidence from the Council suggests that a significant number of matches are cancelled on its pitches during the season and whilst this can be common when there are periods of heavy rainfall, it is noted that Council pitches are further affected by slow and poorly drained pitches.

PitchPower

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

TELFORD & WREKIN PLAYING PITCH STRATEGY AND OUTDOOR RECREATION STRATEGY

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

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

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

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

Table 2.5: Agreed equivalent PPORS quality rating for PQS ratings

| PQS Rating | PPORS Quality Rating |
|------------|----------------------|
| Poor | Poor |
| Basic | Standard |
| Good | Good |
| Advanced | Good |
| High | Good |

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

In Telford & Wrekin, 23 sites have received a PitchPower assessment, with most of these taking place at the beginning of 2023. The findings of these in comparison to the PPORS findings are shown in the table below.

Table 2.6: Summary of PitchPower findings compared to PPORS quality ratings

| Site ID | Site name | Pitch type | PitchPower rating | Submission date of PP | PPORS rating (2024) | Users | Comments | Agreed quality score to be used in the capacity analysis |
|---------|------------------------------|-------------|-------------------|-----------------------|---------------------|---|--|--|
| 2 | Allscott Heath Sports Club | Adult | Poor | 21/03/23 | Good | Allscott Heath FC | PP report score to supersede non tech assessment. | Poor |
| 2 | Allscott Heath Sports Club | Youth 11v11 | - | - | Standard | Allscott Heath FC | No PP report remains as standard quality. | Standard |
| 2 | Allscott Heath Sports Club | Youth 9v9 | - | - | Standard | Allscott Heath FC | No PP report remains as standard quality. | Standard |
| 5 | Bowring Park | Adult | Poor | 04/01/23 | Poor | NC United FC / Wrekin Juniors | PP report score and non-tech assessment correspond. | Poor |
| 5 | Bowring Park | Youth 9v9 | Poor | 04/01/23 | Poor | NC United FC / Wrekin Juniors | PP report score and non-tech assessment correspond. | Poor |
| 6 | Broadoaks Playing Fields | Adult | Good | 20/02/23 | Poor | NC United FC | Non-tech assessment to supersede PP report given evidence from NC United FC. | Poor |
| 6 | Broadoaks Playing Fields | Youth 9v9 | Advanced | 20/02/23 | Poor | NC United FC | Non-tech assessment to supersede PP report given evidence from NC United FC. | Poor |
| 6 | Broadoaks Playing Fields | Youth 9v9 | Good | 20/02/23 | Poor | NC United FC | Non-tech assessment to supersede PP report given evidence from NC United FC. | Poor |
| 6 | Broadoaks Playing Fields | Mini 7v7 | Advanced | 20/02/23 | Poor | NC United FC | Non-tech assessment to supersede PP report given evidence from NC United FC. | Poor |
| 6 | Broadoaks Playing Fields | Mini 5v5 | Good | 20/02/23 | Poor | NC United FC | Non-tech assessment to supersede PP report given evidence from NC United FC. | Poor |
| 7 | Charlton Secondary School | Youth 11v11 | Poor | 01/03/23 | Poor | Ercall Colts JFC | PP report score and non tech assessment correspond. | Poor |
| 7 | Charlton Secondary School | Mini 7v7 | Advanced | 01/03/23 | Poor | Ercall Colts JFC | PP report score to supersede non-tech assessment. | Good |
| 8 | Donnington Recreation Ground | Youth 11v11 | Advanced | 27/02/23 | Poor | Wrockwardine Wood JFC | PP report score to supersede non-tech assessment. | Good |
| 8 | Donnington Recreation Ground | Youth 9v9 | Advanced | 27/02/23 | Poor | Wrockwardine Wood JFC | PP report score to supersede non-tech assessment. | Good |
| 13 | Elms Playing Field | Adult | Advanced | 27/02/23 | Poor | - | PP report score to supersede non-tech assessment. | Good |
| 13 | Elms Playing Field | Youth 9v9 | Advanced | 27/02/23 | Poor | - | PP report score to supersede non-tech assessment. | Good |
| 13 | Elms Playing Field | Mini 7v7 | Advanced | 27/02/23 | Poor | - | PP report score to supersede non-tech assessment. | Good |
| 19 | Hartshill Park | Youth 9v9 | Good | 29/03/23 | Standard | NC United FC | PP report score to supersede non-tech assessment. | Good |
| 19 | Hartshill Park | Mini 7v7 | Good | 29/03/23 | Standard | NC United FC | PP report score to supersede non-tech assessment. | Good |
| 25 | Ketley Bank | Adult | Advanced | 27/02/23 | Poor | Sinclair United / Foresters FC / Horseshoe Inn FC / PSG FC / Travellers Joy | Non-tech assessment to supersede PP report given evidence from Sinclair United, PSG FC and Travellers Joy. | Poor |
| 25 | Ketley Bank | Adult | Good | 27/02/23 | Poor | Sinclair United / Foresters FC / Horseshoe Inn FC / PSG FC / Travellers Joy | Non-tech assessment to supersede PP report given evidence from Sinclair United, PSG FC and Travellers Joy. | Poor |
| 25 | Ketley Bank | Youth 9v9 | Poor | 27/02/23 | Poor | Sinclair United / Foresters FC / Horseshoe Inn FC / PSG FC / Travellers Joy | Non-tech assessment to supersede PP report given evidence from Sinclair United, PSG FC and Travellers Joy | Poor |
| 26 | Ketley Recreation Ground | Youth 9v9 | Advanced | 08/03/23 | Poor | - | PP report score to supersede non-tech assessment. | Good |
| 26 | Ketley Recreation Ground | Mini 7v7 | Advanced | 08/03/23 | Poor | - | PP report score to supersede non-tech assessment. | Good |
| 26 | Ketley Recreation Ground | Mini 5v5 | Good | 08/03/23 | Poor | - | PP report score to supersede non-tech assessment. | Good |
| 36 | Madeley Barn Football Pitch | Youth 9v9 | Advanced | 26/01/23 | Poor | Sparta FC | Non-tech assessment to supersede PP report given evidence from Sparta FC. | Poor |
| 38 | Malinslee Playing Fields | Youth 11v11 | Poor | 27/02/23 | - | - | Pitch not marked out during non-tech assessment. | - |
| 38 | Malinslee Playing Fields | Youth 9v9 | - | - | Poor | Dawley Wanderers Juniors | No PP report remains as poor quality. | Poor |
| 38 | Malinslee Playing Fields | Mini 7v7 | - | - | Poor | Dawley Wanderers Juniors | No PP report remains as poor quality. | Poor |
| 38 | Malinslee Playing Fields | Mini 5v5 | - | - | Poor | Dawley Wanderers Juniors | No PP report remains as poor quality. | Poor |

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

| Site ID | Site name | Pitch type | PitchPower rating | Submission date of PP | PPORS rating (2024) | Users | Comments | Agreed quality score to be used in the capacity analysis |
|---------|---|-------------|-------------------|-----------------------|---------------------|---|--|--|
| 40 | Mercia Fields | Adult | Advanced | 27/02/23 | Standard | Lawley Lightmoor / Dun Cow Wellington / Impact FC | PP report score to supersede non-tech assessment. | Good |
| 40 | Mercia Fields | Adult | Advanced | 27/02/23 | Standard | Lawley Lightmoor / Dun Cow Wellington / Impact FC | PP report score to supersede non-tech assessment. | Good |
| 40 | Mercia Fields | Youth 9v9 | Advanced | 27/02/23 | Standard | Lawley Lightmoor / Dun Cow Wellington / Impact FC | PP report score to supersede non-tech assessment. | Good |
| 42 | NC United | Adult | Poor | 07/11/22 | Standard | NC United FC | PP report score to supersede non-tech assessment. | Poor |
| 42 | NC United | Youth 11v11 | Poor | 07/11/22 | Standard | NC United FC | PP report score to supersede non-tech assessment. | Poor |
| 50 | The Telford Priory School (Oakengates Leisure Centre) | Adult | Good | 29/03/23 | Standard | NC United FC / Nova United / Telford Cyclones / Wrockwardine Wood Juniors | PP report score to supersede non-tech assessment. | Good |
| 50 | The Telford Priory School (Oakengates Leisure Centre) | Adult | Basic | 29/03/23 | Poor | NC United FC / Nova United / Telford Cyclones / Wrockwardine Wood Juniors | PP report score to supersede non-tech assessment. | Standard |
| 50 | The Telford Priory School (Oakengates Leisure Centre) | Youth 11v11 | Basic | 29/03/23 | - | - | Pitch not marked out during non-tech assessment. | - |
| 50 | The Telford Priory School (Oakengates Leisure Centre) | Youth 9v9 | - | | Poor | NC United FC / Nova United / Telford Cyclones / Wrockwardine Wood Juniors | No PP report remains as poor quality. | Poor |
| 50 | The Telford Priory School (Oakengates Leisure Centre) | Mini 7v7 | Good | 29/03/23 | - | - | Pitch not marked out during non-tech assessment. | - |
| 50 | The Telford Priory School (Oakengates Leisure Centre) | Mini 7v7 | Good | 29/03/23 | - | - | Pitch not marked out during non-tech assessment. | - |
| 50 | The Telford Priory School (Oakengates Leisure Centre) | Mini 5v5 | Good | 29/03/23 | - | - | Pitch not marked out during non-tech assessment. | - |
| 54 | Priorslee Primary Academy | Mini 7v7 | Basic | 30/03/23 | Standard | - | PP report score and non-tech assessment correspond. | Standard |
| 59 | Ringers Lane | Youth 11v11 | Good | 08/03/23 | Standard | Admaston Juniors / Wrekin Juniors | PP report score to supersede non-tech assessment. | Good |
| 59 | Ringers Lane | Youth 11v11 | Good | 08/03/23 | - | - | Pitch not marked out during non-tech assessment. | - |
| 59 | Ringers Lane | Mini 7v7 | Good | 08/03/23 | - | - | Pitch not marked out during non-tech assessment. | - |
| 59 | Ringers Lane | Youth 9v9 | - | - | Standard | Admaston Juniors / Wrekin Juniors | No PP report remains as standard quality. | Standard |
| 59 | Ringers Lane | Mini 5v5 | - | - | Standard | Admaston Juniors / Wrekin Juniors | No PP report remains as standard quality. | Standard |
| 62 | Shuker Field | Adult | Advanced | 14/04/23 | Standard | Nova United / Newport Town | Non-tech assessment to supersede PP report given evidence from Nova United and Newport Town. | Standard |
| 62 | Shuker Field | Youth 11v11 | Good | 14/04/23 | Standard | Nova United / Newport Town | Non-tech assessment to supersede PP report given evidence from Nova United and Newport Town. | Standard |
| 62 | Shuker Field | Youth 11v11 | Poor | 14/04/23 | Poor | Nova United / Newport Town | PP report score and non-tech assessment correspond. | Poor |
| 62 | Shuker Field | Youth 9v9 | Good | 14/04/23 | Standard | Nova United / Newport Town | Non-tech assessment to supersede PP report given evidence from Nova United and Newport Town. | Standard |
| 62 | Shuker Field | Mini 7v7 | Good | 14/04/23 | Standard | Nova United / Newport Town | Non-tech assessment to supersede PP report given evidence from Nova United and Newport Town. | Standard |
| 62 | Shuker Field | Mini 5v5 | Good | 14/04/23 | Standard | Nova United / Newport Town | Non-tech assessment to supersede PP report given evidence from Nova United and Newport Town. | Standard |
| 63 | Sinclair Social Club | Adult | Good | 06/07/21 | - | - | Pitch not marked out during non-tech assessment. | - |
| 63 | Sinclair Social Club | Youth 11v11 | - | 06/07/21 | Poor | Sinclair United | No PP report remains as poor quality. | Poor |
| 63 | Sinclair Social Club | Youth 9v9 | Poor | 06/07/21 | - | - | Pitch not marked out during non-tech assessment. | - |
| 63 | Sinclair Social Club | Mini 7v7 | Good | 06/07/21 | Poor | Sinclair United | Non-tech assessment to supersede PP report given evidence from Sinclair United. | Poor |
| 63 | Sinclair Social Club | Mini 5v5 | - | 06/07/21 | Poor | Sinclair United | No PP report remains as poor quality. | Poor |

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

| Site ID | Site name | Pitch type | PitchPower rating | Submission date of PP | PPORS rating (2024) | Users | Comments | Agreed quality score to be used in the capacity analysis |
|---------|------------------------------|-------------|-------------------|-----------------------|---------------------|------------------------------|---|--|
| 71 | Stirchley Playing Fields | Adult | Advanced | 19/01/23 | Poor | Randlay Colts Juniors | Non-tech assessment to supersede PP report given evidence from Randlay Colts Juniors. | Poor |
| 71 | Stirchley Playing Fields | Youth 11v11 | Advanced | 19/01/23 | Poor | Randlay Colts Juniors | Non-tech assessment to supersede PP report given evidence from Randlay Colts Juniors. | Poor |
| 71 | Stirchley Playing Fields | Youth 11v11 | Advanced | 19/01/23 | - | - | Pitch not marked out during non-tech assessment. | - |
| 71 | Stirchley Playing Fields | Youth 9v9 | Advanced | 19/01/23 | Poor | Randlay Colts Juniors | Non-tech assessment to supersede PP report given evidence from Randlay Colts Juniors. | Poor |
| 71 | Stirchley Playing Fields | Youth 9v9 | Advanced | 19/01/23 | Poor | Randlay Colts Juniors | Non-tech assessment to supersede PP report given evidence from Randlay Colts Juniors. | Poor |
| 71 | Stirchley Playing Fields | Youth 9v9 | Good | 19/01/23 | Poor | Randlay Colts Juniors | Non-tech assessment to supersede PP report given evidence from Randlay Colts Juniors. | Poor |
| 71 | Stirchley Playing Fields | Mini 7v7 | Advanced | 19/01/23 | Poor | Randlay Colts Juniors | Non-tech assessment to supersede PP report given evidence from Randlay Colts Juniors. | Poor |
| 71 | Stirchley Playing Fields | Mini 7v7 | Good | 19/01/23 | Poor | Randlay Colts Juniors | Non-tech assessment to supersede PP report given evidence from Randlay Colts Juniors. | Poor |
| 71 | Stirchley Playing Fields | Mini 7v7 | Good | 19/01/23 | Poor | Randlay Colts Juniors | Non-tech assessment to supersede PP report given evidence from Randlay Colts Juniors. | Poor |
| 71 | Stirchley Playing Fields | Mini 5v5 | Advanced | 19/01/23 | Poor | Randlay Colts Juniors | Non-tech assessment to supersede PP report given evidence from Randlay Colts Juniors. | Poor |
| 71 | Stirchley Playing Fields | Mini 5v5 | Advanced | 19/01/23 | Poor | Randlay Colts Juniors | Non-tech assessment to supersede PP report given evidence from Randlay Colts Juniors. | Poor |
| 72 | Sutton Hill Playing Field | Adult | Poor | 20/12/22 | Poor | TR3 FC | PP report score and non-tech assessment correspond. | Poor |
| 72 | Sutton Hill Playing Field | Youth 11v11 | Good | 20/12/22 | Poor | TR3 FC | PP report score to supersede non-tech assessment. | Good |
| 72 | Sutton Hill Playing Field | Youth 9v9 | Poor | 20/12/22 | Poor | TR3 FC | PP report score and non-tech assessment correspond. | Poor |
| 80 | The Meadow Recreation Ground | Youth 11v11 | Good | 23/03/23 | Standard | Sparta FC | Non-tech assessment to supersede PP report given evidence from Sparta FC. | Standard |
| 80 | The Meadow Recreation Ground | Mini 7v7 | Good | 23/03/23 | Standard | Sparta FC | Non-tech assessment to supersede PP report given evidence from Sparta FC. | Standard |
| 80 | The Meadow Recreation Ground | Mini 5v5 | Good | 23/03/23 | Standard | Sparta FC | Non-tech assessment to supersede PP report given evidence from Sparta FC. | Standard |
| 82 | Tibberton Playing Fields | Adult | Good | 15/03/23 | Standard | NC United FC / Newport Girls | PP report score to supersede non-tech assessment. | Good |
| 82 | Tibberton Playing Fields | Youth 9v9 | Good | 15/03/23 | Standard | NC United FC / Newport Girls | PP report score to supersede non-tech assessment. | Good |
| 86 | Crescent Road | Adult | Good | 27/02/23 | Standard | Wrekin Juniors | PP report score to supersede non-tech assessment. | Good |
| 86 | Crescent Road | Youth 9v9 | Advanced | 27/02/23 | Standard | Wrekin Juniors | PP report score to supersede non-tech assessment. | Good |

Where there are discrepancies, it has been agreed with the FF and Shropshire FA to use the PPORS quality scores, as these, alongside consultation with clubs are the most up to date. The pitches where the non-technical assessments have superseded the PitchPower reports are located at Broadoaks Playing Fields, Ketley Bank, Madeley Barn Football Pitch, Shuker Field, Sinclair Social Club, Stirchley Playing Fields and The Meadow Recreation Ground this is due to visible drainage issues that were identified during the non-technical assessments and issues raised through consultation with clubs.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

For reference, the agreed quality scores (as summaries in Table 2.4) are the ones used in the pitch capacity analysis in Table 2.15.

Football Foundation (FF) Grass Pitch Maintenance Fund³

With quality of grass pitches becoming one of the biggest influences on participation in football, the FA has made it a priority to work towards improving quality of grass pitches across the country. This has resulted in the creation of the Grass Pitch Maintenance Fund (GPMF). As part of this, grass pitches identified as having quality issues by the GMA via PitchPower assessment can apply to access funding to improve pitches to good quality or sustain them at good quality.

Once a PitchPower grass pitch assessment report has been produced for the site, eligible organisations can then apply for grant funding support through the FF Grass Pitch Maintenance Fund, a fund offering six-year tapered grants to help eligible organisations such as clubs and leagues enhance or sustain the quality of their grass pitches. The fund is a key part of the FF's Grass Pitch Improvement Programme - an ambition to deliver 20,000 quality grass pitches by 2030. If a site is categorised as 'poor' or 'basic' then organisations can apply for funding to enhance pitch quality, whilst clubs with good or standard quality pitches can also apply for a lower level of funding to sustain quality.

All applicants must have the landowner's permission (as a minimum) and have received a PitchPower Pitch Assessment Report, with the fund currently open to football clubs (excluding stadia pitches used for National League System play), leagues, education establishments and parish and town councils.

Several clubs/sites in Telford & Wrekin have been awarded funding from the FF to improve the quality of their pitches including, Shuker Fields (Nova United), Allscott Heath Sports Club (Allscott Heath FC), The Hamer Leisure Stadium (Wellington Amateurs FC) and NC United FC (NC United).

Ancillary facilities

The quality of ancillary facilities across Telford & Wrekin has been rated via a combination of site visits and user consultation to reach and apply an agreed rating as follows:

- ◀ Good.
- ◀ Standard.
- ◀ Poor.

Ancillary facility ratings are primarily influenced by the type of amenities which are available on a site accompanied by their quality, such as a clubhouse, changing rooms, showering provision, car parking, dedicated official and spectator facilities and boundary fencing. The table below presents a quality summary of provision at sites which provide dedicated changing rooms and pavilions. Education sites are not included in the list.

Table 2.7: Summary of ancillary facility quality

| Site ID | Site name | Management | Ancillary facility quality |
|---------|----------------------------|-----------------|----------------------------|
| 2 | Allscott Heath Sports Club | Sports Club | Standard |
| 9 | Doseley Road Playing Field | Sports Club | Good |
| 12 | Edgmond Playing Fields | Local Authority | Standard |
| 25 | Ketley Bank | Local Authority | Standard |

³ [Link to the Grass Pitch Maintenance Fund](#)

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

| Site ID | Site name | Management | Ancillary facility quality |
|---------|---|-----------------|----------------------------|
| 40 | Mercia Fields | Local Authority | Poor |
| 42 | NC United FC | Sports Club | Good |
| 43 | New Bucks Head Stadium (AFC Telford United) | Sports Club | Good |
| 62 | Shucker Fields | Other | Poor |
| 63 | Sinclair Social Club | Sports Club | Standard |
| 66 | St Georges Sports & Social Club | Sports Club | Standard |
| 72 | Sutton Hill Playing Field | Local Authority | Poor |
| 79 | The Hamer Leisure Stadium | Local Authority | Standard |
| 82 | Tibberton Playing Fields | Local Authority | Standard |
| 86 | Crescent Road | Local Authority | Poor |

As seen in the table above, four sites are identified as providing poor quality changing facilities with three being managed by the Council located at Shucker Fields, Sutton Hill Playing Field and Crescent Road. These sites are serviced by dated facilities that require improving or replacing and have signs of wear and tear. Each requires a degree of modernisation to ensure it remains fit for purpose in the future.

Both Nova United FC and Newport Town FC also report the ancillary facilities at Shucker Fields are of poor quality due to being outdated. Furthermore, Dun Cown Wellington FC reports ancillary facilities at Mercia Fields are also poor quality.

Conversely, three sites located at Doseley Road Playing Field, NC United FC and New Bucks Head Stadium (AFC Telford) all provide good quality ancillary facilities with no issues highlighted through consultation.

As identified earlier, Randlay Colts Juniors FC is currently in the process of negotiating a lease from the Council for the pitches located at Elms Playing Fields, with future plans to improve the pitches and in time build ancillary provision.

Additionally, Ringers Lane, Donnington Recreation Ground and Broadoaks Playing Fields do not have any pavilion provision.

Local Football Facility Plan

The 2018 LFFP for Telford & Wrekin identifies sites considered as priority sites for clubhouse and changing facility improvements, although there may again be a need to amend and/or add to this list based on the findings of this study. It recommends that the following 11 sites should be a priority for ancillary refurbishment/ replacement:

- ◀ Elms Playing Field.
- ◀ Sutton Hill Playing Fields.
- ◀ Ringers Lane.
- ◀ Mercia Fields.
- ◀ Donnington Recreation Ground.
- ◀ Broadoaks Playing Fields.
- ◀ Crescent Rd Pitches.
- ◀ Newdale Playing Fields.
- ◀ Allscott Sports & Social Club.
- ◀ Ketley Bank.
- ◀ Priorslee Playing Fields.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

2.3: Demand

A total of 331 teams from 46 affiliated clubs are identified as playing in Telford & Wrekin. As a breakdown, this equates to 61 adult teams, 101 youth 11v11 teams, 62 youth 9v9 teams, 60 mini 7v7 teams and 47 mini 5v5 teams.

Table 2.8: Summary of football demand in Telford & Wrekin

| Age group | No. of teams |
|-----------------------|--------------|
| Adult Men's (16-45) | 49 |
| Adult Women's (16-45) | 12 |
| Youth Boys (12-15) | 82 |
| Youth Girls (12-15) | 19 |
| Youth Boys (10-11) | 50 |
| Youth Girls (10-11) | 12 |
| Mini Mixed (8-9) | 60 |
| Mini Mixed (6-7) | 47 |
| Total | 331 |

Football in the Borough is played predominately in the Northern Analysis Area with a total of 200 teams, closely followed by the Southern Analysis Area with 97 teams. The Newport Analysis Area has the fewest number of teams with 34. This is further summarised in the following table.

Table 2.9: Number of teams by analysis area

| Analysis area | Adult | Youth 11v11 | Youth 9v9 | Mini 7v7 | Mini 5v5 | Total |
|-----------------------------|-----------|-------------|-----------|-----------|-----------|------------|
| Newport | 5 | 9 | 8 | 7 | 5 | 34 |
| Northern | 33 | 71 | 36 | 33 | 27 | 200 |
| Southern | 23 | 21 | 18 | 20 | 15 | 97 |
| Telford & Wrekin | 61 | 101 | 62 | 60 | 47 | 331 |

The FA has been working with relevant stakeholders in the grassroots game to explore ways to improve the football offer for young players across the country starting from the 2026/27 season. This includes some adjustments to the ages and stages of formats in youth football with a hope to maximise activity levels and development of all young people. The FA is planning to go out to consultation in March 2025.

National League System

The National League System (NLS) is a series of interconnected leagues for adult men's football clubs in England. It begins below the Football League (from the National League at Step 1) and comprises of six steps, with various leagues at each level and more leagues lower down the system than at the top. The NLS has a hierarchical format with promotion and relegation between the steps, allowing even the smallest club the theoretical possibility of rising to the top of the system.

Clubs playing within the NLS must adhere to Stadium Accreditation⁴ requirements set out by the FA. The higher the level of football being played the higher the requirements. Clubs cannot progress into the league above if the ground grading requirements do not meet the correct specifications.

⁴ <https://premierleaguestadiumfund.co.uk/stadium-accreditation-programme>

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Stadium Accreditation assesses grounds from Grade 1 to 7, which aligns with Step 1 clubs down to Step 6 clubs making the transition from Regional Feeder League. Please refer to the FA website⁵ for the full specifications for each.

There are two teams in Telford & Wrekin which compete within the National League System, fielded by AFC Telford United and Allscott Heath FC. A summary of this demand is provided in the following table.

Table 2.10: Summary of teams playing within the football pyramid structure

| Team | League | Level |
|--------------------|--|--------|
| AFC Telford United | The Southern League – Premier Division Central | Step 3 |
| Allscott Heath FC | North West Counties – First Division South | Step 6 |

It should be noted that Newport Town, Dawley Town, NC United, Wrockwardine Wood and Telford Town football clubs all have teams that play within the Regional Feeder League to Step 6 in the Shropshire County League with the latter competing in the West Midlands Regional League.

Women's National League System

Correspondingly there is a Women's National League System (WNLS) similar to the adult men's which provides structure to the women's game. This ranges from Tier 1 to Tier 6 with each Tier requiring differing Stadium Accreditation requirements.

Although women's clubs still require to meet ground requirements set out by the FA these differ from the men's National League System. Ratings range from grade A to C each with differing minimum requirements. Tier 1 and 2 in the Women's National League System is akin to Tier 3 and 4 of the men's National League System, although not exactly the same. The system is also hierarchical format with promotion and relegation between the levels, allowing even the smallest club the theoretical possibility of rising to the top of the system.

There is currently one women's team fielded by AFC Telford United which is part of the WNLS, as seen in the table below.

Table 2.11: Summary of teams playing within the women's football pyramid structure

| Team | League | Level |
|---------------------------|---|--------|
| AFC Telford United Ladies | West Midlands Regional Football League D1 North | Tier 6 |

Women's and girls' demand

There are currently 12 women's teams and 23 dedicated girls' teams playing football in Telford & Wrekin. This represents 11% of all demand across the Borough.

Key clubs and organisations presently fielding female teams include AFC Telford United, Allscott Heath FC, Dawley Town FC, Ercall Colts Juniors, Lawley Lightmoor, NC United FC, Newport Girls, Newport Town, Shifnal Girls FC, Sinclair United, Sparta FC, Thomas Telford, Wrekin Juniors and Wrockwardine Juniors.

⁵ <http://www.thefa.com/get-involved/player/ground-grading>

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

The FA currently has a drive to increase women's and girls' participation as part of its Inspiring Positive Change Strategy. As such, it is imperative that sufficient facilities become suitable for female access, particularly in relation to toilets and appropriate changing facilities.

Unmet and latent demand

Unmet demand is existing demand that is not getting access to pitches. It is usually expressed, for example, when a team is already training but is unable to access a match pitch, or when a league has a waiting list. No unmet demand is identified in Telford & Wrekin.

Latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision.

Sparta FC, PSG Football Club, AFC Wrekin, Dun Cow Wellington, Lawley Lightmoor FC, Shifnal Girls FC all indicate they could field additional teams if they have access to more better quality pitches, however, none of the clubs quantify by how many teams.

Displaced/exported demand

Displaced or exported demand refers to Telford & Wrekin based teams that are currently accessing pitches outside of the local authority for their home fixtures, normally because their pitch requirements cannot be met, which is usually because of pitch supply, in some cases quality issues or stipulated league requirements for access to certain facilities.

Shifnal Girls FC exports three teams to Shropshire for match play demand located at Idsall School reportedly due to the lack of available facilities in Telford & Wrekin.

Imported demand

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

Wolves FC Women which compete in the Women's National League North (Tier 3) imports match play demand into Telford & Wrekin from Wolverhampton, utilising facilities located at AFC Telford. This is due to the need to meet its league ground grading requirements.

Future demand

Future demand can be defined via several ways, including through participation increases and by using population forecasts. In addition, the proceeding Strategy & Action Plan document will contain housing growth scenarios that will estimate additional demand that could arise from housing developments across Telford & Wrekin.

Participation growth

Of responding clubs, 10 report aspirations to increase the number of teams they provide, totalling a predicted growth of 61 teams. This is summarised below.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Table 2.12: Potential team increases identified by clubs

| Club | Analysis area | Gender | No. of teams | Pitch size | Match equivalent sessions ⁶ |
|----------------------|---------------|---------------|--------------|-------------|--|
| AFC Telford United | Northern | Mixed | 2 | Mini 5v5 | 1 |
| AFC Telford United | Northern | Girls | 1 | Youth 9v9 | 0.5 |
| AFC Telford United | Northern | Girls | 1 | Youth 11v11 | 0.5 |
| Dawley Town FC | Southern | Men's | 2 | Adult | 1 |
| Dawley Town FC | Southern | Women's | 2 | Adult | 1 |
| Dawley Town FC | Southern | Boys | 1 | Youth 9v9 | 0.5 |
| Dawley Town FC | Southern | Girls | 1 | Youth 9v9 | 0.5 |
| Dawley Wanderers | Southern | Mixed | 2 | Mini 5v5 | 1 |
| Lawley Lightmoor FC | Northern | Men's | 1 | Adult | 0.5 |
| Lawley Lightmoor FC | Northern | Women's | 3 | Adult | 1.5 |
| Lawley Lightmoor FC | Northern | Boys | 3 | Youth 9v9 | 1.5 |
| Lawley Lightmoor FC | Northern | Girls | 3 | Youth 9v9 | 1.5 |
| Lawley Lightmoor FC | Northern | Girls | 3 | Youth 11v11 | 1.5 |
| Lawley Lightmoor FC | Northern | Boys | 3 | Youth 11v11 | 1.5 |
| PSG Football Club | Northern | Girls | 1 | Youth 9v9 | 0.5 |
| PSG Football Club | Northern | Mixed | 2 | Mini 5v5 | 1 |
| Shifnal Girls FC | Northern | Women's | 1 | Adult | 0.5 |
| Sinclair United FC | Northern | Girls | 1 | Youth 9v9 | 0.5 |
| Sinclair United FC | Northern | Girls | 1 | Youth 11v11 | 0.5 |
| Sinclair United FC | Northern | Mixed | 2 | Mini 5v5 | 1 |
| Sparta FC | Southern | Men's | 1 | Adult | 0.5 |
| Sparta FC | Southern | Boys | 1 | Youth 9v9 | 0.5 |
| Sparta FC | Southern | Girls | 1 | Youth 9v9 | 0.5 |
| Sparta FC | Southern | Mixed | 3 | Mini 5v5 | 1.5 |
| Telford Cyclones JFC | Northern | Boys | 2 | Youth 9v9 | 1 |
| Telford Cyclones JFC | Northern | Mixed | 2 | Mini 5v5 | 1 |
| Telford Town | Northern | Women's | 1 | Adult | 0.5 |
| Telford Town | Northern | Boys | 3 | Youth 9v9 | 1.5 |
| Telford Town | Northern | Girls | 3 | Youth 9v9 | 1.5 |
| Telford Town | Northern | Girls | 4 | Youth 11v11 | 2 |
| Telford Town | Northern | Boys | 4 | Youth 11v11 | 2 |
| | | Totals | 61 | - | 30.5 |

The total future demand expressed by clubs amounts to 30.5 match equivalent sessions per week (as two teams equates to one match equivalent session playing on a home and away basis).

Broken down by pitch type, 5.5 match equivalent sessions per week are identified on adult pitches, eight match equivalent sessions on youth 11v11 pitches, 10.5 match equivalent sessions on youth 9v9 pitches and 6.5 match equivalent sessions on mini 5v5 pitches.

The County FA and Football Foundation suggests that not all these aspirations are likely to be achieved based on previous trends which show that the number of football teams overall across Telford & Wrekin has stayed static over the last few seasons. Whilst some clubs will likely increase the number of teams they provide; conversely other teams will decrease as a result. It is important to note that some clubs report that they aspire to grow, however, the lack of good quality pitches appears to be restricting this.

⁶ Two teams require one pitch to account for playing on a home and away basis; therefore, 0.5 pitches can therefore be seen in the table where there is latent demand for one team.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

In light of FA aspirations to increase female participation in football through the establishment and foreseen future effect of the FA Wildcats programme and Inspiring Positive Change Strategy, it is likely that the growth in affiliated women's and girl teams may exceed that shown through population growth.

Population growth

Based on population projections to 2040 (the period to which this assessment projects population based future demand), Sport England's Playing Pitch Calculator can estimate the likely additional demand for grass football pitches that will arise from any growth. This is through using the current and future populations in each of the relevant age groups together with the current team numbers. Team generation rates have then been established to understand how much growth is required to establish one new team.

The table below shows the number of likely teams generated by the new population (212,313 by 2040) and the requisite match equivalent sessions per week.

Table 2.13: Borough-wide team generation rates

| Age group | Team generation rate | Number of new teams generated by the new population | Number of new teams generated by the new population – rounded figure | Match equivalent sessions per week ⁷ |
|-----------------------|----------------------|---|--|---|
| Adult Men's (16-45) | 1:701 | 7.10 | 7 | 3.5 |
| Adult Women's (16-45) | 1:2844 | 1.74 | 2 | 1 |
| Youth Boys (12-15) | 1:63 | 11.89 | 12 | 6 |
| Youth Girls (12-15) | 1:256 | 2.75 | 3 | 1.5 |
| Youth Boys (10-11) | 1:52 | 7.25 | 7 | 3.5 |
| Youth Girls (10-11) | 1:214 | 1.74 | 2 | 1 |
| Mini Mixed (8-9) | 1:85 | 8.70 | 9 | 4.5 |
| Mini Mixed (6-7) | 1:100 | 6.81 | 7 | 3.5 |

As seen, there is predicted growth of nine adult teams, 12 youth 11v11 boys, three youth 11v11 girls, seven youth 9v9 boys, two youth 9v9 girls, nine mini 7v7 and seven mini 5v5 teams across Telford & Wrekin as a whole.

Future demand summary

In the supply and demand analysis at the end of this section of the report, it is considered unfeasible for all future demand to be factored in. This is because it is likely that club aspirations will absorb the future demand identified through population growth, rather than them being judged separately and therefore double counted. As such, only demand identified through population growth is taken forward, with club demand considered to be more theoretical and aspirational.

Taking the above into consideration, a total requirement for 4.5 match equivalent session per week is identified on adult pitches, 7.5 match equivalent sessions per week on youth 11v11 pitches, 4.5 match equivalent session per week on youth 9v9 pitches, 4.5 match equivalent sessions per week on mini 7v7 pitches and 3.5 match equivalent session on mini 5v5 pitches.

⁷ Two teams require one pitch to account for playing on a home and away basis; therefore, one team accounts to 0.5 match equivalent sessions on their relevant pitch type.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

The proceeding Strategy & Action Plan document will contain a scenario that will consider the impact if club aspirations are also realised.

2.4: Capacity analysis

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

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

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

Table 2.14 applies the above pitch ratings against the actual level of weekly play recorded to determine a capacity rating as follows:

| | |
|--------------------|--|
| Potential capacity | Play is below the level the site could sustain |
| At capacity | Play matches the level the site can sustain |
| Overplayed | Play exceeds the level the site can sustain |

Match equivalent sessions per week

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

Education sites

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

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

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

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

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

Peak time

Spare capacity can only be considered as actual spare capacity if pitches are available at peak time. In Telford & Wrekin, peak time is Sunday mornings for adult, youth 11v11 and youth 9v9, whereas it is Saturday mornings for mini 7v7 pitches and mini 5v5 pitches. Peak time is based on when most teams are playing matches.

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

A pitch is only said to have 'actual spare capacity' if it is available for community use and available at the peak time for that format of play. Any pitch not meeting this criterion is therefore not considered to have additional capacity, although it may have capacity outside of peak time.

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

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

The table below identifies the way capacity balance is represented in Table 2.15.

Table 2.14: Capacity balance examples

| Spare capacity in peak period (examples) | Explanation of capacity balance |
|---|---|
| 1 | Highlighted in green with a number denotes that the pitches have actual spare capacity at peak time. |
| - | With a dash, this indicates that the pitch is unavailable in the peak period. If it were to be made available, actual spare capacity could exist. |
| 0 | Highlighted in orange with a zero, this indicates the pitch is played to capacity, either overall or during the peak period. |
| 1 | Not highlighted but with a value, this indicates that the pitch has spare capacity in the peak period; however, capacity has been discounted. This may be due to unsecure tenure and/or poor pitch quality. |

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| Spare capacity in peak period (examples) | Explanation of capacity balance |
|--|---|
| 1 | Highlighted in red with a number denotes that the pitches are overplayed and have no spare capacity across the week. This includes at peak time, despite any availability at peak time which may exist. |

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Table 2.15: Grass football pitch capacity analysis

| Site ID | Site name | Postcode | Analysis area | Availability for community use? | Management | Security of tenure | Pitch type | Pitch size | No. of pitches | Agreed quality rating | Current play ⁸ | Carrying capacity ⁹ | Capacity balance | Spare capacity in peak period | Comments |
|---------|--|----------|---------------|---------------------------------|-----------------|--------------------|------------|------------|----------------|-----------------------|---------------------------|--------------------------------|------------------|-------------------------------|--|
| 2 | Allscott Heath Sports Club | TF6 5EQ | Northern | Yes | Sports Club | Yes | Adult | - | 1 | Poor | 2.5 | 1 | 1.5 | - | Pitch is overplayed by 1.5 match equivalent sessions per week. |
| 2 | Allscott Heath Sports Club | TF6 5EQ | Northern | Yes | Sports Club | Yes | Youth | 11v11 | 1 | Standard | 3.5 | 2 | 1.5 | - | Pitch is overplayed by 1.5 match equivalent session per week. |
| 2 | Allscott Heath Sports Club | TF6 5EQ | Northern | Yes | Sports Club | Yes | Youth | 9v9 | 1 | Standard | 3 | 2 | 1 | - | Pitch is overplayed by one match equivalent session per week. |
| 96 | Allscott Meads Primary School | TF6 5FB | Northern | Yes | Education | No | Mini | 7v7 | 1 | Good | 0 | 6 | 6 | 1 | Actual spare capacity discounted due to unsecure tenure. |
| 3 | Apley Wood Primary School | TF1 6FQ | Northern | Yes | Education | No | Youth | 9v9 | 1 | Poor | 0.5 | 1 | 0.5 | 0.5 | Actual spare capacity discounted due to unsecure tenure. |
| 3 | Apley Wood Primary School | TF1 6FQ | Northern | Yes | Education | No | Mini | 7v7 | 2 | Poor | 1.5 | 4 | 2.5 | 1 | Actual spare capacity discounted due to unsecure tenure. |
| 97 | Audley Avenue Enterprise Park Football Pitch | TF10 7DW | Newport | Yes | Other | Yes | Adult | - | 1 | Good | 0 | 3 | 3 | 1 | Actual spare capacity at peak time. |
| 5 | Bowring Park | TF1 2BN | Northern | Yes | Local Authority | Yes | Adult | - | 1 | Poor | 0 | 1 | 1 | 1 | Actual spare capacity discounted due to poor pitch quality. |
| 5 | Bowring Park | TF1 2BN | Northern | Yes | Local Authority | Yes | Youth | 9v9 | 1 | Poor | 1.5 | 1 | 0.5 | - | Pitch is overplayed by 0.5 match equivalent session per week. |
| 6 | Broadoaks Playing Fields | TF2 8AJ | Northern | Yes | Local Authority | Yes | Adult | - | 1 | Poor | 2.5 | 1 | 1.5 | - | Pitch is overplayed by 0.5 match equivalent session per week. |
| 6 | Broadoaks Playing Fields | TF2 8AJ | Northern | Yes | Local Authority | Yes | Youth | 9v9 | 2 | Poor | 1.5 | 2 | 0.5 | 0.5 | Actual spare capacity discounted due to poor pitch quality. |
| 6 | Broadoaks Playing Fields | TF2 8AJ | Northern | Yes | Local Authority | Yes | Mini | 7v7 | 1 | Poor | 1 | 2 | 1 | 1 | Actual spare capacity discounted due to poor pitch quality. |
| 6 | Broadoaks Playing Fields | TF2 8AJ | Northern | Yes | Local Authority | Yes | Mini | 5v5 | 1 | Poor | 2 | 2 | 0 | - | Pitch is played to capacity. |
| 78 | Burton Borough School | TF10 7DS | Newport | No | Education | No | Youth | 9v9 | 2 | Standard | 1 | 4 | 3 | 2 | Pitch is unavailable for community use. |
| 78 | Burton Borough School | TF10 7DS | Newport | No | Education | No | Mini | 7v7 | 2 | Standard | 1 | 8 | 7 | 1 | Pitch is unavailable for community use. |
| 7 | Charlton Secondary School | TF1 3FA | Northern | Yes | Education | No | Youth | 11v11 | 2 | Poor | 4 | 2 | 2 | - | Pitches are overplayed by two match equivalent session per week. |
| 7 | Charlton Secondary School | TF1 3FA | Northern | Yes | Education | No | Youth | 9v9 | 1 | Poor | 2.5 | 1 | 1.5 | - | Pitch is overplayed by 1.5 match equivalent session per week. |
| 7 | Charlton Secondary School | TF1 3FA | Northern | Yes | Education | No | Mini | 7v7 | 1 | Good | 2.5 | 6 | 3.5 | - | Played to capacity at peak time. |
| 86 | Crescent Road | TF1 3EP | Northern | Yes | Local Authority | Yes | Adult | - | 1 | Good | 1 | 3 | 2 | - | Pitch is played to capacity at peak time. |
| 86 | Crescent Road | TF1 3EP | Northern | Yes | Local Authority | Yes | Youth | 9v9 | 1 | Good | 1 | 4 | 3 | - | Pitch is played to capacity at peak time. |
| 8 | Donnington Recreation Ground | TF2 8HY | Northern | Yes | Local Authority | Yes | Youth | 11v11 | 1 | Good | 1.5 | 4 | 2.5 | - | Played to capacity at peak time. |

⁸ Match equivalent sessions per week

⁹ Match equivalent sessions per week, based on pitch quality - the FA recommends a maximum number of match equivalent sessions to be accommodated per pitch type. Please refer to Section 2.4 for the full breakdown.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

| Site ID | Site name | Postcode | Analysis area | Availability for community use? | Management | Security of tenure | Pitch type | Pitch size | No. of pitches | Agreed quality rating | Current play ⁸ | Carrying capacity ⁹ | Capacity balance | Spare capacity in peak period | Comments |
|---------|--|----------|---------------|---------------------------------|-----------------|--------------------|------------|------------|----------------|-----------------------|---------------------------|--------------------------------|------------------|-------------------------------|--|
| 8 | Donnington Recreation Ground | TF2 8HY | Northern | Yes | Local Authority | Yes | Youth | 9v9 | 1 | Good | 0 | 4 | 4 | 1 | Actual spare capacity at peak time. |
| 9 | Doseley Road Playing Field | TF4 3AL | Southern | Yes | Sports Club | Yes | Adult | - | 1 | Standard | 3 | 2 | 1 | - | Pitch is overplayed by one match equivalent session per week. |
| 10 | Dothill Playing Fields | TF1 3LG | Northern | Yes | Local Authority | Yes | Youth | 11v11 | 1 | Poor | 2 | 1 | 1 | - | Pitch is played to capacity at peak time. |
| 10 | Dothill Playing Fields | TF1 3LG | Northern | Yes | Local Authority | Yes | Mini | 7v7 | 1 | Poor | 1 | 2 | 1 | 1 | Actual spare capacity discounted due to poor pitch quality. |
| 11 | Dothill Primary School | TF1 3JB | Northern | No | Education | No | Mini | 7v7 | 1 | Poor | 1 | 2 | 1 | 1 | Pitch is unavailable for community use. |
| 12 | Edgmond Playing Fields | TF10 8HU | Newport | Yes | Local Authority | Yes | Youth | 11v11 | 1 | Poor | 1.5 | 1 | 0.5 | - | Pitch is overplayed by 0.5 match equivalent session per week. |
| 13 | Elms playing field | TF3 1DY | Southern | Yes | Local Authority | Yes | Adult | - | 1 | Good | 0 | 3 | 3 | 1 | Actual spare capacity at peak time. |
| 13 | Elms playing field | TF3 1DY | Southern | Yes | Local Authority | Yes | Youth | 9v9 | 1 | Good | 0 | 4 | 4 | 1 | Actual spare capacity at peak time. |
| 13 | Elms playing field | TF3 1DY | Southern | Yes | Local Authority | Yes | Mini | 7v7 | 1 | Good | 0 | 6 | 6 | 1 | Actual spare capacity at peak time. |
| 14 | Ercall Magna Payton Recreation Ground | TF6 6BB | Northern | Yes | Local Authority | Yes | Youth | 11v11 | 1 | Poor | 0 | 1 | 1 | 1 | Actual spare capacity discounted due to poor pitch quality. |
| 14 | Ercall Magna Payton Recreation Ground | TF6 6BB | Northern | Yes | Local Authority | Yes | Mini | 7v7 | 1 | Poor | 0 | 2 | 2 | 1 | Actual spare capacity discounted due to poor pitch quality. |
| 15 | Ercall Wood Academy | TF1 2DT | Northern | No | Education | No | Youth | 11v11 | 1 | Poor | 1 | 1 | 0 | - | Pitch is played to capacity. Pitch is unavailable for community use. |
| 15 | Ercall Wood Academy | TF1 2DT | Northern | No | Education | No | Youth | 9v9 | 1 | Poor | 1 | 1 | 0 | - | Pitch is played to capacity. Pitch is unavailable for community use. |
| 15 | Ercall Wood Academy | TF1 2DT | Northern | No | Education | No | Mini | 7v7 | 2 | Poor | 1 | 4 | 3 | 2 | Pitch is unavailable for community use. |
| 93 | Haberdashers' Adams Junior Boarding House | TF10 8LR | Newport | No | Education | No | Youth | 11v11 | 1 | Good | 1 | 4 | 3 | 1 | Pitch is unavailable for community use. |
| 17 | Hadley Learning Community – Secondary School | TF1 5NU | Northern | Yes | Education | No | Youth | 11v11 | 2 | Standard | 3 | 4 | 1 | - | Played to capacity at peak time. |
| 17 | Hadley Learning Community – Secondary School | TF1 5NU | Northern | Yes | Education | No | Youth | 9v9 | 2 | Standard | 2 | 4 | 2 | 1 | Actual spare capacity is discounted due to unsecure tenure. |
| 17 | Hadley Learning Community – Secondary School | TF1 5NU | Northern | Yes | Education | No | Mini | 5v5 | 1 | Standard | 0.5 | 4 | 3.5 | 1 | Actual spare capacity is discounted due to unsecure tenure. |
| 18 | Harper Adams University College | TF10 8NB | Newport | Yes | Education | No | Adult | - | 1 | Good | 1 | 3 | 2 | 1 | Pitch is unavailable for community use. |

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

| Site ID | Site name | Postcode | Analysis area | Availability for community use? | Management | Security of tenure | Pitch type | Pitch size | No. of pitches | Agreed quality rating | Current play ⁸ | Carrying capacity ⁹ | Capacity balance | Spare capacity in peak period | Comments |
|---------|---|----------|---------------|---------------------------------|-----------------|--------------------|------------|------------|----------------|-----------------------|---------------------------|--------------------------------|------------------|-------------------------------|---|
| 18 | Harper Adams University College | TF10 8NB | Newport | Yes | Education | No | Youth | 9v9 | 1 | Good | 1 | 4 | 3 | 1 | Pitch is unavailable for community use. |
| 19 | Hartshall Park | TF2 6AL | Northern | Yes | Local Authority | Yes | Youth | 9v9 | 1 | Good | 0 | 4 | 4 | 1 | Actual spare capacity at peak time. |
| 19 | Hartshall Park | TF2 6AL | Northern | Yes | Local Authority | Yes | Mini | 7v7 | 1 | Good | 1 | 6 | 5 | 1 | Actual spare capacity at peak time. |
| 21 | Hollins Wood | TF3 2DW | Southern | Yes | Local Authority | Yes | Adult | - | 1 | Poor | 0 | 1 | 1 | 1 | Actual spare capacity discounted due to poor pitch quality. |
| 23 | Holy Trinity Academy | TF2 9SQ | Northern | Yes | Education | Yes | Adult | - | 1 | Poor | 0.5 | 1 | 0.5 | - | Played to capacity at peak time. |
| 23 | Holy Trinity Academy | TF2 9SQ | Northern | Yes | Education | Yes | Youth | 11v11 | 2 | Poor | 1.5 | 2 | 0.5 | - | Played to capacity at peak time. |
| 25 | Ketley Bank | TF2 0EZ | Northern | Yes | Local Authority | Yes | Adult | - | 2 | Poor | 3 | 2 | 1 | - | Pitches are overplayed by one match equivalent sessions per week. |
| 25 | Ketley Bank | TF2 0EZ | Northern | Yes | Local Authority | Yes | Youth | 9v9 | 1 | Poor | 2.5 | 1 | 1.5 | - | Pitch is overplayed by 1.5 match equivalent sessions per week. |
| 26 | Ketley Recreation Ground | TF1 5AN | Northern | Yes | Local Authority | Yes | Youth | 9v9 | 1 | Good | 0 | 4 | 4 | 1 | Actual spare capacity discounted due to poor quality. |
| 26 | Ketley Recreation Ground | TF1 5AN | Northern | Yes | Local Authority | Yes | Mini | 7v7 | 1 | Good | 0 | 6 | 6 | 1 | Actual spare capacity discounted due to poor quality. |
| 26 | Ketley Recreation Ground | TF1 5AN | Northern | Yes | Local Authority | Yes | Mini | 5v5 | 1 | Good | 0 | 6 | 6 | 1 | Actual spare capacity discounted due to poor pitch quality. |
| 27 | Ladygrove Primary School | TF4 2LF | Southern | No | Education | No | Mini | 7v7 | 1 | Poor | 1 | 2 | 1 | 1 | Pitch is unavailable for community use. |
| 28 | Lawley Primary School | TF4 2PR | Southern | Yes | Education | No | Mini | 7v7 | 1 | Poor | 3 | 2 | 1 | - | Pitch is overplayed by one match equivalent sessions per week. |
| 28 | Lawley Primary School | TF4 2PR | Southern | Yes | Education | No | Mini | 5v5 | 1 | Poor | 2 | 2 | 0 | - | Pitch is played to capacity. |
| 35 | Madeley Academy | TF7 5FB | Southern | No | Education | No | Adult | - | 1 | Good | 1 | 3 | 2 | 1 | Pitch is unavailable for community use. |
| 35 | Madeley Academy | TF7 5FB | Southern | No | Education | No | Youth | 11v11 | 1 | Standard | 1 | 2 | 1 | 1 | Pitch is unavailable for community use. |
| 36 | Madeley Barn Football Pitch | TF7 5EE | Southern | Yes | Other | Yes | Youth | 9v9 | 1 | Poor | 1.5 | 1 | 0.5 | - | Pitch is overplayed by 0.5 match equivalent sessions. |
| 38 | Malinsee Playing Fields | TF4 2NS | Southern | Yes | Local Authority | Yes | Youth | 9v9 | 1 | Poor | 0 | 1 | 1 | 1 | Actual spare capacity is discounted due to poor quality. |
| 38 | Malinsee Playing Fields | TF4 2NS | Southern | Yes | Local Authority | Yes | Mini | 7v7 | 1 | Poor | 0.5 | 2 | 1.5 | 1 | Actual spare capacity discounted due to poor pitch quality. |
| 38 | Malinsee Playing Fields | TF4 2NS | Southern | Yes | Local Authority | Yes | Mini | 5v5 | 1 | Poor | 0.5 | 2 | 1.5 | 1 | Actual spare capacity discounted due to poor pitch quality. |
| 40 | Mercia Fields | TF1 6YP | Northern | Yes | Local Authority | Yes | Adult | - | 2 | Good | 3 | 6 | 3 | - | Pitches are played to capacity at peak time. |
| 40 | Mercia Fields | TF1 6YP | Northern | Yes | Local Authority | Yes | Youth | 9v9 | 1 | Good | 0 | 4 | 4 | 1 | Actual spare capacity at peak time. |
| 42 | NC United FC | TF1 2GF | Northern | Yes | Sports Club | Yes | Adult | - | 1 | Poor | 2 | 1 | 1 | - | Pitch is overplayed by one match equivalent session per week. |
| 42 | NC United FC | TF1 2GF | Northern | Yes | Sports Club | Yes | Youth | 11v11 | 1 | Poor | 2.5 | 1 | 1.5 | - | Pitch is overplayed by 1.5 match equivalent sessions per week. |
| 43 | New Bucks Head Stadium (AFC Telford United) | TF1 2TU | Northern | Yes | Sports Club | Yes | Adult | - | 1 | Good | 0.5 | 3 | 2.5 | 1 | Actual spare capacity at peak time. |

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

| Site ID | Site name | Postcode | Analysis area | Availability for community use? | Management | Security of tenure | Pitch type | Pitch size | No. of pitches | Agreed quality rating | Current play ⁸ | Carrying capacity ⁹ | Capacity balance | Spare capacity in peak period | Comments |
|---------|--------------------------------------|----------|---------------|---------------------------------|-----------------|--------------------|------------|------------|----------------|-----------------------|---------------------------|--------------------------------|------------------|-------------------------------|--|
| 48 | Norbrook Park | TF10 7XY | Newport | Yes | Local Authority | Yes | Mini | 5v5 | 1 | Poor | 0 | 2 | 2 | 1 | Actual spare capacity discounted due to poor quality. |
| 49 | Oak Tree Centre | TF4 3EG | Southern | Yes | Other | Yes | Adult | - | 1 | Poor | 0.5 | 1 | 0.5 | 0.5 | Actual spare capacity discounted due to poor quality. |
| 54 | Priorslee Primary Academy | TF2 9RS | Northern | Yes | Education | No | Mini | 7v7 | 1 | Standard | 0 | 4 | 4 | 1 | Actual spare capacity is discounted due to unsecure tenure. |
| 55 | Queensway South School | TF4 3PP | Southern | No | Education | No | Youth | 9v9 | 1 | Standard | 1 | 2 | 1 | 1 | Pitch is unavailable for community use. |
| 58 | Ricoh UK Products LTD Football Pitch | TF2 9NS | Northern | Yes | Other | Yes | Adult | - | 1 | Standard | 0 | 2 | 2 | 1 | Actual spare capacity at peak time. |
| 59 | Ringers Lane | TF5 0BQ | Northern | Yes | Local Authority | Yes | Youth | 11v11 | 1 | Good | 2.5 | 4 | 1.5 | - | Pitch is played to capacity at peak time. |
| 59 | Ringers Lane | TF5 0BQ | Northern | Yes | Local Authority | Yes | Youth | 9v9 | 1 | Standard | 0 | 2 | 2 | 1 | Actual spare capacity at peak time. |
| 59 | Ringers Lane | TF5 0BQ | Northern | Yes | Local Authority | Yes | Mini | 5v5 | 1 | Standard | 1 | 4 | 3 | 1 | Actual spare capacity at peak time. |
| 62 | Shuker Fields | TF10 7NX | Newport | Yes | Other | Yes | Adult | - | 1 | Standard | 1.5 | 2 | 0.5 | - | Pitch is played to capacity at peak time. |
| 62 | Shuker Fields | TF10 7NX | Newport | Yes | Other | Yes | Youth | 11v11 | 1 | Standard | 1.5 | 2 | 0.5 | - | Pitch is played to capacity at peak time. |
| 62 | Shuker Fields | TF10 7NX | Newport | Yes | Other | Yes | Youth | 11v11 | 1 | Poor | 1 | 1 | 0 | - | Pitch is played to capacity. |
| 62 | Shuker Fields | TF10 7NX | Newport | Yes | Other | Yes | Youth | 9v9 | 1 | Standard | 2 | 2 | 0 | - | Pitch is played to capacity. |
| 62 | Shuker Fields | TF10 7NX | Newport | Yes | Other | Yes | Mini | 7v7 | 1 | Standard | 3.5 | 4 | 0.5 | - | Pitch is played to capacity at peak time. |
| 62 | Shuker Fields | TF10 7NX | Newport | Yes | Other | Yes | Mini | 5v5 | 1 | Standard | 2.5 | 4 | 1.5 | - | Pitch is played to capacity at peak time. |
| 63 | Sinclair Social Club | TF1 5HR | Northern | Yes | Sports Club | Yes | Youth | 11v11 | 1 | Poor | 1 | 1 | 0 | - | Pitch is played to capacity. |
| 63 | Sinclair Social Club | TF1 5HR | Northern | Yes | Sports Club | Yes | Mini | 7v7 | 1 | Poor | 1.5 | 2 | 0.5 | - | Pitch is played to capacity at peak time. |
| 63 | Sinclair Social Club | TF1 5HR | Northern | Yes | Sports Club | Yes | Mini | 5v5 | 1 | Poor | 2 | 2 | 0 | - | Pitch is played to capacity. |
| 65 | St George's C of E Primary School | TF2 9LJ | Northern | No | Education | No | Mini | 7v7 | 1 | Poor | 1 | 2 | 1 | 1 | Pitch is unavailable for community use. |
| 66 | St Georges Sports & Social Club | TF2 9LU | Northern | Yes | Sports Club | Yes | Youth | 9v9 | 1 | Standard | 0.5 | 2 | 1.5 | 1 | Actual spare capacity at peak time. |
| 66 | St Georges Sports & Social Club | TF2 9LU | Northern | Yes | Sports Club | Yes | Mini | 7v7 | 1 | Standard | 1.5 | 4 | 2.5 | 1 | Actual spare capacity at peak time. |
| 66 | St Georges Sports & Social Club | TF2 9LU | Northern | Yes | Sports Club | Yes | Mini | 5v5 | 1 | Standard | 0 | 4 | 4 | 1 | Actual spare capacity at peak time. |
| 71 | Stirchley Playing Fields | TF3 1ET | Southern | Yes | Local Authority | Yes | Adult | - | 1 | Poor | 0.5 | 1 | 0.5 | 0.5 | Actual spare capacity discounted due to poor quality. |
| 71 | Stirchley Playing Fields | TF3 1ET | Southern | Yes | Local Authority | Yes | Youth | 11v11 | 1 | Poor | 2.5 | 1 | 1.5 | - | Pitch is overplayed by 1.5 match equivalent sessions per week. |
| 71 | Stirchley Playing Fields | TF3 1ET | Southern | Yes | Local Authority | Yes | Youth | 9v9 | 3 | Poor | 3 | 3 | 0 | - | Pitches are played to capacity. |
| 71 | Stirchley Playing Fields | TF3 1ET | Southern | Yes | Local Authority | Yes | Mini | 7v7 | 3 | Poor | 4 | 6 | 2 | - | Pitches are played to capacity at peak time. |
| 71 | Stirchley Playing Fields | TF3 1ET | Southern | Yes | Local Authority | Yes | Mini | 5v5 | 2 | Poor | 3 | 4 | 1 | - | Pitches are played to capacity at peak time. |
| 72 | Sutton Hill Playing Field | TF7 4DH | Southern | Yes | Local Authority | Yes | Adult | - | 1 | Poor | 0.5 | 1 | 0.5 | 0.5 | Actual spare capacity is discounted due to poor quality. |

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| Site ID | Site name | Postcode | Analysis area | Availability for community use? | Management | Security of tenure | Pitch type | Pitch size | No. of pitches | Agreed quality rating | Current play ⁸ | Carrying capacity ⁹ | Capacity balance | Spare capacity in peak period | Comments |
|---------|---|----------|---------------|---------------------------------|-----------------|--------------------|------------|------------|----------------|-----------------------|---------------------------|--------------------------------|------------------|-------------------------------|--|
| 72 | Sutton Hill Playing Field | TF7 4DH | Southern | Yes | Local Authority | Yes | Youth | 11v11 | 1 | Good | 0 | 4 | 4 | 1 | Actual spare capacity at peak time. |
| 72 | Sutton Hill Playing Field | TF7 4DH | Southern | Yes | Local Authority | Yes | Youth | 9v9 | 1 | Poor | 0 | 1 | 1 | 1 | Actual spare capacity is discounted due to poor quality. |
| 74 | Telford College | TF1 2NP | Northern | Yes | Education | No | Youth | 11v11 | 1 | Standard | 2.5 | 2 | 0.5 | - | Pitch is overplayed by two match equivalent sessions per week. |
| 74 | Telford College | TF1 2NP | Northern | Yes | Education | No | Mini | 7v7 | 1 | Standard | 2 | 4 | 2 | 1 | Actual spare capacity discounted due to unsecure tenure. |
| 79 | The Hamer Leisure Stadium | TF2 6BQ | Northern | Yes | Local Authority | Yes | Adult | - | 1 | Good | 1 | 3 | 2 | - | Pitch is played to capacity at peak time. |
| 80 | The Meadow Recreation Ground | TF8 7BJ | Southern | Yes | Local Authority | Yes | Youth | 11v11 | 1 | Standard | 1 | 2 | 1 | - | Pitch is played to capacity at peak time. |
| 80 | The Meadow Recreation Ground | TF8 7BJ | Southern | Yes | Local Authority | Yes | Mini | 7v7 | 1 | Standard | 2 | 4 | 2 | 1 | Actual spare capacity at peak time. |
| 80 | The Meadow Recreation Ground | TF8 7BJ | Southern | Yes | Local Authority | Yes | Mini | 5v5 | 1 | Standard | 2 | 4 | 2 | 1 | Actual spare capacity at peak time. |
| 76 | The Telford Langley School | TF4 3JS | Southern | Yes | Local Authority | Yes | Adult | - | 1 | Standard | 2 | 2 | 0 | - | Pitch is played to capacity. |
| 76 | The Telford Langley School | TF4 3JS | Southern | Yes | Local Authority | Yes | Youth | 11v11 | 1 | Standard | 3 | 2 | 1 | - | Pitch is overplayed by one match equivalent sessions per week. |
| 76 | The Telford Langley School | TF4 3JS | Southern | Yes | Local Authority | Yes | Youth | 9v9 | 1 | Poor | 3 | 1 | 2 | - | Pitch is overplayed by two match equivalent sessions per week. |
| 50 | The Telford Priory School (Oakengates Leisure Centre) | TF2 7AB | Northern | Yes | Local Authority | Yes | Adult | - | 1 | Good | 2 | 3 | 1 | - | Pitch is played to capacity at peak time. |
| 50 | The Telford Priory School (Oakengates Leisure Centre) | TF2 7AB | Northern | Yes | Local Authority | Yes | Adult | - | 1 | Standard | 1.5 | 2 | 0.5 | - | Pitch is played to capacity at peak time. |
| 50 | The Telford Priory School (Oakengates Leisure Centre) | TF2 7AB | Northern | Yes | Local Authority | Yes | Youth | 9v9 | 1 | Poor | 0 | 1 | 1 | 1 | Actual spare capacity is discounted due to poor quality. |
| 82 | Tibberton Playing Fields | TF10 8PB | Newport | Yes | Local Authority | Yes | Adult | - | 1 | Good | 1 | 3 | 2 | 1 | Actual spare capacity at peak time. |
| 82 | Tibberton Playing Fields | TF10 8PB | Newport | Yes | Local Authority | Yes | Youth | 9v9 | 1 | Good | 0.5 | 4 | 3.5 | 1 | Actual spare capacity at peak time. |
| 83 | Trench Playing Field | TF2 7JW | Northern | Yes | Local Authority | Yes | Mini | 7v7 | 1 | Poor | 0.5 | 2 | 1.5 | 1 | Actual spare capacity discounted due to poor quality. |
| 83 | Trench Playing Field | TF2 7JW | Northern | Yes | Local Authority | Yes | Mini | 5v5 | 1 | Poor | 1 | 2 | 1 | 0.5 | Actual spare capacity discounted due to poor quality. |
| 84 | Unicorn Playing Fields | TF4 3HZ | Southern | Yes | Local Authority | Yes | Adult | - | 1 | Poor | 0 | 1 | 1 | 1 | Actual spare capacity discounted due to poor quality. |
| 88 | Wrekin College Sports Centre | TF1 3BH | Northern | Yes | Education | No | Adult | - | 1 | Good | 0 | 3 | 3 | 1 | Actual spare capacity discounted due to unsecure tenure. |
| 88 | Wrekin College Sports Centre | TF1 3BH | Northern | Yes | Education | No | Youth | 11v11 | 1 | Good | 0 | 4 | 4 | 1 | Actual spare capacity discounted due to unsecure tenure. |
| 88 | Wrekin College Sports Centre | TF1 3BH | Northern | Yes | Education | No | Youth | 9v9 | 1 | Good | 0 | 4 | 4 | 1 | Actual spare capacity discounted due to unsecure tenure |

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

| Site ID | Site name | Postcode | Analysis area | Availability for community use? | Management | Security of tenure | Pitch type | Pitch size | No. of pitches | Agreed quality rating | Current play ⁸ | Carrying capacity ⁹ | Capacity balance | Spare capacity in peak period | Comments |
|---------|--------------------------------------|----------|---------------|---------------------------------|------------|--------------------|------------|------------|----------------|-----------------------|---------------------------|--------------------------------|------------------|-------------------------------|--|
| 88 | Wrekin College Sports Centre | TF1 3BH | Northern | Yes | Education | No | Mini | 7v7 | 1 | Good | 0 | 6 | 6 | 1 | Actual spare capacity discounted due to unsecure tenure. |
| 89 | Wrekin View Primary School & Nursery | TF1 3ES | Northern | No | Education | No | Mini | 5v5 | 1 | Standard | 1 | 4 | 3 | - | Pitch is unavailable for community use. |
| 90 | Wrockwardine Wood Juniors School | TF2 7HG | Northern | Yes | Education | No | Youth | 9v9 | 1 | Standard | 1.5 | 2 | 0.5 | - | Pitch is played to capacity at peak time. |
| 90 | Wrockwardine Wood Juniors School | TF2 7HG | Northern | Yes | Education | No | Mini | 7v7 | 1 | Standard | 2 | 4 | 2 | 1 | Actual spare capacity discounted due to unsecure tenure. |

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Actual spare capacity

Actual spare capacity totals 20 match equivalent sessions per week across 20 pitches in Telford & Wrekin. This has been broken down by analysis area and by pitch type below.

Table 2.16: Summary of actual spare capacity on grass football pitches

| Analysis area | Adult | Youth 11v11 | Youth 9v9 | Mini 7v7 | Mini 5v5 | Total |
|-----------------------------|----------|-------------|-----------|----------|----------|-----------|
| Newport | 2 | - | 1 | - | - | 3 |
| Northern | 2 | - | 5 | 2 | 2 | 11 |
| Southern | 1 | 1 | 1 | 2 | 1 | 6 |
| Telford & Wrekin | 5 | 1 | 7 | 4 | 3 | 20 |

Most actual spare capacity is identified on youth 9v9 pitches, although there is some level of spare capacity across all pitch types.

By analysis area, most actual spare capacity is in the Northern Analysis Area, followed by the Southern Analysis Area.

Overplay

Overplay occurs when there is more play accommodated on a site than it can sustain (based on its quality rating), which can often be due to the low carrying capacity of pitches. In total, 19 pitches across 13 sites are overplayed by a combined total of 21.5 match equivalent sessions per week in Telford & Wrekin.

Table 2.17: Summary of overplay of grass football pitches

| Site ID | Site name | Analysis area | Pitch type | No. of pitches | Capacity rating (MES per week) |
|---------|-----------------------------|---------------|-------------|----------------|--------------------------------|
| 2 | Allscott Heath Sports Club | Northern | Adult | 1 | 1.5 |
| 2 | Allscott Heath Sports Club | Northern | Youth 11v11 | 1 | 1.5 |
| 2 | Allscott Heath Sports Club | Northern | Youth 9v9 | 1 | 1 |
| 5 | Bowring Park | Northern | Youth 9v9 | 1 | 0.5 |
| 6 | Broadoaks Playing Fields | Northern | Adult | 1 | 1.5 |
| 7 | Charlton Secondary School | Northern | Youth 11v11 | 1 | 2 |
| 7 | Charlton Secondary School | Northern | Youth 9v9 | 1 | 1.5 |
| 9 | Doseley Road Playing Field | Southern | Adult | 1 | 1 |
| 12 | Edgmond Playing Fields | Newport | Youth 11v11 | 1 | 0.5 |
| 25 | Ketley Bank | Northern | Adult | 2 | 1 |
| 25 | Ketley Bank | Northern | Youth 9v9 | 1 | 1.5 |
| 28 | Lawley Primary School | Southern | Mini 7v7 | 1 | 1 |
| 36 | Madeley Barn Football Pitch | Southern | Youth 9v9 | 1 | 0.5 |
| 42 | NC United FC | Northern | Adult | 1 | 1 |
| 42 | NC United FC | Northern | Youth 11v11 | 1 | 0.5 |
| 71 | Stirchley Playing Fields | Southern | Youth 11v11 | 1 | 1.5 |
| 74 | Telford College | Northern | Youth 11v11 | 1 | 0.5 |

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

| Site ID | Site name | Analysis area | Pitch type | No. of pitches | Capacity rating (MES per week) |
|---------|----------------------------|---------------|--------------|----------------|--------------------------------|
| 76 | The Telford Langley School | Southern | Youth 11v11 | 1 | 1 |
| 76 | The Telford Langley School | Southern | Youth 9v9 | 1 | 2 |
| - | - | - | Total | 21 | 21.5 |

Most overplay is situated in the Northern Analysis Area (14 match equivalent sessions per week), followed by the Southern Analysis Area (seven match equivalent sessions per week).

By pitch type, overplay is mostly on youth 11v11 pitches (7.5 match equivalent sessions per week) with some also on adult pitches (six match equivalent sessions per week). There is also overplay on youth 9v9 pitches (seven match equivalent sessions per week) and mini 7v7 pitches (one match equivalent sessions per week). There is no identified overplay on mini 5v5 pitches.

Most overplay is generated from poor quality pitches (17 match equivalent sessions per week). However, it should be noted that whilst overall overplay is high, most pitches are only marginally overplayed.

2.5: Supply and demand analysis

Having considered supply and demand, the tables below identify current demand (i.e. spare capacity taking away overplay) in each of the analysis areas for the different pitch types, based on match equivalent sessions. Future demand is based on team generation rates which are driven by population increases.

Adult pitch capacity

Table 2.18: Supply and demand balance of adult pitches in match sessions per week

| Analysis area | Actual spare capacity | Overplay | Current total |
|-----------------------------|-----------------------|----------|---------------|
| Newport | 2 | - | 2 |
| Northern | 2 | 5 | 3 |
| Southern | 1 | 1 | 0 |
| Telford & Wrekin | 5 | 6 | 1 |

There is currently a shortfall amounting to one match equivalent session per week on adult pitches in Telford & Wrekin. Overplay can be found in the Northern and Southern analysis areas. The Newport Analysis Area has actual spare capacity.

Table 2.19: Future supply and demand position for adult pitches in match sessions per week

| Analysis area | Current total | Future demand | Future total |
|------------------|---------------|---------------|--------------|
| Telford & Wrekin | 1 | 4.5 | 5.5 |

After considering future demand, the shortfall increases to 5.5 match equivalent sessions per week.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Youth 11v11 pitch capacity

Table 2.20: Supply and demand balance of youth 11v11 pitches in match sessions per week

| Analysis area | Actual spare capacity | Overplay | Current total |
|-----------------------------|-----------------------|------------|---------------|
| Newport | - | 0.5 | 0.5 |
| Northern | - | 4.5 | 4.5 |
| Southern | 1 | 2.5 | 1.5 |
| Telford & Wrekin | 1 | 7.5 | 6.5 |

The table above shows that there is currently a shortfall of 6.5 match equivalent session per week on youth 11v11 pitches in Telford & Wrekin. Shortfalls, due to levels of overplay, can be found in all analysis areas.

Table 2.21: Future supply and demand position for youth 11v11 pitches in match sessions per week

| Analysis area | Current total | Future demand | Future total |
|-----------------------------|---------------|---------------|--------------|
| Telford & Wrekin | 6.5 | 7.5 | 14 |

After considering future demand, the shortfall increases to 14 match equivalent sessions per week.

Youth 9v9 pitch capacity

Table 2.22: Supply and demand balance of youth 9v9 pitches in match sessions per week

| Analysis area | Actual spare capacity | Overplay | Current total |
|-----------------------------|-----------------------|----------|---------------|
| Newport | 1 | - | 1 |
| Northern | 5 | 4.5 | 0.5 |
| Southern | 1 | 2.5 | 1.5 |
| Telford & Wrekin | 7 | 7 | 0 |

The table above shows that youth 9v9 pitches are currently played to capacity in Telford & Wrekin. Shortfalls can be found in the Southern Analysis Area with the Newport and Northern analysis areas showing actual spare capacity.

Table 2.23: Future supply and demand position for youth 9v9 pitches in match sessions per week

| Analysis area | Current total | Future demand | Exported demand ¹⁰ | Future total |
|-----------------------------|---------------|---------------|-------------------------------|--------------|
| Telford & Wrekin | 0 | 4.5 | 1.5 | 6 |

After considering future and exported demand, a shortfall arises equating to six match equivalent sessions per week.

¹⁰ Shifnal Girls FC currently export three teams (U11, 2x u12) due to lack of facilities in Telford & Wrekin.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Mini 7v7 pitch capacity

Table 2.24: Supply and demand balance of mini 7v7 pitches in match sessions per week

| Analysis area | Actual spare capacity | Overplay | Current total |
|-----------------------------|-----------------------|----------|---------------|
| Newport | - | - | 0 |
| Northern | 2 | - | 2 |
| Southern | 2 | 1 | 1 |
| Telford & Wrekin | 4 | 1 | 3 |

There is currently actual spare capacity amounting to three match equivalent session per week on mini 7v7 pitches in Telford & Wrekin. Spare capacity can be found in the Northern and Southern analysis areas with the Newport Analysis Area played to capacity.

Table 2.25: Future supply and demand position for mini 7v7 pitches in match sessions per week

| Analysis area | Current total | Future demand | Future total |
|-----------------------------|---------------|---------------|--------------|
| Telford & Wrekin | 3 | 4.5 | 1.5 |

After considering future demand, a shortfall arises equating to 1.5 match equivalent sessions per week.

Mini 5v5 pitch capacity

Table 2.26: Supply and demand balance of mini 5v5 pitches in match sessions per week

| Analysis area | Actual spare capacity | Overplay | Current total |
|-----------------------------|-----------------------|----------|---------------|
| Newport | - | - | 0 |
| Northern | 2 | - | 2 |
| Southern | 1 | - | 1 |
| Telford & Wrekin | 3 | 0 | 3 |

There is currently actual spare capacity amounting to three match equivalent session per week on mini 5v5 pitches in Telford & Wrekin. Spare capacity is identified in the Northern and Southern analysis areas with the Newport Analysis Area played to capacity.

Table 2.27: Future supply and demand position for mini 5v5 pitches in match sessions per week

| Analysis area | Current total | Future demand | Future total |
|-----------------------------|---------------|---------------|--------------|
| Telford & Wrekin | 3 | 3.5 | 0.5 |

After considering future demand, a shortfall arises equating to 0.5 match equivalent sessions per week.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

2.6: Conclusion

Using the supply and demand analysis above, the table below summarises the overall Telford & Wrekin supply and demand balance by pitch type.

Table 2.28: Summary of supply and demand in match equivalent sessions per week

| Pitch type | Actual spare capacity | Overplay | Current total | Future demand | Exported demand | Total |
|-------------|-----------------------|----------|---------------|---------------|-----------------|-------|
| Adult | 5 | 6 | 1 | 4.5 | - | 5.5 |
| Youth 11v11 | 1 | 7.5 | 6.5 | 7.5 | - | 14 |
| Youth 9v9 | 7 | 7 | 0 | 4.5 | 1.5 | 6 |
| Mini 7v7 | 4 | 1 | 3 | 4.5 | - | 1.5 |
| Mini 5v5 | 3 | 0 | 3 | 3.5 | - | 0.5 |

There are current shortfalls across adult and youth 11v11 pitch types in Telford and Wrekin amounting to 7.5 match equivalent sessions per week. This is largely due to poor quality pitches across these pitch types.

Youth 9v9 pitches are currently played to capacity with mini 7v7 and mini 5v5 pitch types currently identified as having spare capacity amounting to six match equivalent session per week collectively. It should be noted that overplay on youth 9v9 pitches is balanced by the same amount of spare capacity, whether in practise this level of spare capacity is located and able to address the overplay will be tested within the Strategy & Action Plan.

When considering future demand, shortfalls increase on adult and youth 11v11 pitch types amounting to 19.5 match equivalent sessions per week, whilst a shortfall arises on youth 9v9, mini 7v7 and mini 5v5 pitches amounting to eight match equivalent sessions per week.

Given the pitch quality issues highlighted above including pitches assessed as good and standard quality there is a clear need to improve the pitch quality to alleviate shortfalls and continue to accommodate demand. This will be explored in greater detail in the Strategy & Action Plan.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Football – supply and demand summary

- Actual spare capacity totals 20 match equivalent sessions per week across 20 pitches in Telford & Wrekin, whilst 19 pitches across 13 sites are overplayed by a combined total of 21.5 match equivalent sessions per week in Telford & Wrekin.
- There are current shortfalls across adult and youth 11v11 pitches, whilst youth 9v9 pitches are played to capacity and capacity is sufficient across mini 7v7 and mini 5v5 pitches.
- When factoring in future demand, shortfalls increase on adult and youth 11v11 pitch types amounting to 19.5 match equivalent sessions per week, whilst a shortfall arises on youth 9v9, mini 7v7 and mini 5v5 pitches.

Football – supply summary

- The audit identifies a total of 134 grass football pitches within Telford & Wrekin across 56 sites, with 118 pitches across 47 sites identified as being available for community use.
- Most available pitches in the Borough are in the Northern Analysis Area (73 pitches – 62% of available pitches), followed by the Southern Analysis Area (32 pitches – 27% of available pitches).
- Tenure of football sites in Telford & Wrekin is generally secure, although not at all school sites.
- Of the pitches that are available for community use, 31 pitches (26%) are rated as good quality, 30 as standard quality (26%) and 57 as poor quality (48%).
- Four sites are receiving Grass Pitch Maintenance Fund support from the Football Foundation, Shuker Fields (Nova United), Allscott Heath Sports Club (Allscott Heath FC), The Hamer Leisure Stadium (Wellington Amateurs FC) and NC United FC (NC United).
- Four sites are identified as having poor quality changing provision located at Mercia Fields, Shuker Playing Fields, Sutton Hill Playing Fields and Crescent Road.
- Ringers Lane, Donnington Recreation Ground and Broadoaks Playing Fields are not provided with any pavilion provision.

Football – demand summary

- There are 331 teams from across 46 affiliated clubs playing regular, competitive matches on football pitches within Telford & Wrekin, with this consisting of 49 adult men's, 12 adult women's, 132 youth boys', 31 youth girls' and 107 mini teams.
- There is one team in Telford & Wrekin which compete in the men's National League System at Step 3, fielded by AFC Telford United. Also, AFC Telford United Ladies play at Tier 3 of the Women's National League System.
- Sparta FC, PSG Football Club, AFC Wrekin, Dun Cow Wellington, Lawley Lightmoor FC, Shifnal Girls FC all indicate they could field additional teams if they have access to better pitch provision, however, none of the clubs quantify a specific amount.
- Of responding clubs, 10 report aspirations to increase the number of teams they provide totalling a predicted growth of 61 teams.
- Future demand from population growth projects an increase of nine adult teams, 12 youth 11v11 boys, three youth 11v11 girls' teams, seven youth 9v9 boys, two youth 9v9 girls, nine mini 7v7 and seven mini 5v5 team.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

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

3.1: Introduction

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

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

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

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

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

3.2: Supply

The recommended dimensions for an 11v11 size 3G artificial grass pitch for football are 100 x 64 metres. This extends to an area of 106 x 70 metres with the recommended minimum three metre run off area included. These dimensions allow for all age group match play to take place including adults, youth under 17/18 and younger age groups via overmarked pitches, e.g., the marking out of two 9v9 pitches for under 11/12s.

For rugby union, a 3G pitch must measure 106 x 68 metres for senior match play, with a five-metre run off around the full perimeter. Smaller sized pitches can, however, be used to support training demand providing that they are installed to the correct specifications.

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

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

For the purposes of this report, please note that 3G pitches are separated into two categories, with these being 11v11 3G pitches and smaller size pitches. The 11v11 3G pitches include all those considered to be recommended size as per the definition above, as well as some undersized ones that can still accommodate 11v11 football (anything larger than 91 x 55 metres). Nationally, many are slightly smaller than recommended size due to being converted from sand-based provision. Smaller size pitches are all those that do not meet the required dimensions for any form of 11v11 football.

Unless otherwise stated and justified for an individual pitch, proposals in this PPORS for any new 11v11 3G pitches are based on providing them to the recommended dimensions for the sports that they will be established to cater for.

The table below summarises all 3G pitch provision in Telford & Wrekin by size and analysis area including those that are not available for community use. In total, there are eight 11v11 size and nine smaller size 3G pitches identified, although three 11v11 3G pitches and two smaller size pitches are unavailable for community use.

All unavailable pitches are located at educational sites, with these being Madeley Academy, Thomas Telford School, Hadley Learning Community and the Grange Park Primary School.

Table 3.1: Number of small size and 11v11 3G pitches by analysis area

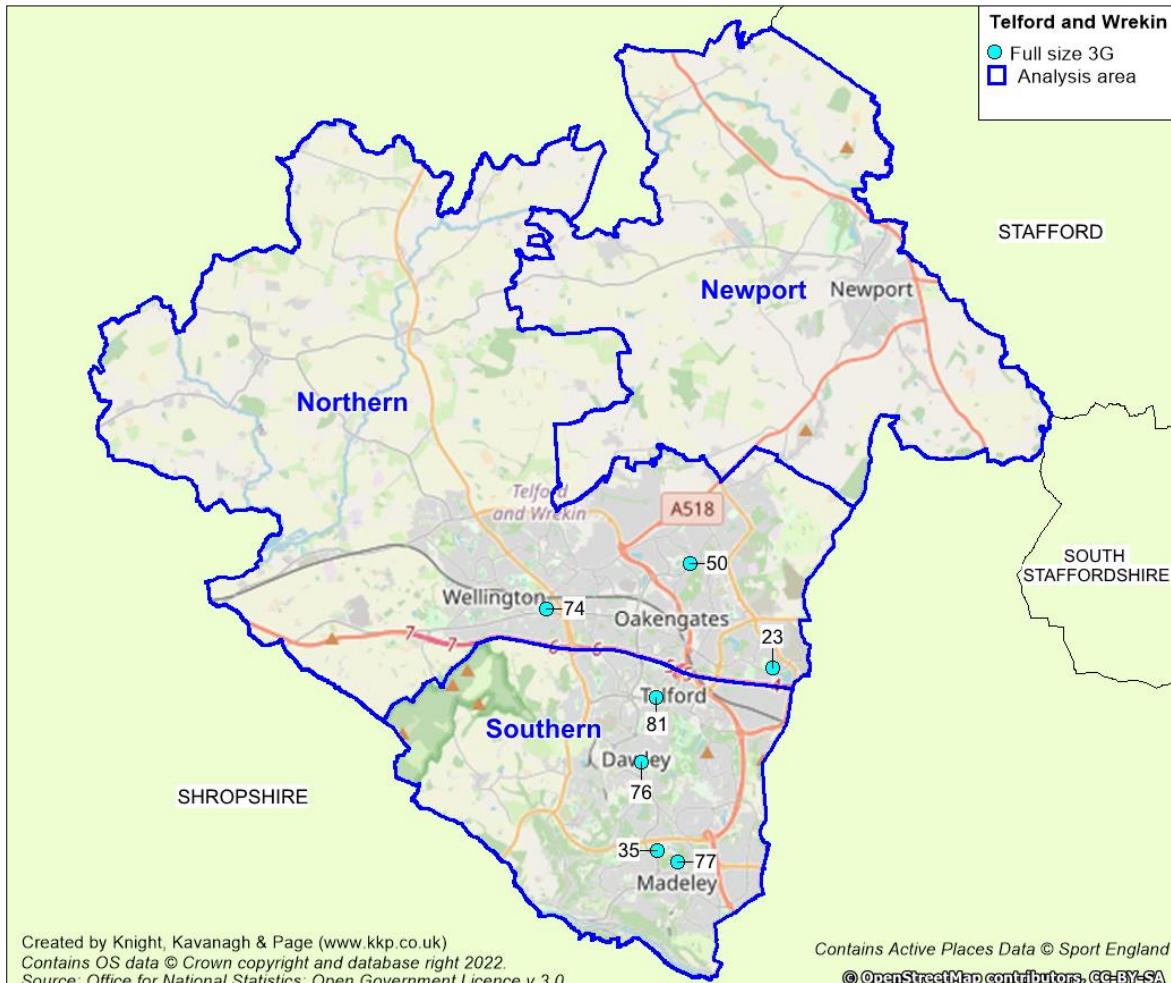
| Analysis area | 11v11 size available for community use | 11v11 size unavailable for community use | Smaller sized available for community use | Smaller sized unavailable for community use |
|-----------------------------|--|--|---|---|
| Newport | - | - | - | - |
| Northern | 3 | - | 5 | 1 |
| Southern | 2 | 3 | 2 | 1 |
| Telford & Wrekin | 5 | 3 | 7 | 2 |

Most provision is located in the Northern Analysis Area with nine pitches, whilst the Southern Analysis Area provides eight. No 3G pitches are identified in the Newport Analysis Area. The three 11v11 size pitches not available for community use are all located in the Southern Analysis Area.

Please see the figure below for the location of the 3G pitches currently servicing Telford & Wrekin. Table 3.2 provides a key to the map.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Figure 3.1: Location of 11v11 3G AGPs in Telford & Wrekin



TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Table 3.2: Summary of all 3G pitches in Telford & Wrekin

| Site ID | Site name | Analysis area | Postcode | Size | Community use? | Number of pitches | Sports lighting? | Dimensions (metres) | Year built/refurbished | Certification (expiration) |
|---------|---|---------------|----------|-------|----------------|-------------------|------------------|---------------------|------------------------|--------------------------------------|
| 17 | Hadley Learning Community | Northern | TF1 5NU | Small | No | 1 | Yes | 40 x 27 | 2009 | - |
| 23 | Holy Trinity Academy | Northern | TF2 9SQ | 11v11 | Yes | 1 | Yes | 100 x 64 | 2022 | FIFA Approved (May 2026) |
| 35 | Madeley Academy | Southern | TF7 5FB | 11v11 | No | 1 | Yes | 91 x 55 | 2021 | - |
| 43 | New Bucks Head Stadium (AFC Telford United) | Northern | TF1 2TU | Small | Yes | 1 | Yes | 30 x 20 | 2012 / 2024 | - |
| 43 | New Bucks Head Stadium (AFC Telford United) | Northern | TF1 2TU | Small | Yes | 1 | Yes | 30 x 20 | 2012 / 2024 | - |
| 43 | New Bucks Head Stadium (AFC Telford United) | Northern | TF1 2TU | Small | Yes | 1 | Yes | 30 x 20 | 2012 / 2024 | - |
| 43 | New Bucks Head Stadium (AFC Telford United) | Northern | TF1 2TU | Small | Yes | 1 | Yes | 30 x 20 | 2012 / 2024 | - |
| 50 | The Telford Priory School (Oakengates Leisure Centre) | Northern | TF2 7AB | 11v11 | Yes | 1 | Yes | 100 x 64 | 2023 | FIFA Approved (March 2027) |
| 74 | Telford College | Northern | TF1 2NP | 11v11 | Yes | 1 | Yes | 110 x 65 | 2012 | FA Approved (May 2025) ¹¹ |
| 74 | Telford College | Northern | TF1 2NP | Small | Yes | 1 | Yes (indoor) | 60 x 42 | 2023 | - |
| 76 | The Telford Langley School | Southern | TF4 3JS | 11v11 | Yes | 1 | Yes | 106 x 62 | 2013 | FA Approved (May 2024) |
| 77 | Telford Snowboard & Ski Centre (Madeley 3G) | Southern | TF7 5EE | 11v11 | Yes | 1 | Yes | 100 x 64 | 2018 | FA Approved (May 2025) |
| 81 | Thomas Telford School | Southern | TF3 4NW | 11v11 | No | 1 | Yes | 98 x 58 | 2014 | FIFA Approved (May 2026) |
| 81 | Thomas Telford School | Southern | TF3 4NW | 11v11 | No | 1 | Yes | Unknown | 2023 | - |
| 81 | Thomas Telford School | Southern | TF3 4NW | Small | Yes | 1 | Yes | 34 x 23 | 2017 | - |
| 16 | Grange Park Primary School | Southern | TF3 1ET | Small | No | 1 | Yes | 33 x 16 | 2018 | - |
| 95 | Newdale Primary School | Southern | TF3 5HA | Small | Yes | 1 | No | 36 x 24 | 2021 | - |

¹¹ It should be noted that this pitch is a rugby build but is not on the RFU WR22 register or RFL 3G Certified for contact activity.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Potential future supply

Unless otherwise stated and justified for an individual pitch, proposals in this PPORS for any new 11v11 3G pitches are based on providing them to the recommended dimensions for the sports that they will be established to cater for.

Table 3.3: FA recommended 3G pitch sizes

| Age group | Playing format | Recommended pitch dimensions (metres excluding run offs) | Recommended pitch dimensions (metres including run offs) |
|--------------------|----------------|--|--|
| Mini-Soccer U7/U8 | 5v5 | 37x27 | 43x33 |
| Mini-Soccer U9/U10 | 7v7 | 55x37 | 61x43 |
| Youth U11/U12 | 9v9 | 73x46 | 79x52 |
| Youth U13/U14 | 11v11 | 82x50 | 88x56 |
| Youth U15/U16 | 11v11 | 91x55 | 97x61 |
| Youth U17/U18 | 11v11 | 100x64 | 106x70 |
| Over 18/Adult | 11v11 | 100x64 | 106x70 |

Shropshire FA is exploring relocation opportunities at potential sites across the County. The offices are currently at a non-sport location and the CFA is looking to move to a site which offers a 3G pitch with ancillary and office facilities to be able to host and run activity direct onsite.

A planning application (TWC/2022/0581) has been approved for a new small sided 3G pitch with sports lighting located at Old Park Primary School (TF3 2BF).

In addition, funding has recently been granted for a 11v11 3G pitch which will be both rugby build and rugby compliant located at Burton Borough School. It is proposed for Newport Salop RUFC to be the rugby partner and to have a total of five hours pitch usage a week for training.

As mentioned above, as part of a wider application, a planning application has been approved for the creation of a new 11v11 3G pitch, a youth 9v9 grass pitch and a single-story sports pavilion building with a kitchen, toilets and changing facilities located off Waterloo Road (TF3 5AQ) as part of the Newdale development.

FA 3G Pitch Register

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

Pitches undergo testing to become a FIFA Quality pitch or a FIFA Quality Pro pitch, with provision commonly constructed, installed and tested in situ to achieve either accreditation. The differences between the accreditations are that FIFA quality pitches are designed to accommodate substantial levels of regular usage, whereas FIFA Quality Pro pitches are more for high level performance, with usage levels therefore more limited to protect the standard. Generally, FIFA Quality pitches can be typically used for 60-85 hours per week, whereas FIFA Quality Pro pitches are able to accommodate 20-30 hours.

To remain on the Register, pitches must be re-assessed every three years to ensure that quality has not deteriorated beyond acceptable levels, although this is required annually for FIFA Pro pitches at Step 1-2 and FIFA Quality pitches at Step 3-6.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

In Telford & Wrekin, the 11v11 3G pitches located at Holy Trinity Academy, The Telford Priory School (Oakengates Leisure Centre), Telford College, The Telford Langley School, Telford Snowboard & Ski Centre (Madeley 3G) and Thomas Telford School are all on The FA 3G Pitch Register.

It should be noted that the 11v11 3G pitches located at Telford Snowboard & Ski Centre, The Telford Langley School and Telford College are FA approved, and the pitches located at Holy Trinity Academy, Thomas Telford School and The Telford Priory School (Oakengates Leisure Centre) are FIFA approved.

The 11v11 3G pitch at The Telford Langley School is due to expire end of May 2024. Therefore, will require retesting to continue to accommodate match play.

World Rugby compliant pitches

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

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

There is currently no World Rugby compliant 11v11 3G pitch in Telford & Wrekin.

As previously mentioned, a planning application has been approved for a 11v11 3G pitch which will be both rugby build and rugby compliant located at Burton Borough School. It is proposed for Newport Salop RUFC to be the rugby partner and to have a total of five hours pitch usage a week for training.

RFL compliant pitches

There is one 11v11 3G pitch located at The Telford Langley School which currently meets the training demand from Telford Raiders Rugby League Club, however, the pitch is not RFL 3G certified for contact activity.

Information provided by the RFL indicates the pitch was originally created to prioritise rugby league demand however over time this has reduced. The runoff areas are not compliant for rugby league and additionally the moveable posts are an issue to remove and install due to the lack of staff on site.

Management

The table below summarises the management of all 11v11 3G pitches across Telford & Wrekin. The majority of the 11v11 3G pitches (6/8 or 88%) are managed by education providers, with The Telford Priory School (Oakengates Leisure Centre) and Telford Snowboard & Ski Centre (Madeley 3G) managed by the Telford & Wrekin Leisure (TW Leisure).

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Table 3.4: Summary of 11v11 3G pitch management

| Site ID | Site name | Analysis area | Management |
|---------|---|---------------|------------|
| 23 | Holy Trinity Academy | Northern | Education |
| 35 | Madeley Academy | Southern | Education |
| 50 | The Telford Priory School (Oakengates Leisure Centre) | Northern | TW Leisure |
| 74 | Telford College | Northern | Education |
| 76 | The Telford Langley School | Southern | TW Leisure |
| 77 | Telford Snowboard & Ski Centre (Madeley 3G) | Southern | TW Leisure |
| 81 | Thomas Telford School | Southern | Education |
| 81 | Thomas Telford School | Southern | Education |

In regard to the community available smaller size provision, four pitches are managed through a sports club (AFC Telford United) and five by an educational provider. All unavailable pitches are at schools.

Availability

The following table summarises the availability within the peak period of 11v11 3G pitches in Telford & Wrekin. Sport England Facilities Planning Model (FPM) applies a generic overall peak period for AGPs based the following hours for AGPs 34 hours a week (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00).

Table 3.5: Summary of 11v11 3G pitch availability

| Site ID | Site | Availability in the peak period (hours) | Availability |
|---------|---|---|--|
| 23 | Holy Trinity Academy | 19 | Available to the community from 18:00 until 22:00 on weekdays and from 09:00 until 12:00 at weekends. |
| 35 | Madeley Academy | - | <i>Unavailable for community use.</i> |
| 50 | The Telford Priory School (Oakengates Leisure Centre) | 34 | Available to the community from 17:00 until 21:00 on weekdays and from 09:00 until 21:00 at weekends. |
| 74 | Telford College | 29 | Available to the community from 18:00 until 22:00 on weekdays and 09:00 until 22:00 on weekends. |
| 76 | The Telford Langley School | 34 | Available to the community from 17:00 until 22:00 on weekdays, 08:00 until 17:30 on Saturdays and from 08:30 until 18:00 on Sundays. |
| 77 | Telford Snowboard & Ski Centre (Madeley 3G) | 34 | Available to the community from 16:30 until 21:30 weekdays and from 09:00 until 21:00 at weekends. |
| 81 | Thomas Telford School | - | <i>Unavailable for community use.</i> |
| 81 | Thomas Telford School | - | <i>Unavailable for community use.</i> |

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It should be noted that Telford Raiders RLFC indicate issues regarding cost and accessibility to the pitch at The Telford Langley School which has led it to train on the adjacent grass pitches rather than the 3G pitch.

Quality

Depending on use, it is considered that the carpet of a 3G pitch usually lasts for approximately ten years' and it is the age of the surface, combined with maintenance levels, which most commonly affects quality. It is therefore recommended that pitch replacement funds be put into place by providers to enable long-term sustainability, ongoing repairs and future refurbishments beyond this period.

In Telford & Wrekin, five 11v11 3G pitches are assessed as good quality, whilst the pitches located at Telford College, The Telford Langley School and Thomas Telford School are assessed as standard quality due to the age of the surface.

Table 3.6: Summary of 11v11 3G pitch quality

| Site ID | Site | Year installed/resurfaced | Quality |
|---------|---|---------------------------|----------|
| 23 | Holy Trinity Academy | 2022 | Good |
| 35 | Madeley Academy | 2021 | Good |
| 50 | The Telford Priory School (Oakengates Leisure Centre) | 2023 | Good |
| 74 | Telford College | 2012 | Standard |
| 76 | The Telford Langley School | 2013 | Standard |
| 77 | Telford Snowboard & Ski Centre (Madeley 3G) | 2018 | Good |
| 81 | Thomas Telford School | 2014 | Standard |
| 81 | Thomas Telford School | 2023 | Good |

In addition to above, there are eight good quality and one poor quality smaller size 3G pitch with the latter located at Hadley Learning Community.

Table 3.7: Summary of smaller size 3G pitch quality

| Site ID | Site | Year installed/resurfaced | Quality |
|---------|---|---------------------------|---------|
| 17 | Hadley Learning Community | 2009 | Poor |
| 43 | New Bucks Head Stadium (AFC Telford United) | 2012 / 2024 | Good |
| 43 | New Bucks Head Stadium (AFC Telford United) | 2012 / 2024 | Good |
| 43 | New Bucks Head Stadium (AFC Telford United) | 2012 / 2024 | Good |
| 43 | New Bucks Head Stadium (AFC Telford United) | 2012 / 2024 | Good |
| 74 | Telford College | 2023 | Good |
| 81 | Thomas Telford School | 2017 | Good |
| 16 | Grange Park Primary School | 2018 | Good |
| 95 | Newdale Primary School | 2021 | Good |

The Telford Langley School reports a pitch replacement fund is in place for any repairs on the 3G pitch and/or for the pitch resurface when required.

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Ancillary facilities

Broadly speaking 3G provision in Telford & Wrekin is accompanied by ancillary facilities that are considered adequate with no issues raised during consultation or via site assessments. With this being said Telford Raiders RLFC state that purpose built social area for rugby league was supposed to be developed for the Club at The Telford Langley School but this never came to fruition. This lack of ancillary space it indicates has affected its growth potential.

3.3: Demand

The table below summarises usage levels of the 11v11 3G provision in Telford & Wrekin based on booking sheets supplied by the operators. This compared against availability at peak time, using Sport England's Facilities Planning Model (FPM). This applies an overall peak period for AGPs of 34 hours per week; split between 18 hours midweek and 16 hours at the weekend (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00).

Table 3.8: Current usage of community available 11v11 3G pitches across Telford & Wrekin in peak time

| Site ID | Site name | Midweek availability (hours) | Midweek usage (hours) | Weekend availability (hours) | Weekend usage (hours) |
|---------|---|------------------------------|-----------------------|------------------------------|-----------------------|
| 23 | Holy Trinity Academy | 13 | 11 | 6 | 3 |
| 50 | The Telford Priory School (Oakengates Leisure Centre) | 18 | 18 | 16 | 11 |
| 74 | Telford College | 13 | 11 | 16 | 16 |
| 76 | The Telford Langley School | 18 | 17 | 16 | 14.5 |
| 77 | Telford Snowboard & Ski Centre (Madeley 3G) | 18 | 10 | 16 | 8 |
| - | Totals | 80 | 67 | 70 | 52.5 |

As seen, all midweek and weekend availability is currently at capacity or close to capacity, in Telford & Wrekin, especially during winter months when grass pitches cannot be used for training or recreational demand (due to a lack of sports lighting). It should be noted that the limited spare capacity is at unfavourable hours, such as, 17.00 until 18.00.

Most community-based activity on 3G pitches is football related, with some rugby league usage identified at The Telford Langley School by Telford Raiders Rugby League Club.

3.4: Supply and demand analysis

Football

The FA considers high quality 3G pitches as an essential tool in promoting coach and player development, with the pitches considered to be great assets on account of being able to support intensive use and use during inclement weather. Primarily, such facilities have been installed for social use and training; however, they are increasingly being used for competition, which the FA wholly supports.

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Training demand

To quantify the 3G shortfall for football, the FA has established a training model, which suggests that one 11v11 3G pitch can accommodate 38 affiliated teams (with capacity built in for other forms of demand). It also has an aspiration for all teams to train once per week on a 3G pitch, although it is recognised that nationally some activity may need to be retained on sand-based pitches to ensure the sustainability of them.

For the model, in addition to 11v11 pitches being included, some smaller size pitches can also be incorporated as nationally many are suitable for accommodating training demand, especially larger ones. To calculate their contribution, a pitch large enough to cater for youth matches (but not adult) is considered to be the equivalent of half a 11v11 size pitch (0.5 pitches), whilst a pitch that is large enough for mini matches (but not youth or adult) is the equivalent of quarter of a 11v11 size pitch (0.25 pitches). Any pitch smaller than this is discounted as they are too small to accommodate purposeful training activity (although it is recognised that they can meet wider community needs), as are any pitches that are unavailable for community use.

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

Table 3.9: Contribution of 3G pitches in meeting training requirements

| Site name | Analysis area | Size (metres) | Comments | Full size adult pitch equivalents |
|---|---------------|---------------|---|-----------------------------------|
| 11v11 size | | | | |
| Holy Trinity Academy | Northern | 100 x 64 | 11v11 size pitch fully available to the community | 1 |
| Madeley Academy | Southern | 91 x 55 | Unavailable for community use | - |
| The Telford Priory School (Oakengates Leisure Centre) | Northern | 100 x 64 | 11v11 size pitch fully available to the community | 1 |
| Telford College | Northern | 110 x 65 | 11v11 size pitch fully available to the community | 1 |
| The Telford Langley School | Southern | 106 x 62 | 11v11 size pitch fully available to the community | 1 |
| Telford Snowboard & Ski Centre (Madeley 3G) | Southern | 100 x 64 | 11v11 size pitch fully available to the community | 1 |
| Thomas Telford School | Southern | 98 x 58 | Unavailable for community use | - |
| Thomas Telford School | Southern | Unknown | Unavailable for community use | - |
| Smaller size | | | | |
| Hadley Learning Community | Northern | 40 x 27 | Unavailable for community use. | - |
| New Bucks Head Stadium (AFC Telford United) | Northern | 30 x 20 | Too small to accommodate training demand | - |
| New Bucks Head Stadium (AFC Telford United) | Northern | 30 x 20 | Too small to accommodate training demand | - |
| New Bucks Head Stadium (AFC Telford United) | Northern | 30 x 20 | Too small to accommodate training demand | - |
| New Bucks Head Stadium (AFC Telford United) | Northern | 30 x 20 | Too small to accommodate training demand | - |

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| Site name | Analysis area | Size (metres) | Comments | Full size adult pitch equivalents |
|----------------------------|---------------|---------------|---|-----------------------------------|
| Telford College | Northern | 60 x 42 | Large enough to accommodate training demand | 0.5 |
| Thomas Telford School | Southern | 34 x 23 | Too small to accommodate training demand | - |
| Grange Park Primary School | Southern | 33 x 16 | Unavailable for community use. | - |
| Newdale Primary School | Southern | 36 x 24 | Too small to accommodate training demand | - |
| - | - | - | Total | 5.5 |

Based on the above modelling and 333 affiliated teams currently being based in Telford & Wrekin, there is a theoretical need for nine 11v11 3G pitches (rounded up from 8.8). As there are currently 5.5 pitch equivalents provided, this means that there is a potential need for 3.5 additional 11v11 3G pitches to meet all current training demand.

Table 3.10: Current demand for 11v11 3G pitches in Telford & Wrekin (based on 38 teams per pitch)

| Current number of teams | 3G requirement | Current number of 11v11 size 3G pitch equivalents | Current shortfall |
|-------------------------|----------------|---|-------------------|
| 333 | 8.8 - 9 | 5.5 | 3.5 |

When considering future demand for an additional 49 teams (based on growth identified in Part 2 of this report), there is potential demand for 10 11v11 3G pitches overall, which means a theoretical future shortfall of 4.5 pitches.

Table 3.11: Future demand for 11v11 3G pitches in Telford & Wrekin (based on 38 teams per pitch)

| Future number of teams | 3G requirement | Current number of 11v11 size adult 3G pitch equivalents | Future shortfall |
|------------------------|----------------|---|------------------|
| 382 | 10 | 5.5 | 4.5 |

Alternatively, the table below considers the number of 3G pitches required if every team was to remain training within the respective analysis area that they play in. This not only identifies where the potential needs exist across Telford & Wrekin, but it can also be used to guide which areas should be targeted for new provision.

Table 3.12: Current demand for 11v11 3G pitches by analysis area (based on 38 teams per pitch)

| Analysis area | Current number of teams | Current requirement | Current number of 11v11 pitch equivalents | Current shortfall |
|---------------|-------------------------|---------------------|---|-------------------|
| Newport | 34 | 0.89 - 1 | 0 | 1 |
| Northern | 202 | 5.11 - 5 | 3.5 | 1.5 |
| Southern | 97 | 2.55 - 3 | 2 | 1 |

This shows an overall shortfall of 3.5 11v11 3G pitch equivalents, aligning to the shortfall across Telford & Wrekin as a whole. It also identifies that there are specific shortfalls in all analysis areas, each needing at least one additional pitch.

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When the proposed two new 11v11 3G pitch developments are established at Newdale and Burton Borough School, this will deliver 1.75 additional 11v11 pitch equivalents for football (Burton Borough School would account for 0.75 due to proposed rugby usage) in the Newport Analysis Area and in return remove the current shortfall of one pitch. Furthermore, across Telford & Wrekin the shortfall would reduce from 3.5 to 1.75 pitches.

Match play demand

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

In Telford & Wrekin, five 11v11 3G pitches are FA/FIFA approved and, on the FA 3G Pitch Register to host competitive matches and 36 affiliated teams are registered as using the provision for regular match play.

Moreover, as the number of 3G pitches increases in line with meeting training demand shortfalls, so should the number of teams utilising the provision for matches, which in turn should further relieve grass pitches of use. As such, whilst the number of 3G pitches needed for matches will never outweigh the number of 3G pitches needed for training (as they would not be sustainable without midweek usage), maximising the pitches that are in place and that are proposed should be fully supported.

The use of 3G pitches for matches also emphasises the importance of maintaining good quality pitches. Should pitches become poor quality, they will likely lose accreditation to accommodate fixtures. This will then result in all teams using the provision needing to transfer to grass pitches, adding to their usage, reducing their capacity and further diminishing their quality.

Rugby union

For rugby union, there is potential evidence to warrant the creation of additional World Rugby compliant 3G pitches given the grass pitch shortfalls evident in Part 5 of this report. This is the case at sites such as Newport (Salop) Rugby Union Football Club (Newport Analysis Area) and Telford Hornets Rugby Football Club (Southern Analysis Area). However, other solutions to alleviate these deficits may also be possible.

As previously mentioned, a planning application has been approved for a 11v11 3G pitch which will be both rugby build and rugby compliant located at Burton Borough School. It is proposed for Newport Salop RUFC to be the rugby partner and to have a total of five hours pitch usage a week for training.

Rugby league

As mentioned above, some rugby league training demand is identified as accessing the 3G pitch at The Telford Langley School. Issues regarding the accessibility and utilisation of the pitch and lack of social space need to be examined. Telford Raiders RLFC aspire to continue to access the 3G particularly for its Touch demand.

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Other sports

There is no known usage of 3G pitch provision for any other affiliated sports (outside of some school activity).

3.5: Conclusion

For football, there is insufficient supply of 11v11 size 3G pitches to meet current and anticipated future football training demand in Telford & Wrekin, with a potential current shortfall of 3.5 pitches identified. Furthermore, there are specific shortfalls in all analysis areas, each needing at least one additional pitch.

For rugby union, an increase in suitable 3G pitches may provide a solution to the identified overplay of grass pitches, although this needs to be considered against grass pitch solutions to fully determine requirements. This will be explored in the Strategy & Action Plan document.

For other sports, there is demand for rugby league to have continued access to 3G provision.

3G pitches – supply and demand summary

- ◀ Based on current demand, there is a clear shortfall of 11v11 3G pitches to meet football training requirements, with this being relatively significant and identified in each analysis areas.
- ◀ There is also evidence to warrant the creation of additional World Rugby compliant 3G provision given the grass pitch shortfalls evident as this could be a solution to alleviating the deficits.
- ◀ For other sports, rugby league activity on 3G pitch provision also needs to be protected with accessibility and usage issues examined.

3G pitches – supply summary

- ◀ In total, there are eight 11v11 size and nine smaller size 3G pitches identified, although three 11v11 3G pitches and three smaller size pitches are unavailable for community use.
- ◀ All unavailable pitches are located at educational sites, with these being Madeley Academy, Thomas Telford School, Hadley Learning Community and the Grange Park Primary School.
- ◀ Most provision is located in the Northern Analysis Area with nine pitches, whilst the Southern Analysis Area provides eight. No 3G pitches are currently identified in the Newport Analysis Area. The three 11v11 size pitch that are not available for community use are located in the Southern Analysis Area.
- ◀ A planning application (TWC/2022/0581) has been approved for a new small sided 3G pitch with sports lighting located at Old Park Primary School, TF3 2BF.
- ◀ A planning application has been approved for a 11v11 3G pitch which will be both rugby build and rugby compliant located at Burton Borough School. It is proposed for Newport Salop RUFC to be the rugby partner and to have a total of five hours pitch usage a week for training.
- ◀ In Telford & Wrekin, the 3G pitches located at Holy Trinity Academy, The Telford Priory School (Oakengates Leisure Centre), Telford College, The Telford Langley School, Telford Snowboard & Ski Centre (Madeley 3G) and Thomas Telford School are all on The FA's 3G Pitch Register.
- ◀ There is one 11v11 3G pitch located at The Telford Langley School which currently meets the training and competitive demand from Telford Raiders Rugby League Club.
- ◀ Majority of the 11v11 3G pitches (6/8 or 88%) are managed by education providers, with The Telford Priory School (Oakengates Leisure Centre), Telford Snowboard & Ski Centre (Madeley 3G) and The Telford Langley School managed by the Telford & Wrekin Leisure (TW Leisure).
- ◀ In regard to the community available smaller sized provision, four pitches are managed through a sports club (AFC Telford United) and five by an educational provider.

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- ◆ In Telford & Wrekin, five 11v11 3G pitches are assessed as good quality, whilst the pitches located at Telford College, The Telford Langley School and Thomas Telford School are assessed as standard quality due to the age of the surface.
- ◆ In addition to above, there are eight good quality and one poor quality smaller size 3G pitch with the latter located at Hadley Learning Community.

3G pitches – demand summary

- ◆ The 3G pitches currently servicing Telford & Wrekin are broadly reported to be operating at or close to capacity at peak times, especially during winter months.
- ◆ Currently, it is considered that most of the community-based activity on 3G pitches is football related, but some rugby league activity has been identified as well.
- ◆ Based on 333 teams currently being based in Telford & Wrekin, there is a theoretical need for nine 11v11 3G pitches (rounded up from 8.8). As there are currently 5.5 pitch equivalents provided, this means that there is a potential need for 3.5 additional 11v11 3G pitches to meet all current training demand.
- ◆ When considering future demand of an additional 46 teams (based on growth identified in Part 2 of this report), there is potential demand for 10 11v11 3G pitches, meaning a theoretical future shortfall of 4.5 pitches.
- ◆ Shortfalls have been identified in all three analysis areas.
- ◆ If the proposed two new 11v11 3G pitch developments are to be established at Newdale and Burton Borough School, this will deliver 1.75 additional 11v11 pitch equivalents (Burton Borough School would account for 0.75 due to proposed rugby usage) in the Newport Analysis Area and in return remove the current shortfall of one pitch. Furthermore, across Telford & Wrekin the shortfall would reduce from 3.5 to 1.75 pitches.
- ◆ In Telford & Wrekin, five 11v11 3G pitches are FA/FIFA approved and, on the FA 3G Pitch Register to host competitive matches and 36 affiliated teams are registered as using the provision for regular match play.

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PART 4: CRICKET

4.1: Introduction

Shropshire Cricket Board (SCB) is the main governing and representative body for cricket for Telford & Wrekin. Working closely with the England and Wales Cricket Board (ECB), it is responsible for the management and development of every form of recreational cricket for men, women and children within each authority. It is currently working with the ECB on delivering its Strategy, 'Inspiring Generations', which has been live since 2020, and working towards the updated version of the Strategy from April 2025 until January 2029.

For adult cricket in Telford & Wrekin there are three main offerings: Saturday, Sunday and midweek cricket. The youth league structure tends to be club-based matches which are played mid-week.

County Facilities Strategy (CFS)

In 2022, to build upon the ECB's Inspiring Generations Strategy, the ECB has started the process of producing County Facilities Strategies (CFS). A CFS will be produced by each individual county cricket board and will be unique to its geographical area as well as being diverse in its representation.

The CFS will be a 'long-term' plan with county boards ensuring the Strategy provides a ten-year view of facility needs. Like a PPS (or PPORS in this instance), the county cricket boards will establish key stakeholders (clubs, leagues, county sports partnerships, county pitch advisors & Sport England etc.) within its locality to consult during the development of the Strategy.

Each county cricket board will utilise up to date PPS within its locality to support the development of the CFS, utilising the PPS findings as a 'high-quality' evidence base. The CFS will look at a range of facilities which support cricket across its region, with the ECB setting out guidelines to ensure that the following facilities are considered throughout the development of the CFS:

Types of facility

- ◀ "Traditional" outdoor facilities
 - ◀ Pitches and Outfields
 - ◀ Pavilions
 - ◀ Practice
- ◀ "Non-traditional" facilities
 - ◀ Multi Use Games Areas
 - ◀ Tapeball/softball spaces
 - ◀ Courts or cages
- ◀ Indoor facilities
 - ◀ Practice (multi use halls)
 - ◀ Performance (cricket specific)
 - ◀ Matchplay (6 or 8 a side)

Each CFS will be used to shape investment decisions and priorities, particularly how each county cricket board will use the devolved budget within the County Grants Fund and prioritise larger scale strategic projects.

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Notwithstanding the above, it is important to recognise that the CFS is an investment portfolio of priority projects for potential investment; it is not a detailed supply and demand analysis of all pitch provision in a local area. Consequently, it cannot be used in place of a PPS (or PPORS in this instance) and is not an accepted evidence base for development proposals that need to be judged against the NPPF and Sport England's Playing Field Policy.

Consultation

In total, eight affiliated cricket clubs are identified as playing within Telford & Wrekin. Of these, all eight responded to consultation requests resulting in a response rate of 100% with support provided from Shropshire Cricket Board to improve the response rate.

Table 4.1: Cricket club response rate

| Club name | Club response |
|-----------------------------|-------------------|
| Allscott Heath CC | Yes |
| Harpers CC | Yes |
| Lilleshall CC | Yes |
| Priorslee CC | Yes |
| Madeley CC | Yes |
| Newport CC | Yes |
| St Georges CC | Yes |
| Wellington CC | Yes |
| Telford & Wrekin | 8/8 (100%) |

4.2: Supply

In total, there are 16 grass wicket cricket squares in Telford & Wrekin, provided across 11 sites. All but two cricket squares are available for community use. The two cricket squares which are unavailable for community use are located at Haberdashers' Adams Grammar.

Most provision is identified in the Northern Analysis Area with nine grass wicket cricket squares. The Southern Analysis Area has the least, with just one grass wicket cricket square.

Table 4.2: Summary of grass wicket squares and community availability

| Analysis area | No. of community available squares | No. of unavailable squares |
|-----------------------------|------------------------------------|----------------------------|
| Newport | 4 | 2 |
| Northern | 9 | - |
| Southern | 1 | - |
| Telford & Wrekin | 14 | 2 |

Ball strike

Where there is either new cricket provision being put in place, or more commonly a development which may prejudice the use of the cricket facility, there is a requirement for a full ball strike risk assessment to be undertaken and appropriate mitigation put in place as part of the development. As such, the ECB recommends that the clubs and organisations seek to have a ball strike risk assessment undertaken; further information can be provided by the ECB.

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It should be noted that through consultation, there is currently a live issue with ball strike at Tibberton Playing Field (TF10 8PB). This is due to the cricket square being located within a wider open space site where other site users could be at risk whilst a cricket game is taking place.

Unused provision

The second square located at Allscott Heath Sports Club (previously providing six wickets) is currently not marked with no current plans to bring this square back into use. Additionally, Tibberton Playing Field previously (*circa* 2018) provided five grass wickets in addition to the one NTP. However, the square is currently not maintained due to the site not being suitable for cricket as well as issues with ball strike.

Non-turf pitches

A total of nine non-turf pitches (NTPs) are identified in Telford & Wrekin. Of these, five support existing grass wicket squares, with all others being standalone NTPs. Seven are available to the community.

Table 4.3: Summary of non-turf pitch locations

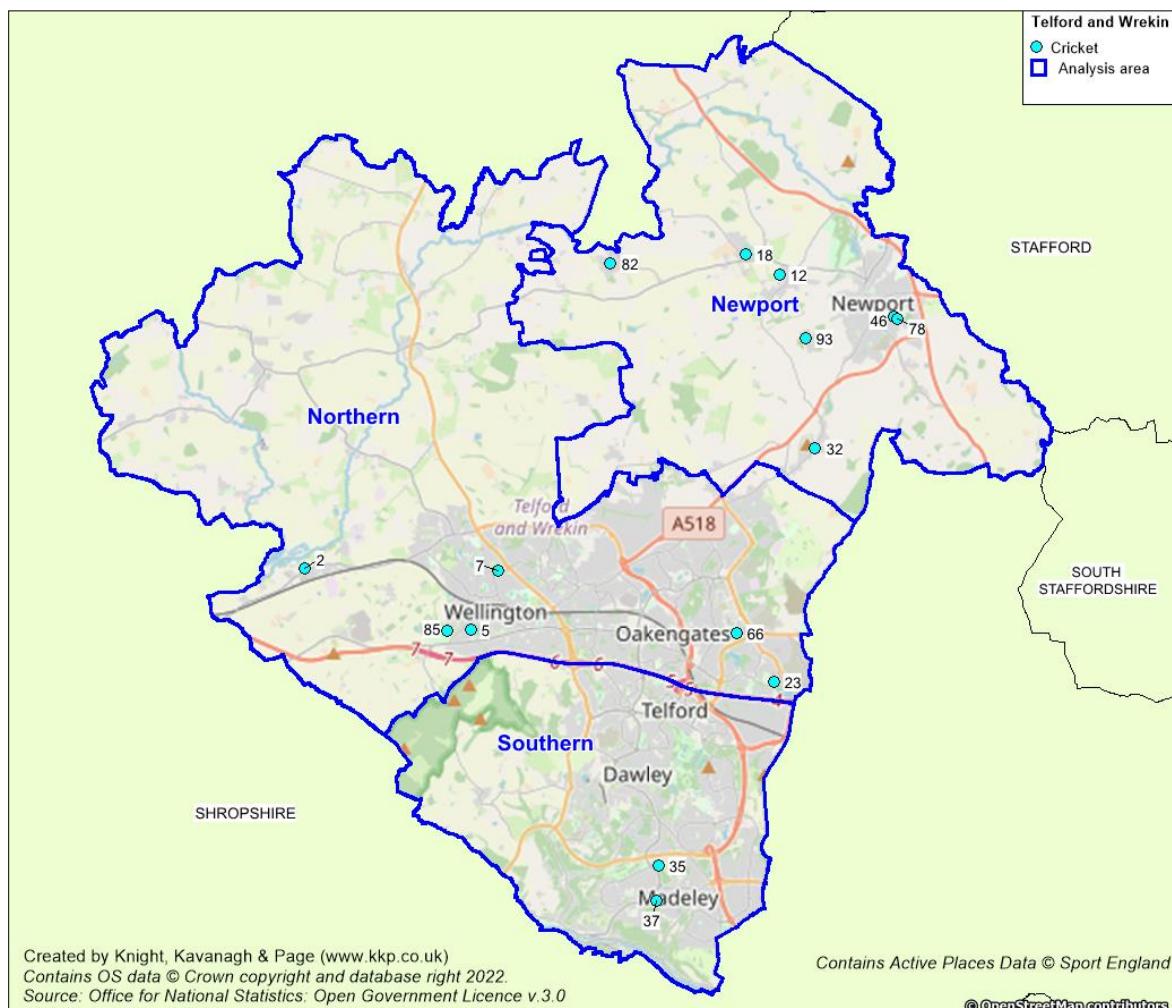
| Site ID | Site name | Community use? | Analysis area | Position |
|---------|---------------------------|----------------|---------------|------------|
| 5 | Bowring Park | Yes | Northern | Square |
| 7 | Charlton Secondary School | Yes | Northern | Standalone |
| 23 | Holy Trinity Academy | Yes | Northern | Standalone |
| 32 | Lilleshall Cricket Club | Yes | Newport | Square |
| 35 | Madeley Academy | No | Southern | Standalone |
| 37 | Madeley Cricket Club | Yes | Southern | Square |
| 78 | Burton Borough School | No | Newport | Standalone |
| 82 | Tibberton Playing Field | Yes | Newport | Square |
| 85 | Wellington Cricket Club | Yes | Northern | Square |

The ECB highlights that NTPs which follow its TS6 guidance on performance standards are suitable for high level, senior play. Additionally, NTPs are also frequently used for junior matches, which in turn can help reduce excessive use of grass wickets.

The maps below show the location of all cricket squares currently servicing Telford & Wrekin. For a key to the map see Table 4.4

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Figure 4.1: Location of cricket pitches in Telford & Wrekin



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Table 4.4: Key to map of cricket squares

| Site ID | Site name | Postcode | Analysis area | Community use? | No. of grass wickets | No. of non-turf wickets |
|---------|---------------------------------|----------|---------------|----------------|----------------------|-------------------------|
| 2 | Allscott Heath Sports Club | TF6 5EQ | Northern | Yes | 12 | - |
| 5 | Bowring Park | TF1 2BN | Northern | Yes | 5 | 1 |
| 7 | Charlton Secondary School | TF1 3FA | Northern | Yes | - | 1 |
| 12 | Edgmond Playing Fields | TF10 8HU | Newport | Yes | 8 | - |
| 18 | Harper Adams University College | TF10 8NB | Newport | Yes | 4 | - |
| 23 | Holy Trinity Academy | TF2 9SQ | Northern | Yes | - | 1 |
| 32 | Lilleshall Cricket Club | TF10 9HE | Newport | Yes | 10 | 1 |
| 35 | Madeley Academy | TF7 5FB | Southern | No | - | 1 |
| 37 | Madeley Cricket Club | TF7 5JY | Southern | Yes | 10 | 1 |
| 46 | Newport Cricket Club | TF10 7DP | Newport | Yes | 10 | - |
| 66 | St Georges Sports & Social Club | TF2 9LU | Northern | Yes | 14 | - |
| 66 | St Georges Sports & Social Club | TF2 9LU | Northern | Yes | 6 | - |
| 78 | Burton Borough School | TF10 7DS | Newport | No | - | 1 |
| 82 | Tibberton Playing Field | TF10 8PB | Newport | Yes | - | 1 |
| 85 | Wellington Cricket Club | TF1 2BW | Northern | Yes | 12 | - |
| 85 | Wellington Cricket Club | TF1 2BW | Northern | Yes | 8 | 1 |
| 88 | Wrekin College | TF1 3BH | Northern | Yes | 12 | - |
| 88 | Wrekin College | TF1 3BH | Northern | Yes | 7 | - |
| 88 | Wrekin College | TF1 3BH | Northern | Yes | 8 | - |
| 93 | Haberdashers' Adams Grammar | TF10 8LR | Newport | No | 6 | - |
| 93 | Haberdashers' Adams Grammar | TF10 8LR | Newport | No | 8 | - |

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Management and security of tenure

Within Telford & Wrekin most clubs own or lease their home grounds and therefore are known to have secure tenure. Harper CC currently rents its site located at Harper Adams University College which has unsecure tenure.

Table 4.5: Summary of security of tenure for clubs

| Site ID | Home ground | Club | Agreement | Tenure |
|----------------|---------------------------------|-------------------|--|---------------|
| 2 | Allscott Heath Sports Club | Allscott Heath CC | Freehold | Secure |
| 12 | Edgmond Playing Fields | Priorslee CC | Rented from Telford & Wrekin Council | Secure |
| 18 | Harper Adams University College | Harper CC | Rented from Harper Adams University College | Unsecure |
| 32 | Lilleshall Cricket Club | Lilleshall CC | Long term lease agreement (94 years) | Secure |
| 37 | Madeley Cricket Club | Madeley CC | Freehold | Secure |
| 46 | Newport Cricket Club | Newport CC | Lease agreement from Telford & Wrekin Council (15 years remaining) | Secure |
| 66 | St Georges Sports & Social Club | St Georges CC | Freehold | Secure |
| 85 | Wellington Cricket Club | Wellington CC | Lease agreement from Orleton Estate (10 years remaining) | Secure |

No clubs currently leasing their site report issues with the agreements in place.

Pitch quality

The quality of cricket pitches has been assessed via a combination of site visits undertaken in July 2024 (using non-technical assessments as determined by the ECB), PitchPower reports (see below), and user consultation to reach and apply an agreed rating on a scale of good, standard and poor. For the full site assessment criteria, please see Appendix 2.

The percentage parameters used for the non-technical assessments were as follows; Good (>80%), Standard (50-79%), Poor (<49%).

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

The audit of grass wicket cricket squares in Telford & Wrekin found 10 (62%) to be good quality, three (19%) to be of standard quality and three (19%) assessed as poor quality.

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

| Site ID | Site | Analysis area | No. of squares | Square quality | Outfield quality |
|---------|---------------------------------|---------------|----------------|----------------|------------------|
| 2 | Allscott Heath Sports Club | Northern | 1 | Good | Good |
| 5 | Bowring Park | Northern | 1 | Poor | Poor |
| 12 | Edgmond Playing Fields | Newport | 1 | Poor | Poor |
| 18 | Harper Adams University College | Newport | 1 | Poor | Poor |
| 32 | Lilleshall Cricket Club | Newport | 1 | Standard | Standard |
| 37 | Madeley Cricket Club | Southern | 1 | Standard | Standard |
| 46 | Newport Cricket Club | Newport | 1 | Good | Standard |
| 66 | St Georges Sports & Social Club | Northern | 1 | Good | Poor |
| 66 | St Georges Sports & Social Club | Northern | 1 | Standard | Poor |
| 85 | Wellington Cricket Club | Northern | 2 | Good | Good |
| 88 | Wrekin College | Northern | 3 | Good | Good |
| 93 | Haberdashers' Adams Grammar | Newport | 2 | Good | Good |

St Georges CC reports issues with dog fouling and damage from bikes affecting the outfield quality of the cricket pitches.

Although Lilleshall Cricket Club is assessed as standard quality, the Club reports that 14 matches were cancelled last season (2023/24) due to waterlogging.

In addition, Harper CC state two matches were cancelled at its home ground (Harper Adams University) because of poor weather on its already poor quality pitch.

The audit of NTPs in Telford & Wrekin found two to be good quality, four standard quality and three poor quality NTPs. The site-by-site breakdown of this is shown in the table below.

Table 4.7: Summary of NTP quality

| Site | Postcode | No. of NTPs | NTP quality rating |
|---------------------------|----------|-------------|--------------------|
| Bowring Park | TF1 2BN | 1 | Standard |
| Burton Borough School | TF10 7DS | 1 | Standard |
| Charlton Secondary School | TF1 3FA | 1 | Poor |
| Holy Trinity Academy | TF2 9SQ | 1 | Poor |
| Lilleshall Cricket Club | TF10 9HE | 1 | Poor |
| Madeley Academy | TF7 5FB | 1 | Standard |
| Madeley Cricket Club | TF7 5JY | 1 | Good |
| Tibberton Playing Field | TF10 8PB | 1 | Standard |
| Wellington Cricket Club | TF1 2BW | 1 | Good |

Grass Pitch Improvement Fund¹²

To coincide with the utilisation of PitchPower (PP) for cricket the ECB in partnership with Sport England and National Lottery has released the Grass Pitch Improvement Fund (GPIF). The GPIF aims to tackle inequalities by providing improved access to good quality, safe playing facilities for targeted groups. The Sport England Lottery Fund will provide funding for projects in England with projects in Wales supported by the England and Wales Cricket Trust.

¹²<https://resources.ecb.co.uk/ecb/document/2024/07/23/a754a60b-a11a-4dee-aa7e-06fbdc040297/GPIF-guidance-notes.pdf>

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Priority will be given to applications which support cricket for the following groups:

- ◀ Women's and girls' cricket.
- ◀ Cricket in diverse communities.
- ◀ Disability cricket.
- ◀ Low socio-economic groups (LSEG).

Investment will be targeted into three main areas:

- ◀ Improving the quality of squares and outfields (for grass pitches rated 'unsuitable' or 'basic' to improve to at least 'good').
- ◀ Creating sustainable management of sites (through irrigation and machinery improvements).
- ◀ Installing hybrid pitches to increase playing capacity.

The fund will run until March 2027, or whenever the funding is full allocated, whichever is sooner.

Ancillary facilities

The extent of ancillary facilities required differs between times of play. For example, senior teams playing at weekends typically need to access clubhouse and kitchen facilities to provide refreshments, whereas this is often not required for junior and short format senior matches, where the need is more for access to suitable changing and/or toilet facilities.

With an increase in female participation across the game there is additional demand to ensure these facilities can accommodate 'mixed gender teams' with most requiring an additional changing space and toilet facilities to accommodate this quickly evolving dynamic.

Quality and access to required match day and preparatory facilities across the Borough is varied, with clubs playing at privately managed or sports club sites generally better served than those playing at community managed provision.

Ancillary facility rating is primarily influenced by the type and quality of amenities which are available on a site, such as a clubhouse, changing rooms, showering provision, car parking, dedicated umpire facilities, spectator facilities and boundary fencing. Provision of high quality ancillary facilities is a key aspect of the ECB's Inspiring Generations Strategy, to meet the expectations of the core participation base as well as key growth markets such as women and girls, South Asian and BAME communities and All Stars and Dynamos cricket (detailed later in the section).

The audit of ancillary facilities at community available grass pitch cricket sites in Telford & Wrekin determines that three squares (20%) are accompanied by good quality provision, eight squares (53%) are accompanied by standard quality provision and four squares (27%) have poor quality supporting ancillary provision located at Edgmond Playing Fields, Lilleshall Cricket Club, Madeley Cricket Club and Newport Cricket Club. There are no changing facilities located at Tibberton Playing Field.

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Table 4.10: Changing room quality (at community available sites with natural turf squares)

| Site ID | Site | Analysis area | No. of squares | Quality | Comments on changing rooms/clubhouses |
|---------|---------------------------------|---------------|----------------|----------|--|
| 2 | Allscott Heath Sports Club | Northern | 1 | Good | Clubhouse and changing facilities are all good quality, well used and adequate for club requirements. It also provides dedicated women's and girls' changing rooms. |
| 12 | Edgmond Playing Fields | Newport | 1 | Poor | Changing rooms have reached the end of their lifespan and need updating. No dedicated women's and girls' changing rooms. Newport CC reports its changing facilities (including showers and toilets) need major refurbishment with additional facilities also required for women and girls'. |
| 18 | Harper Adams University College | Newport | 1 | Standard | Changing facilities are all standard quality, with limited maintenance and adequate for club requirements. No dedicated women's and girls' changing rooms. |
| 32 | Lilleshall Cricket Club | Newport | 1 | Poor | Clubhouse and changing facilities are all poor quality and in need of refurbishment. Lilleshall CC also states the quality is poor quality and close to being condemned. |
| 37 | Madeley Cricket Club | Southern | 1 | Poor | Clubhouse and changing facilities are all poor quality, well used and adequate for club requirements. However, the showers need modernisation and require cubicles as they are currently communal. However, no dedicated women's and girls' changing rooms. |
| 46 | Newport Cricket Club | Newport | 1 | Poor | Poor quality changing facilities which require refurbishment. No dedicated women's and girls' changing rooms. Newport CC reports issues with unauthorised access and damage to the windows of the building. |
| 66 | St Georges Sports & Social Club | Northern | 2 | Standard | Clubhouse and changing facilities are all standard quality and adequate for club requirements. No dedicated women's and girls' changing rooms. |
| 85 | Wellington Cricket Club | Northern | 2 | Good | Clubhouse and changing facilities are all good quality, well used and adequate for club requirements. No dedicated women's and girls' changing rooms. |
| 88 | Wrekin College | Northern | 3 | Standard | Standard quality facilities which are adequate for curricular and extracurricular usage. |
| 93 | Haberdashers' Adams Grammar | Newport | 2 | Standard | Standard quality facilities which are adequate for curricular and extracurricular usage. |

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It is worthy of note that in addition to most sites having poor or standard quality ancillary facilities, only Allscott Heath Sports Club provides dedicated women's and girls' changing provision. Even Wellington Cricket Club and Madeley Cricket Club which have good quality changing facilities, do not have dedicated women and girls changing rooms.

Training facilities

Access to cricket nets is important, particularly for pre-season/winter training. Clubs access both indoor and outdoor provision before the season commences. During the cricket season, outdoor training provision supplies most of the use.

Where clubs do not have dedicated fixed net provision, they generally make use of mobile nets; these are used for practice utilising both/either of an NTP or grass practice wickets on the respective squares such as Allscott Heath CC and Harpers CC.

Table 4.11: Summary of current fixed net training facilities

| Site ID | Site | Analysis area | Training facility | Quality |
|---------|---------------------------------|---------------|-------------------|----------|
| 32 | Lilleshall Cricket Club | Newport | 1x lane facility | Poor |
| 37 | Madeley Cricket Club | Southern | 3x lane facility | Poor |
| 46 | Newport Cricket Club | Newport | 2x lane facility | Poor |
| 66 | St Georges Sports & Social Club | Northern | 3x lane facility | Standard |
| 85 | Wellington Cricket Club | Northern | 4x lane facility | Good |

The audit of fixed net training facilities in Telford & Wrekin one (20%) to be good quality, one (20%) to be standard quality and three (60%) to be of poor quality.

Newport CC highlights its fixed training net provision is currently unsafe and needs relaying to make it safe to use. Additionally, Madeley CC highlights aspiration to improve its current fixed net training provision.

Allscott Heath CC aspires to add three-lane fixed net training facilities at its home venue located at Allscott Heath Sports Club.

4.3: Demand

In Telford & Wrekin, there are eight clubs generating a total of 66 teams broken down as 30 senior men's, six senior women's, 25 junior boys' and five junior girls' teams. The table below presents this on a club-by-club basis.

Table 4.12: Summary of teams by club

| Club | Analysis area | No. of senior men's teams | No. of senior women's teams | No. of junior boys' teams | No. of junior girls' teams |
|-------------------|---------------|---------------------------|-----------------------------|---------------------------|----------------------------|
| Allscott Heath CC | Northern | 4 | 1 | 4 | 2 |
| Harpers CC | Newport | 2 | - | - | - |
| Lilleshall CC | Newport | 4 | 1 | 2 | - |
| Priorslee CC | Newport | 2 | - | 1 | 1 |
| Madeley CC | Southern | 4 | 1 | 3 | - |
| Newport CC | Newport | 3 | 1 | 5 | - |
| St Georges CC | Northern | 6 | 1 | 3 | 1 |
| Wellington CC | Northern | 5 | 1 | 7 | 1 |
| - | Total | 30 | 6 | 25 | 5 |

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The biggest club (in terms of participation) in Telford & Wrekin is Wellington CC with 14 teams, with Harpers CC providing the least number of teams with just two.

Most teams in Telford & Wrekin play in the Northern Analysis Area which accommodates 36 teams and just over half of the cricket participation (55%), followed by the Newport Analysis Area with 22 teams (33%). The least number of teams is in the Southern Analysis Area with eight teams (12%).

Table 4.13: Summary of teams by analysis area

| Analysis area | No. of senior men's teams | No. of senior women's teams | No. of junior boys' teams | No. of junior girls' teams | Total |
|-----------------------------|---------------------------|-----------------------------|---------------------------|----------------------------|-----------|
| Newport | 11 | 2 | 8 | 1 | 22 |
| Northern | 15 | 3 | 14 | 4 | 36 |
| Southern | 4 | 1 | 3 | - | 8 |
| Telford & Wrekin | 30 | 6 | 25 | 5 | 66 |

Women's and girls' cricket

The ECB's strategy called "Inspiring Generations" was announced in January 2019 and it builds on the strong foundations laid by Cricket Unleashed and supports the growth of cricket in England and Wales between 2020 and 2024. At the heart of this strategy is a single unifying purpose, which gets to the core of what the game can do for society both on and off the field to ensure that cricket is in an even stronger position than it is in 2019. The Strategy has six key priorities and activities including to increase the representation of women and girls in every level of cricket by:

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

A major part of this strategy in the growth of female participation is the required and regular use of cricket outfields putting additional demand on the facility. A poor quality outfield will impact the potential sustainability and growth of female participation. In Telford & Wrekin, there are six women's, and five junior girls' teams provided across seven clubs with only Harpers CC currently not providing any women's or girls teams. However, as identified earlier, only Allscott Heath Sports Club provides dedicated women's and girls' changing provision.

Unmet/latent demand

Unmet demand is existing demand at clubs which is not able to access sufficient supply of pitches for match play or training. It is usually expressed, for example, where a team is already training but is unable to access a match pitch or where a league or club operates a waiting list. Consultation did not highlight any potential unmet demand.

Latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision. There is currently no latent demand which was highlighted through consultation.

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Imported/exported demand

Exported demand refers to Telford & Wrekin based teams that are currently accessing pitches outside of the local authority for their home fixtures, normally because their pitch requirements cannot be met, which is usually because of pitch supply, in some cases quality issues or stipulated league requirements for access to certain facilities. There is no known exported demand from Telford & Wrekin.

Imported demand refers to any demand from neighbouring local authorities that accesses facilities within the Telford & Wrekin study area due to a lack of available facilities in other local authorities where such team or club is based. There is also no known imported demand from Telford & Wrekin. It should be noted that Church Aston CC (Shropshire based club) previously played home matches in Telford & Wrekin located at Bowring Park, however, now the Club play home matches in Shropshire (Broseley CC) due to Bowring Park not being suitable for cricket.

Future demand

Future demand can be defined in two ways, through participation increases and using population forecasts. In addition, the Strategy & Action Plan that follows this report will contain housing growth scenarios that will estimate the additional demand for cricket arising from housing development plans within Telford & Wrekin.

Notwithstanding the above, the ECB's five-year media rights deals, from 2024-2029 includes a continuation of the ECB relationship with Sky Sports, now extending beyond broadcasting as a genuine partnership to secure significant investment and commitment to increase participation and drive engagement. Together, significant investment in participation and increased free to air media coverage could see future demand increase to levels more than those anticipated through the PPORS, and the impact should therefore be reviewed over coming years.

A new midweek evening league is being planned in Shropshire for 2025 to serve clubs in the East of the County, this will likely include majority of the Telford & Wrekin based clubs. It's hoped the creation of this league will result in less of a logistical challenge for those clubs who want to play midweek cricket.

Population forecasts

Based on population projections to 2040 (the period to which this assessment projects population based future demand), Sport England's Playing Pitch Calculator (PPC) can estimate the likely additional demand for grass cricket pitches that will arise from any growth.

Using the current and future populations in each of the relevant age groups together with the current team numbers, team generation rates (TGRs) have been established to understand how much growth is required to establish one new team.

The table below shows the number of likely teams generated by the new population (212,313 by 2040) and the requisite match equivalent sessions per week.

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Table 4.14: Authority wide team generation rates

| Age group | Team generation rate | No. of new teams generated by the new population | No. of new teams generated by the new population - rounded figure | Peak time for population | Average games for age group | No. of match equivalent sessions per season ¹³ |
|------------------|----------------------|--|---|--------------------------|-----------------------------|---|
| Men (18-55yrs) | 1: 1,489 | 4.35 | 4 | Saturday | 12 | 48 |
| Women (18-55yrs) | 1:7,330 | 0.87 | 1 | Sunday | 6 | 6 |
| Boys (7-18yrs) | 1:600 | 3.62 | 4 | Midweek | 6 | 24 |
| Girls (7-18yrs) | 1:2,881 | 0.72 | 1 | Midweek | 6 | 6 |

As seen in the above, there are ten additional teams expected to be generated by population growth alone for Telford & Wrekin generating demand for 84 match sessions per season. These figures will be applied to the supply and demand analysis later in this section.

Participation increases

ECB has recently established a target of trebling the number of female teams across the Country by 2026/2027, with this therefore likely to further increase in demand in Telford & Wrekin. This will be further tested as a scenario in the Strategy.

For female cricket to grow further in Telford & Wrekin, it is imperative that existing provision adapts to better accommodate women's and girls' demand. Many existing clubhouses are dated and provide unsegregated changing areas as well as communal showers that are unsuitable for mixed gender access.

Of the responding clubs in Telford & Wrekin, seven quantified their aspirations to increase levels of participation. This equates to a total predicted growth of two senior men's, three senior women's, five junior boys' and two junior girls' team.

Table 4.15: Future demand expressed by clubs

| Club | Analysis area | Senior men's | Senior women's | Junior boys | Junior girls |
|-------------------|---------------|--------------|----------------|-------------|--------------|
| Allscott Heath CC | Northern | 1 | 1 | 2 | 1 |
| Harpers CC | Newport | - | - | 1 | - |
| Lilleshall CC | Newport | - | 1 | - | 1 |
| Madeley CC | Southern | - | - | 1 | - |
| Newport CC | Newport | - | 1 | - | - |
| Priorslee CC | Newport | 1 | - | - | - |
| St Georges CC | Northern | - | - | 1 | - |
| - | Total | 2 | 3 | 5 | 2 |

Future demand summary

Population increases will be taken through into the supply and demand analysis later in this section. This is due to participation increases being seen as more aspirational. The impact of participation increases (including the trebling of women and girls ECB target) will be explored in a scenario in the preceding Strategy and Action Plan document.

¹³ Two teams require one pitch to account for playing on a home and away basis; therefore, one team accounts to 0.5 match equivalent sessions on their relevant pitch type.

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Additional demand

All Stars cricket

In partnership with the ECB and Chance to Shine cricket clubs in Telford & Wrekin can register to become an ECB All Stars Cricket Centre. Once registered, a club can deliver the programme which aims to introduce cricket to children aged from five to eight.

Subsequently, this may lead to increased interest and demand for junior cricket at clubs. The programme seeks to achieve the following aims:

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

Dynamics cricket

A key development area for the ECB in delivering on the outcomes of 'Inspiring Generations' is the Dynamics programme for 8-11 year olds which launched in 2021. It is building on the significant growth of the All Stars Cricket programme for 5-8 year olds and is developing the pathway to retain juniors progressing from All Stars into Dynamics.

Where All Stars seeks to engage children in cricket activity and learning the skills, Dynamics seeks to engage children in learning how to play, introducing a modified soft ball format as competitive progression with a view to eventual transition through to hardball cricket. The programme will be strongly linked to The Hundred, a new short format competition which launched in 2021.

The table below summarises sites and clubs which are involved in All Stars and Dynamics and the participation figures for 2023.

Table 4.16: Summary of All Stars and Dynamics participation

| Site ID | Site | Club | All Stars | 2024 sign ups | Dynamics | 2024 sign ups |
|---------|---------------------------------|-------------------|--------------|---------------|------------|---------------|
| 2 | Allscott Heath Sports Club | Allscott Heath CC | ✓ | 30 | ✓ | 30 |
| 32 | Lilleshall Cricket Club | Lilleshall CC | ✓ | 40 | ✓ | 30 |
| 37 | Madeley Cricket Club | Madeley CC | ✓ | 12 | ✓ | 18 |
| 46 | Newport Cricket Club | Newport CC | ✓ | 30 | - | 0 |
| 66 | St Georges Sports & Social Club | St Georges CC | ✓ | 16 | - | 0 |
| 85 | Wellington Cricket Club | Wellington CC | ✓ | 48 | - | 0 |
| - | - | | Total | - | 176 | 78 |

Softball cricket

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

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Allscott Heath CC, Lilleshall CC, Newport CC and St Georges CC operate women's softball sections in Telford & Wrekin.

It should be noted that All Stars, Dynamos and Softball cricket generally takes place on the cricket outfields rather than the actual squares. Although this does not impact the carrying capacity of the square it does influence the accessibility of the squares as whilst the outfield is in use the main square cannot be used to accommodate fixtures. Therefore, this may limit the potential spare capacity whilst these activities are taking place, generally on midweek evenings or Sunday mornings.

Peak time demand

An analysis of match play identifies that peak time demand for senior cricket in Telford & Wrekin is Saturday, although several teams also play on a Sunday including senior women's teams. As such, both are considered within the supply and demand analysis later in the section. For junior cricket, peak time is midweek.

4.4: Capacity analysis

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

The capacity of a square to accommodate matches is driven by the number and quality of wickets. This section of the report presents the current pitch stock available for cricket and illustrates the number of competitive matches per season per square.

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

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

To help calculate spare capacity, the ECB suggests that a good quality grass wicket should be able to take five (senior) matches per season.

The above is used to allocate capacity ratings as follows:

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

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

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

Spare capacity

The table below explains the difference between the potential spare capacity referenced in Table 4:18 in the final three columns (Saturday, Sunday and Midweek).

Table 4.17: Spare capacity examples

| Potential spare capacity in peak period (examples) | Explanation of spare capacity |
|--|--|
| No | Means the pitch is played to capacity within this peak period and therefore cannot accommodate any further demand. |
| Yes | Not highlighted, it means there is spare capacity to accommodate further demand within this designated peak period however this is discounted due to the pitch already being in full use at the time, played to capacity or being overplayed so it cannot accommodate any additional demand. |
| Yes | Highlighted in green, it means there is actual available spare capacity within this peak period which can be utilised. |

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Table 4.18: Capacity analysis of community available grass cricket squares

| Site ID | Site name | Analysis area | Users | Security of tenure | No. of squares | Square quality | No. of grass wickets | Capacity (MES) | Current use (MES) | Capacity balance (MES) | Potential spare capacity/ availability for Saturday cricket | Potential spare capacity/ availability for Sunday cricket | Potential spare capacity/ availability for midweek cricket |
|---------|---------------------------------|---------------|----------------------------|--------------------|----------------|----------------|----------------------|----------------|-------------------|------------------------|---|---|--|
| 2 | Allscott Heath Sports Club | Northern | Allscott Heath CC | Secure | 1 | Good | 12 | 60 | 61 | 1 | No | No | No |
| 2 | Allscott Heath Sports Club | Northern | Allscott Heath CC | Secure | 1 | Poor | 6 ¹⁴ | - | - | - | No | No | No |
| 5 | Bowring Park | Northern | - | Secure | 1 | Poor | 5 | - | - | - | No | No | No |
| 12 | Edgmond Playing Fields | Newport | Priorslee CC/Lilleshall CC | Secure | 1 | Standard | 8 | 32 | 33 | 1 | No | No | No |
| 18 | Harper Adams University College | Newport | Harper CC | Unsecure | 1 | Poor | 4 | - | 17 | 17 | No | No | No |
| 32 | Lilleshall Cricket Club | Newport | Lilleshall CC | Secure | 1 | Standard | 10 | 40 | 50 | 10 | No | No | No |
| 37 | Madeley Cricket Club | Southern | Madeley CC | Secure | 1 | Poor | 10 | - | 38 | 38 | No | No | No |
| 46 | Newport Cricket Club | Newport | Newport CC | Secure | 1 | Good | 10 | 50 | 54 | 4 | No | No | No |
| 66 | St Georges Sports & Social Club | Northern | St Georges CC | Secure | 1 | Good | 14 | 70 | 52 | 18 | No | No | Yes |
| 66 | St Georges Sports & Social Club | Northern | St Georges CC | Secure | 1 | Standard | 6 | 60 | 36 | 24 | No | No | Yes |
| 85 | Wellington Cricket Club | Northern | Wellington CC | Secure | 1 | Good | 12 | 60 | 55 | 5 | No | No | No |
| 85 | Wellington Cricket Club | Northern | Wellington CC | Secure | 1 | Good | 8 | 40 | 29 | 11 | No | No | Yes |
| 88 | Wrekin College | Northern | - | Unsecure | 1 | Good | 12 | 60 | - | 60 | No | No | No |
| 88 | Wrekin College | Northern | - | Unsecure | 1 | Good | 7 | 35 | - | 35 | No | No | No |
| 88 | Wrekin College | Northern | - | Unsecure | 1 | Good | 8 | 40 | - | 40 | No | No | No |

¹⁴ This square is currently unused due to being poor quality and is in the process of being improved as part of a wider development of the site.

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Saturday cricket - spare capacity

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

Notwithstanding the above, there may be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as actual spare capacity against the site. For example, a site may be managed to 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. As such, no sites that are over, at, or close to capacity are considered to have actual spare capacity (at least 12 match equivalent sessions per season of spare capacity are required for an additional senior team to be accommodated) and neither are sites with unsecure tenure as future usage cannot be guaranteed.

Taking the above into consideration there is no actual spare capacity to accommodate further senior demand at peak time on a Saturday in Telford & Wrekin.

Sunday cricket - spare capacity

Like Saturday cricket, a square on a Sunday is only considered to have actual spare capacity if it is available for further usage. As only one match can be played on each square per day, only two Sunday teams can be assigned to play home matches on one square (based on matches being played on an alternate home and away basis). As such, if a square has two Sunday teams already playing home fixtures on it, no actual spare capacity is perceived to exist for additional senior usage. If one or no teams are playing on a square on a Sunday, and it has overall capacity, actual spare capacity for senior demand is generally identified. As such, no sites that are over, at, or close to capacity are considered to have actual spare capacity (at least 12 match equivalent sessions per season of spare capacity are required for an additional senior Sunday team to be accommodated) and neither are sites with unsecure tenure as future usage cannot be guaranteed.

Access to the square on a Sunday can be influenced by women and girls' softball activity on the outfields, meaning the square cannot be used whilst the outfield is in use.

Taking the above into consideration there is no actual spare capacity to accommodate further senior demand at peak time on a Sunday in Telford & Wrekin.

Midweek cricket - spare capacity

For midweek cricket, most squares with spare capacity have actual spare capacity for an increase in demand. This is because usually most of the demand is from junior matches which are generally played during midweek, where matches can be spread across numerous days, meaning capacity is not limited to two teams.

For a square to have actual spare capacity for junior cricket, it must not be poor quality, have secure tenure, not be overplayed and have at least six match equivalent sessions per season of spare capacity, the average number of home matches an additional junior team would play.

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Furthermore, a square is not considered to have capacity for an increase in demand if it is already used by six midweek teams or more, as availability is then assumed to be limited. On average, clubs can play junior fixtures on three nights per week, with other nights reserved for other activity such as square remediation/preparation, training activity or All Stars and Dynamos cricket activity.

There is actual spare capacity to accommodate additional match play demand midweek in Telford & Wrekin at two sites. These two sites can collectively accommodate eight additional teams in total.

Table 4.19: Sites with actual spare capacity to accommodate midweek cricket

| Site ID | Site | Capacity rating | Number of additional teams | Actual spare capacity required for additional teams |
|---------|---------------------------------|-----------------|----------------------------|---|
| 66 | St Georges Sports & Social Club | 18 | 3 | 18 |
| 66 | St Georges Sports & Social Club | 24 | 4 | 24 |
| 85 | Wellington Cricket Club | 11 | 1 | 6 |

The total of actual spare capacity midweek equates to 48 match equivalent sessions per season with all of this being located in the Northern Analysis Area. No actual spare capacity is identified in the Southern and Newport analysis areas.

Table 4.20: Actual spare capacity for midweek cricket by analysis area

| Analysis area | Actual spare capacity (sessions per season) |
|-----------------------------|---|
| Newport | - |
| Northern | 48 |
| Southern | - |
| Telford & Wrekin | 48 |

Overplay

Overplay translates to a site accommodating more demand than it can sustain based on the number of wickets provided and the quality of the square. In Telford & Wrekin, 54 wickets are overplayed across six sites equating to 71 match equivalent sessions a season.

Where overplay is identified this is largely due to high demand on standard and poor quality squares. This is the case at Harper Adams University College and Madeley Cricket Club which provides a poor quality square which is considered to have no capacity as it is deemed unsafe and Lilleshall Cricket Club which provides a standard quality square.

Table 4.21: Summary of overplay

| Site ID | Site name | Analysis area | Overplay (matches per season) |
|---------|---------------------------------|---------------|-------------------------------|
| 2 | Allscott Heath Sports Club | Northern | 1 |
| 12 | Edgmond Playing Fields | Newport | 1 |
| 18 | Harper Adams University College | Newport | 17 |
| 32 | Lilleshall Cricket Club | Newport | 10 |
| 37 | Madeley Cricket Club | Southern | 38 |
| 46 | Newport Cricket Club | Newport | 4 |
| - | - | | Total 71 |

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4.5: Supply and demand analysis

Senior cricket capacity balance (Saturday)

The below looks at actual spare capacity during the peak period (Saturday) for senior cricket against overplay.

For actual spare capacity, please note that this is converted from the number of squares to match equivalent sessions. This is calculated by using the average number of matches played per season by senior teams (12) multiplied by the number of additional teams that can be fielded at peak time (one team per 0.5 squares that are available). The entirety of spare capacity available at each site is not used as this number of matches may not be able to be accommodated at peak time (the maximum amount of spare capacity that can be accommodated on one square at peak time is 24 match equivalent sessions per season).

Table 4.22: Capacity balance of grass cricket squares for senior cricket

| Analysis area | Actual spare capacity | Overplay | Current total |
|-----------------------------|-----------------------|-----------|---------------|
| Newport | - | 32 | 32 |
| Northern | - | 1 | 1 |
| Southern | - | 38 | 38 |
| Telford & Wrekin | 0 | 71 | 71 |

Table 4.23: Future supply and demand position for grass cricket squares for senior cricket (Saturday)

| Analysis area | Current total | Future demand | Future total |
|-----------------------------|---------------|---------------|--------------|
| Telford & Wrekin | 71 | 48 | 119 |

There is a current overall shortfall of 71 match equivalent sessions per season on grass wicket squares in Telford & Wrekin on Saturdays. Shortfalls are currently evident in all three analysis areas. After considering future demand, the shortfall increases to 119 match equivalent sessions per week.

Senior cricket capacity balance (Sunday)

The table below looks at actual spare capacity on Sunday for cricket against overplay and identified future demand. For this, actual spare capacity is considered in multiples of 12 based on the average number of matches played by existing Sunday teams.

Table 4.24: Capacity balance of grass cricket squares for Sunday cricket

| Analysis area | Actual spare capacity | Overplay | Current total |
|-----------------------------|-----------------------|-----------|---------------|
| Newport | - | 32 | 32 |
| Northern | - | 1 | 1 |
| Southern | - | 38 | 38 |
| Telford & Wrekin | - | 71 | 71 |

Table 4.25: Future supply and demand position for grass cricket squares for senior cricket (Sunday)

| Analysis area | Current total | Future demand | Future total |
|-----------------------------|---------------|---------------|--------------|
| Telford & Wrekin | 71 | 6 | 77 |

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There is a current overall shortfall of 71 match equivalent sessions per season on grass wicket squares in Telford & Wrekin on Sundays. Shortfalls are currently evident in all three analysis areas. After considering future demand, the shortfall increases to 77 match equivalent sessions per week.

Junior cricket capacity balance

For junior cricket, most squares with spare capacity have actual spare capacity for an increase in demand. This is because junior matches are generally played during midweek, where matches can be spread across numerous days, meaning capacity is not limited to two teams.

For a square to have actual spare capacity for junior cricket, it must not be poor quality or have unsecure tenure, and it must not be overplayed; at least six match equivalent sessions of spare capacity are required for an additional junior team to be accommodated (the average number of matches junior teams play per season). Furthermore, a square is not considered to have capacity for an increase in demand if it is already used by six midweek teams or more as availability is then assumed to be limited (on average, clubs are able to play junior fixtures on three nights per week, with other nights reserved for other activity such as All Stars).

Table 4.26: Capacity balance of grass cricket squares for Midweek cricket

| Analysis area | Actual spare capacity | Overplay | Current total |
|-----------------------------|-----------------------|-----------|---------------|
| Newport | - | 32 | 32 |
| Northern | 48 | 1 | 47 |
| Southern | - | 38 | 38 |
| Telford & Wrekin | 48 | 71 | 23 |

Table 4.27: Future supply and demand position for grass cricket squares for senior cricket (Midweek)

| Analysis area | Current total | Future demand | Future total |
|-----------------------------|---------------|---------------|--------------|
| Telford & Wrekin | 23 | 30 | 53 |

There is a current overall shortfall of 23 match equivalent sessions per season on grass wicket squares in Telford & Wrekin for midweek cricket. Shortfalls are currently evident in the Newport and Southern analysis area with actual spare capacity identified in the Northern Analysis Area. After considering future demand, the shortfall increases to 53 match equivalent sessions per season.

4.6: Conclusion

In Telford & Wrekin, there is currently insufficient capacity of natural turf cricket squares to meet current demand for club cricket at a Borough wide level on Saturdays, Sundays and midweek cricket. When accounting for future demand for senior and junior cricket in Telford & Wrekin shortfalls is exacerbated further.

It should be noted that within Telford & Wrekin, a large amount of the overplay is due to the high levels of demand coupled with the fact that these sites (Harper Adams University College, Madeley Cricket Club and Lilleshall Cricket Club) are either standard or poor quality and as such there is limited opportunity to increase capacity on existing sites. The need for an increase in natural turf squares will be explored further with the Strategy & Action Plan.

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Table 4.28: Capacity balance of grass cricket squares summary

| Peak time period | Actual spare capacity | Overplay | Current total | Future demand | Future total |
|------------------|-----------------------|----------|---------------|---------------|--------------|
| Saturday | - | 71 | 71 | 48 | 119 |
| Sunday | - | 71 | 71 | 6 | 77 |
| Midweek | 48 | 71 | 23 | 30 | 53 |

Supply and demand summary

- Overall, there is currently insufficient capacity of natural turf cricket squares to meet current demand for club cricket at a Borough wide level on Saturdays, Sundays and midweek cricket.
- When accounting for future demand for senior and junior cricket in Telford & Wrekin shortfalls is exacerbated further.

Supply summary

- In total, there are 16 grass wicket cricket squares in Telford & Wrekin, provided across 11 sites. All but two cricket squares are available for community use. The two cricket squares which are unavailable for community use are located at Haberdashers' Adams Grammar.
- There are nine non turf pitches (NTPs) in Telford & Wrekin. Five accompany existing squares at club sites and four are located as standalone facilities.
- Within Telford & Wrekin most clubs own or lease their home grounds and therefore are known to have secure tenure. Harper CC currently rents their site located at Harper Adams University College which has unsecure tenure.
- The audit of grass wicket cricket squares in Telford & Wrekin found 10 (62%) to be good quality, three (19%) to be of standard quality and three (19%) assessed as poor quality.
- The audit of NTPs in Telford & Wrekin found two to be good quality, four standard quality and three poor quality NTPs.
- The audit of ancillary facilities at community available grass pitch cricket sites in Telford & Wrekin determines that three squares (20%) are accompanied by good quality provision, eight squares (53%) are accompanied by standard quality provision and four squares (27%) have poor quality supporting ancillary provision located at Edgmond Playing Fields, Lilleshall Cricket Club, Madeley Cricket Club and Newport Cricket Club.
- Only Allscott Heath Sports Club provides dedicated women's and girls' changing provision.

Demand summary

- In Telford & Wrekin, there are eight clubs generating a total of 66 teams broken down as 30 senior men's teams, six senior women's teams, 25 junior boys' and five junior girls' teams.
- Most teams in Telford & Wrekin play in the Northern Analysis Area which accommodates 36 teams and just over half of the cricket participation (55%), followed by the Newport Analysis Area with 22 teams (33%). The least number of teams is in the Southern analysis areas with eight teams (12%).
- In Telford & Wrekin, there is a total six women's teams, and five junior girls' teams provided across seven clubs with only Harpers CC currently not providing any women's or girls teams.
- There are six additional teams expected to be generated by population growth alone for Telford & Wrekin.
- Of the responding clubs in Telford & Wrekin, seven quantified their aspirations to increase levels of participation. This equates to a total predicted growth of two senior men's, three senior women's, five junior boys' and two junior girls' team.

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PART 5: RUGBY UNION

5.1: Introduction

The Rugby Football Union (RFU) is split into four areas across the country with a workforce team that covers development, coaching, governance and competitions. It governs a variety of formats and programmes, including 15-aside, 10-aside, 7-aside and Tag rugby as well as the Touch Union programme. Its aim is to increase and retain participation within the game, with facilities needing to be appropriate, affordable and accessible in order to enable this.

For traditional rugby union, there are generally three playing formats, based on the age of the players involved. These are now known as age grade mixed rugby (previously mini), age grade boys/girls rugby (previously junior) and senior rugby.

The rugby union playing season operates from September to May.

Consultation

There are two rugby union clubs in Telford & Wrekin with both responding to consultation requests as shown below.

Table 5.1: Summary of rugby club consultation

| Club | Responded? |
|----------------------|------------|
| Newport (Salop) RUFC | Yes |
| Telford Hornets RUFC | Yes |

5.2: Supply

Within Telford & Wrekin, there are 22 grass rugby union pitches identified across ten unique sites, with 15 pitches available for community use across six sites. The pitches that are unavailable for community use are located at education sites Ercall Wood Academy, Haberdasher's Adams Junior Boarding House and Madeley Academy.

Of the available pitches, most are identified in the Southern Analysis Area (eight), whilst four available pitches are identified in the Newport Analysis Area and three pitches in the Northern Analysis Area.

Table 5.2: Summary of grass rugby union pitches available for community use

| Analysis area | Available | Available but unused | Unavailable | Total |
|-----------------------------|-----------|----------------------|-------------|-----------|
| Newport | 4 | - | 4 | 8 |
| Northern | - | 3 | 2 | 5 |
| Southern | 3 | 5 | 1 | 9 |
| Telford & Wrekin | 7 | 8 | 7 | 22 |

The audit only identifies dedicated, line marked pitches that are serviced by goalposts. However, there are some additional marked spaces that are used, without goalposts, particularly for age grade rugby. It is also common for age grade matches to be played on senior pitches via the use of cones, particularly at sites used by clubs. There is one unposted pitch located at Telford Hornets Rugby Football Club which is used for senior and age grade training by Telford Hornets RUFC.

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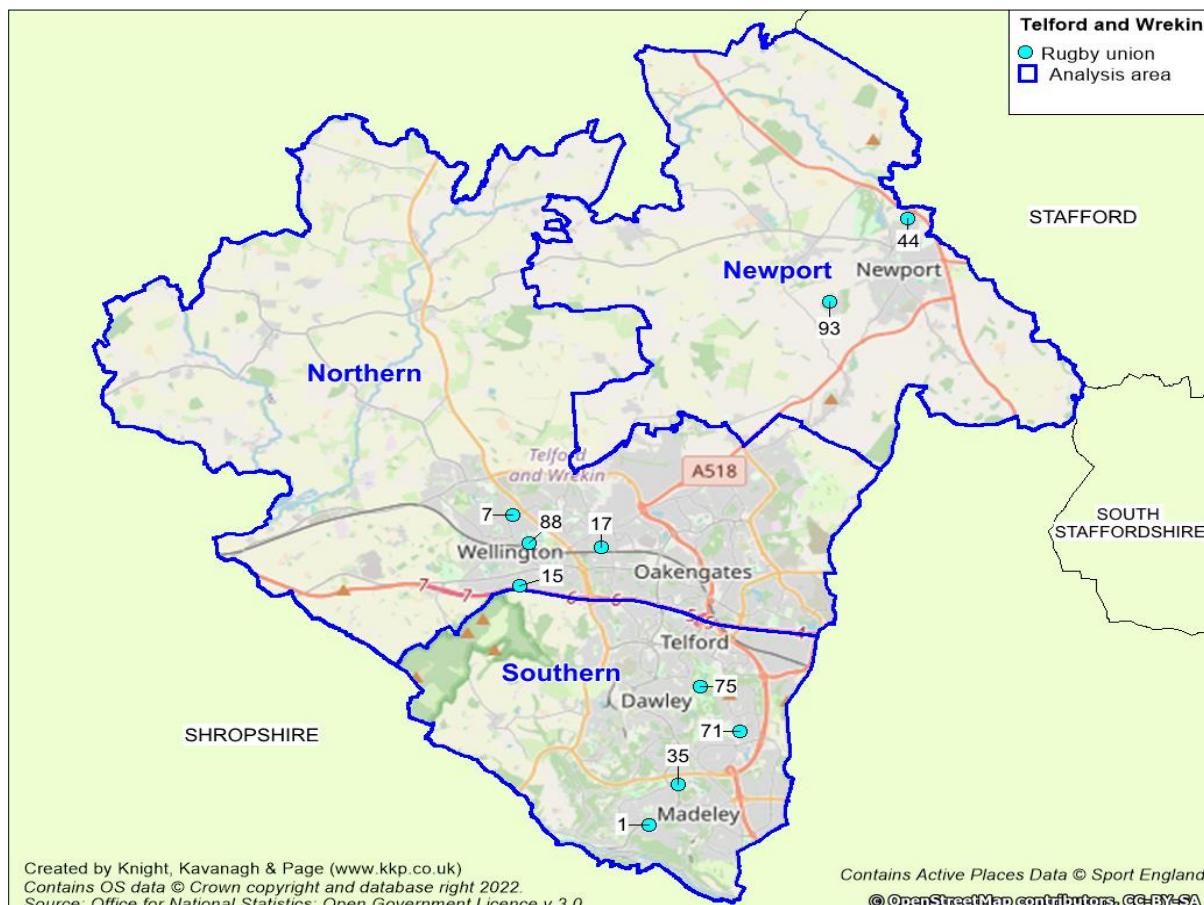
Recommended pitch dimensions for all formats of play are shown in the table below.

Table 5.3: Rugby union pitch dimensions

| Age | Playing format | Maximum pitch dimensions (metres) ¹⁵ |
|--------|----------------------|---|
| U7 | Age grade mixed | 20 x 12 |
| U8 | Age grade mixed | 45 x 22 |
| U9 | Age grade mixed | 60 x 30 |
| U10 | Age grade mixed | 60 x 35 |
| U11 | Age grade mixed | 60 x 43 |
| U12 | Age grade mixed | 60 x 43 |
| U13 | Age grade boys/girls | 90 x 60 (60 x 43 for girls) |
| U14 | Age grade boys/girls | 100 x 70 |
| U15 | Age grade boys/girls | 100 x 70 |
| U16 | Age grade boys/girls | 100 x 70 |
| U17 | Age grade boys/girls | 100 x 70 |
| U18 | Colts | 100 x 70 |
| Senior | Senior | 100 x 70 |

Figure 5.1 overleaf shows the location of all rugby union pitches currently servicing Telford & Wrekin. For a key to the map, see Table 5.10.

Figure 5.1: Location of rugby union pitches within Telford & Wrekin



¹⁵ Recommended run off area for all pitch types requires five-metres each way and a minimum in-goal length of six metres.

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Future developments

A planning application has been approved for a 11v11 3G pitch which will be both rugby build and rugby compliant located at Burton Borough School. It is proposed for Newport Salop RUFC to be the rugby partner and to have a total of five hours pitch usage a week for training.

In addition, Telford Hornets RUFC aspires to bring its current training pitch (previously posted) at Telford Hornets Rugby Football Club back into use for matches.

Newport Salop RUFC has recently had a planning application accepted for installation of sports lighting on its 3rd team pitch.

Management and security of tenure

Security of tenure is strong for clubs based in Telford & Wrekin, with Newport (Salop) RUFC owning freehold of its primary home ground. In addition, Telford Hornets RUFC leases its site at Telford Hornets Rugby Football Club from the Council (until 2036) and is considered to have secure tenure. It has an aspiration to increase the current lease to more than 25 years to enable it to apply for external grant funding.

Table 5.4: Ownership/management arrangements for rugby clubs in Telford & Wrekin

| Site ID | Site name | Analysis area | Club users | Arrangement | Tenure |
|---------|---|---------------|----------------------|------------------------|--------|
| 44 | Newport (Salop) Rugby Union Football Club | Newport | Newport (Salop) RUFC | Freehold | Secure |
| 75 | Telford Hornets Rugby Football Club | Southern | Telford Hornets RUFC | Lease from the Council | Secure |

Away from clubs, none of the unused school sites provide security of tenure for access to their rugby provision, although this is not an issue as present as no demand is received.

Pitch quality

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

Table 5.5: Definition of maintenance categories

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

For drainage, a rating of D0, D1, D2 or D3 is assigned to each pitch. This is based on whether drainage is adequate and considers the presence of an operational system. The figures are based upon a pipe drained system at 5m centres that has been installed in the last eight years and a slit drained system at 1m centres that has been installed in the last five years.

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Table 5.6: Definition of drainage categories

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

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

Table 5.7: Quality ratings based on maintenance and drainage scores

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

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

Of the community available pitches in Telford & Wrekin, two are assessed as good quality, 11 are assessed as standard quality and two are assessed as poor quality.

Table 5.8: Summary of all rugby union pitch quality in Telford & Wrekin

| Analysis area | Good | Standard | Poor |
|-----------------------------|----------|-----------|----------|
| Newport | 4 | 4 | - |
| Northern | 2 | 1 | 2 |
| Southern | - | 8 | 1 |
| Telford & Wrekin | 6 | 13 | 3 |

The two good quality (M2/D1) senior pitches are located at Wrekin College Sports Centre, which is an independent fee-paying school, meaning it has the capacity to maintain its sporting provision to a higher level in comparison to public schools and academies.

In comparison poor quality community available pitches are found at Charlton Secondary School (M0/D0) and Stirchley Playing Fields (M1/D0) which receive basic levels of maintenance and suffer from poor drainage particularly in periods of bad weather.

Both club sites, Newport (Salop) Rugby Union Football Club and Telford Hornets Rugby Football Club, receive adequate levels of maintenance including some level of aeration, fertilisation and sand dressing.

Newport (Salop) RUFC reports despite recent investment into drainage, weather conditions have had a severe impact on the overall quality of its pitches, stopping them from becoming good quality. This issue was identified during non-technical assessments.

The table overleaf shows quality ratings for each of the sites in the Borough based on non-technical site assessment scores and club feedback.

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Table 5.9: Site quality ratings

| Site ID | Site name | Postcode | Analysis area | Management | Community use? | Sports lighting? | Non-technical assessment rating | Quality rating | Comments |
|---------|--|----------|---------------|-----------------|----------------|------------------|---------------------------------|----------------|---|
| 1 | Haberdashers' Abraham Darby | TF7 5HX | Southern | Education | Yes | No | M1/D1 | Standard | School based standard quality pitch which is available for community use. |
| 1 | Haberdashers' Abraham Darby | TF7 5HX | Southern | Education | Yes | No | M1/D1 | Standard | School based standard quality pitch which is available for community use. |
| 1 | Haberdashers' Abraham Darby | TF7 5HX | Southern | Education | Yes | No | M1/D1 | Standard | School based standard quality pitch which is available for community use. |
| 1 | Haberdashers' Abraham Darby | TF7 5HX | Southern | Education | Yes | No | M1/D1 | Standard | School based standard quality pitch which is available for community use. |
| 7 | Charlton Secondary School | TF1 3FA | Northern | Education | Yes | No | M0/D0 | Poor | School based poor-quality pitch which receives basic levels of maintenance. |
| 15 | Ercall Wood Academy | TF1 2DT | Northern | Education | No | No | M0/D0 | Poor | School based poor-quality pitch which receives basic levels of maintenance. |
| 17 | Hadley Learning Community – Secondary School | TF1 5NU | Northern | Education | No | No | M1/D1 | Standard | School based standard quality pitch which is unavailable for community use. |
| 35 | Madeley Academy | TF7 5FB | Southern | Education | No | No | M1/D1 | Standard | School based standard quality pitch which is unavailable for community use. |
| 44 | Newport (Salop) Rugby Union Football Club | TF10 8BU | Newport | Sports Club | Yes | Yes | M1/D2 | Standard | One standard quality pitch used by Newport (Salop) RUFC, which is sports lit. Pitch is used for both competitive and training demand. |
| 44 | Newport (Salop) Rugby Union Football Club | TF10 8BU | Newport | Sports Club | Yes | Yes | M1/D2 | Standard | One standard quality pitch used by Newport (Salop) RUFC, which is sports lit. Pitch is used for both competitive and training demand. |
| 44 | Newport (Salop) Rugby Union Football Club | TF10 8BU | Newport | Sports Club | Yes | No | M1/D1 | Standard | One standard quality pitch used by Newport (Salop) RUFC, which is not sports lit. Pitch is used for competitive demand. |
| 44 | Newport (Salop) Rugby Union Football Club | TF10 8BU | Newport | Sports Club | Yes | No | M1/D1 | Standard | One standard quality pitch used by Newport (Salop) RUFC, which is not sports lit. Pitch is used for competitive demand. |
| 71 | Stirchley Playing Fields | TF3 1ET | Southern | Local Authority | Yes | No | M1/D0 | Poor | One poor quality pitch which receives basic levels of maintenance. |
| 75 | Telford Hornets Rugby Football Club | TF4 3NZ | Southern | Sports Club | Yes | Yes | M1/D1 | Standard | One standard quality pitch used by Telford Hornets RUFC, which is sports lit. Pitch is used for both competitive and training demand. |
| 75 | Telford Hornets Rugby Football Club | TF4 3NZ | Southern | Sports Club | Yes | No | M1/D1 | Standard | One standard quality pitch used by Telford Hornets RUFC, which is not sports lit. Pitch is used for competitive demand. |
| 75 | Telford Hornets Rugby Football Club | TF4 3NZ | Southern | Sports Club | Yes | No | M1/D1 | Standard | One standard quality pitch used by Telford Hornets RUFC, which is not sports lit. Pitch is used for competitive demand. |
| 88 | Wrekin College Sports Centre | TF1 3BH | Northern | Education | Yes | No | M2/D1 | Good | One good quality pitch which is maintained to a good quality and is available for community use. |
| 88 | Wrekin College Sports Centre | TF1 3BH | Northern | Education | Yes | No | M2/D1 | Good | One good quality pitch which is maintained to a good quality and is available for community use. |
| 93 | Haberdashers' Adams Junior Boarding House | TF10 8LR | Newport | Education | No | No | M2/D1 | Good | One good quality pitch which is maintained to a good quality, however, is unavailable for community use. |
| 93 | Haberdashers' Adams Junior Boarding House | TF10 8LR | Newport | Education | No | No | M2/D1 | Good | One good quality pitch which is maintained to a good quality, however, is unavailable for community use. |
| 93 | Haberdashers' Adams Junior Boarding House | TF10 8LR | Newport | Education | No | No | M2/D1 | Good | One good quality pitch which is maintained to a good quality, however, is unavailable for community use. |
| 93 | Haberdashers' Adams Junior Boarding House | TF10 8LR | Newport | Education | No | No | M2/D1 | Good | One good quality pitch which is maintained to a good quality, however, is unavailable for community use. |

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Multisport Pitch Improvement Fund

Funded by Sport England and in partnership with RFU, RFL and ECB, the Multisport Pitch Improvement Fund aims to improve the quality of cricket and rugby pitches for the people and communities that need it most, creating new and better opportunities to play and grow the game.

The fund aims to tackle inequalities in physical activity levels by creating opportunities to play sport for lower socio-economic groups, culturally diverse communities, disabled people, women & girls and those with long-term health conditions.

The fund is open to clubs and local authorities who have been approached by the ECB, RFU or RFL. If pitches have been identified as requiring major capital and/or renovation works, the responsible organisations will be invited to complete an Expression of Interest (EOI), followed by a full application.

Following a successful application, clubs can utilise the services of the FF's PitchPower app to carry out a free on-site assessment of their pitches. This then provides the Grounds Management Association (GMA) with the detail needed to create a personalised, informative report to advise on how improvements can be made. Clubs then receive bespoke advice and support to help with any future actions, funding applications and equipment, with clubs getting access to discounted rates for machinery and consumables through local partnerships.

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

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

Table 5.10: Agreed equivalent PPORS quality rating for PQS ratings

| PQS Rating | PPORS Quality Rating |
|------------|----------------------|
| Poor | Poor |
| Basic | Standard |
| Good | Good |
| Advanced | Good |
| High | Good |

In Telford & Wrekin, two rugby sites have received a PitchPower assessment. The findings of these in comparison to the PPORS findings are shown in the table below.

Table 5.11: Summary of PitchPower findings compared to PPORS quality ratings

| Site ID | Site name | Club users | PitchPower rating | PPORS rating |
|---------|---|----------------------|-------------------|------------------|
| 44 | Newport (Salop) Rugby Union Football Club | Newport (Salop) RUFC | Good | Standard (M1/D2) |
| 44 | Newport (Salop) Rugby Union Football Club | Newport (Salop) RUFC | Good | Standard (M1/D2) |
| 44 | Newport (Salop) Rugby Union Football Club | Newport (Salop) RUFC | Good | Standard (M1/D1) |

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

| Site ID | Site name | Club users | PitchPower rating | PPORS rating |
|---------|---|----------------------|-------------------|------------------|
| 44 | Newport (Salop) Rugby Union Football Club | Newport (Salop) RUFC | Basic | Standard (M1/D1) |
| 75 | Telford Hornets Rugby Football Club | Telford Hornets RUFC | Basic | Standard (M1/D1) |
| 75 | Telford Hornets Rugby Football Club | Telford Hornets RUFC | Basic | Standard (M1/D1) |
| 75 | Telford Hornets Rugby Football Club | Telford Hornets RUFC | Basic | Standard (M1/D1) |

For reference the PPORS quality scores will be the ones used in the pitch capacity analysis to follow. Most ratings from PitchPower assessments are aligned with those from the non-technical assessments.

Where there are discrepancies, it has been agreed with the RFU to use the PPORS quality scores as these are the most up to date point assessments, however, it should be noted these scores have still been cross referenced against PitchPower reports and club consultation. The pitches located at Newport (Salop) Rugby Union Football Club is the only site with difference in quality rating, this is due to visible drainage issues that was identified during the non-technical assessments.

Ancillary facilities

Both clubs have access to changing room provision for home games. The facilities at Newport (Salop) Rugby Union Football Club are identified as standard quality facilities, whilst the provision at Telford Hornets Rugby Football Club is poor quality as shown below.

Table 5.12: Ancillary facilities offered at each rugby club's home ground

| Site ID | Site name | Club | Changing room quality |
|---------|---|----------------------|-----------------------|
| 44 | Newport (Salop) Rugby Union Football Club | Newport (Salop) RUFC | Standard |
| 75 | Telford Hornets Rugby Football Club | Telford Hornets RUFC | Poor |

Although assessed as standard quality, Newport (Salop) RUFC reports its facilities need improving to cater for women and girls' players as currently both male and female games can't be played simultaneously. This is an aspiration for the Club as well as growing women's and girls' participation.

In addition, the changing provision located at Telford Hornets Rugby Football Club is assessed as poor quality and needs updating as it currently doesn't meet RFU specification.

5.3: Demand

Demand for rugby pitches in Telford & Wrekin tends to fall within the categories of organised competitive play and organised training.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Competitive demand

There are two clubs based in Telford & Wrekin, collectively providing a total of 41 teams. As a breakdown, this consists of seven senior men's, two senior women's, 15 age grade boys', five aged grade girls' and 12 mini teams. This is summarised club-by-club in the following table.

Table 5.13: Summary of demand by number of teams

| Club | Analysis area | Men's | Women's | Age grade boys' | Age grade girls' | Age grade mixed | Total |
|----------------------|---------------|----------|----------|-----------------|------------------|-----------------|-----------|
| Newport (Salop) RUFC | Newport | 4 | 1 | 9 | 2 | 6 | 22 |
| Telford Hornets RUFC | Southern | 3 | 1 | 6 | 3 | 6 | 19 |
| | Total | 7 | 2 | 15 | 5 | 12 | 41 |

Both clubs are relatively large and field several teams at both senior and age grade level. Newport (Salop) RUFC is the largest, with 22 teams.

Senior women's teams are fielded by both Newport (Salop) RUFC and Telford Hornets RUFC, whilst both also have age grade girls' teams.

Most teams (22) play in the Newport Analysis Area, due to the presence of Newport (Salop) RUFC. Conversely, no teams play in the Northern Analysis Area.

Training demand

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

In Telford & Wrekin, four pitches are serviced by permanent sports lighting, with two located at Newport (Salop) Rugby Union Football Club and two located at Telford Hornets Rugby Football Club. It should be noted that one pitch located at Telford Hornets Rugby Football Club is an unposted dedicated training pitch.

The activity and training arrangements for each club and the level of this is highlighted in the table below.

Table 5.14: Summary of rugby union club facility use for evening training

| Site ID | Site | Club | Training demand | Match equivalent sessions on grass pitches |
|---------|---|----------------------|--|--|
| 44 | Newport (Salop) Rugby Union Football Club | Newport (Salop) RUFC | One sport lit pitch which is used for senior training, accommodating three match equivalent sessions per week. | 3 |
| 44 | Newport (Salop) Rugby Union Football Club | Newport (Salop) RUFC | One sport lit pitch which is used for age grade training, accommodating four match equivalent sessions per week. | 4 |
| 75 | Telford Hornets Rugby Football Club | Telford Hornets RUFC | A dedicated training pitch (unposted) is used for senior and age grade training, accommodating six match equivalent sessions per week. | 7 |

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

| Site ID | Site | Club | Training demand | Match equivalent sessions on grass pitches |
|---------|-------------------------------------|----------------------|---|--|
| 75 | Telford Hornets Rugby Football Club | Telford Hornets RUFC | In addition to the dedicated training pitch, the sports lit first team pitch is used one hour a week for senior training. | 1 |

Use of artificial pitches

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

There is currently no World Rugby compliant 11v11 3G pitch in Telford & Wrekin.

As mentioned above, discussions are taking place between RFU and Football Foundation regarding the installation of a shock pad on the proposed new 11v11 3G pitch at Burton Borough School.

Unmet, latent and displaced demand

Unmet demand is existing demand at clubs which is not able to access sufficient supply of pitches for match play or training, it is usually expressed, for example, where a team is already training but is unable to access a match pitch or where a league or club operates a waiting list. In comparison, latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision. There is no known unmet or latent demand in Authority.

Displaced demand refers to existing demand which is exported outside of the study area and any imported demand from neighbouring districts that accesses facilities within Telford & Wrekin. This is often due to a lack of available facilities in other local authorities where such team or club is based. There is no identified competitive displaced demand of rugby union provision in Telford & Wrekin.

Future demand

Future demand can be defined through multiple ways, including through participation increases and by using population forecasts. In addition, the proceeding Strategy & Action Plan document will contain housing growth scenarios that can be used to estimate additional demand for rugby union arising from housing developments across Telford & Wrekin.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Participation growth

Both Newport (Salop) RUFC and Telford Hornets RUFC report aspirations to grow with the latter not quantifying an amount but has aspiration increase player numbers within their current squads. Newport (Salop) RUFC has aspiration to grow by one additional women's team, one additional age grade boys' teams and one additional age grade girls' team.

With the women's rugby World Cup scheduled to be held in England in 2025, there is also an expectance that there will likely be a growth in women's and girls' demand due to increased awareness and initiatives aimed at establishing a legacy for the event.

Population growth

Based on population projections to 2040 (in line with the Council's Local Plan), Sport England's Playing Pitch Calculator can estimate the likely additional demand for grass rugby pitches that will arise from any growth. This is by using the current and future populations in each of the relevant age groups together with the current team numbers, with team generation rates then established to understand how much growth is required to establish one new team.

The table below shows the number of new teams generated by the new population and the requisite match equivalent sessions. As seen, growth of one senior men's, two age grade boys and two age grade mixed teams is projected.

Table 5.15: Borough-wide team generation rates

| Age group | Team generation rate | Number of new teams generated by the new population | Number of new teams generated by the new population - rounded figure | Match equivalent sessions ¹⁶ |
|------------------|----------------------|---|--|---|
| Men (19-45yrs) | 1:4431 | 1.01 | 1 | 0.5 |
| Women (19-45yrs) | 1:15384 | 0.29 | - | 0 |
| Boys (13-18yrs) | 1:480 | 2.17 | 2 | 1 |
| Girls (13-18yrs) | 1:1391 | 0.72 | - | 0.5 |
| Mixed (7-12yrs) | 1:1271 | 1.74 | 2 | 1 |

Future demand summary

In the supply and demand analysis at the end of this section of the report, it is considered unfeasible for all future demand to be factored in. This is because it is likely that club aspirations will absorb the future demand identified through population growth, rather than them being judged separately and therefore double counted. As such, population growth is taken forward within the Assessment Report, with club demand considered to be more theoretical and aspirational but will be included as a scenario within the Strategy & Action Plan.

The peak period

In order to fully establish actual spare capacity, the peak period needs to be established for all types of rugby. For senior teams in Telford & Wrekin, it is considered to be Saturday PM, whilst is it Sunday AM for age grade rugby.

¹⁶ Two teams require one pitch to account for playing on a home and away basis; therefore, one team accounts to 0.5 match equivalent sessions on their relevant pitch type.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

5.4: Capacity analysis

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

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

- ◀ All sites that are or could be used for competitive rugby matches (regardless of whether this is secured community use) are included on the supply side.
- ◀ All competitive play is on senior sized pitches, with age grade teams playing on overmarked pitches, unless dedicated age grade pitches are known to be instead.
- ◀ From U13s upwards, teams play 15v15 and use a full pitch.
- ◀ For senior and age grade boys/girls' teams, the current level of play per week is set at 0.5 match equivalent sessions for each match played based on all teams operating on a home and away basis.
- ◀ Age grade mixed teams (U6s-U12s) play on half of a senior pitch, meaning two matches and four teams can be accommodated at any one time.
- ◀ Play per week for age grade mixed teams is set at 0.25 match equivalent sessions for each match played based on teams operating on a home and away basis.
- ◀ Training that takes place on marked pitches is reflected by the addition of match equivalent sessions to current usage levels (one training session is one match equivalent session).
- ◀ Internal use of school pitches is added to current play, where community availability is offered, as determined on a site-by-site basis depending on levels of activity.
- ◀ Other usage of pitches (e.g., by football teams) is added as match equivalent sessions based on the level and regularity of play.

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

Table 5.16: Pitch capacity (matches per week) based on quality assessments

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

Please see Table 5.17 overleaf for the site-by-site capacity analysis.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Table 5.17: Capacity table for rugby pitches in Telford & Wrekin

| Site ID | Site name | Analysis area | Community use? | Management | Sports lighting? | Non-technical assessment score | Quality rating | Pitch Capacity (sessions per week) | Match equivalent sessions (per week) | Training equivalent sessions (per week) | Capacity rating | Comments |
|---------|--|---------------|----------------|-----------------|------------------|--------------------------------|----------------|------------------------------------|--------------------------------------|---|-----------------|--|
| 1 | Haberdashers' Abraham Darby | Southern | Yes | Education | No | M1/D1 | Standard | 2 | 1 | - | 1 | Standard quality pitch which is currently unused by community clubs. Used for curriculum and extra curriculum activities. Pitch has potential spare capacity. |
| 1 | Haberdashers' Abraham Darby | Southern | Yes | Education | No | M1/D1 | Standard | 2 | 1 | - | 1 | Standard quality pitch which is currently unused by community clubs. Used for curriculum and extra curriculum activities. Pitch has potential spare capacity. |
| 1 | Haberdashers' Abraham Darby | Southern | Yes | Education | No | M1/D1 | Standard | 2 | - | - | - | Unavailable for community use. |
| 1 | Haberdashers' Abraham Darby | Southern | Yes | Education | No | M1/D1 | Standard | 2 | - | - | - | Unavailable for community use. |
| 7 | Charlton Secondary School | Northern | Yes | Education | No | M0/D0 | Poor | 0.5 | 1 | - | 0.5 | Poor quality pitch which is currently unused by community clubs. Used for curriculum activities. Pitch is overplayed by 0.5 match equivalent sessions. |
| 15 | Ercall Wood Academy | Northern | No | Education | No | M0/D0 | Poor | 0.5 | - | - | - | Unavailable for community use. |
| 17 | Hadley Learning Community – Secondary School | Northern | No | Education | No | M1/D1 | Standard | 2 | - | - | - | Unavailable for community use. |
| 35 | Madeley Academy | Southern | No | Education | No | M1/D1 | Standard | 2 | - | - | - | Unavailable for community use. |
| 44 | Newport (Salop) Rugby Union Football Club | Newport | Yes | Sports Club | Yes | M1/D2 | Standard | 2.5 | 1 | 3 | 1.5 | Standard quality pitch which is used by Newport (Salop) RUFC. Pitch is overplayed by 1.5 match equivalent sessions. |
| 44 | Newport (Salop) Rugby Union Football Club | Newport | Yes | Sports Club | Yes | M1/D2 | Standard | 2.5 | 1.5 | 4 | 3 | Standard quality pitch which is used by Newport (Salop) RUFC. Pitch is overplayed by three match equivalent sessions. |
| 44 | Newport (Salop) Rugby Union Football Club | Newport | Yes | Sports Club | No | M1/D1 | Standard | 2 | 5 | - | 3 | Standard quality pitch which is used by Newport (Salop) RUFC. Pitch is overplayed by three match equivalent sessions. |
| 44 | Newport (Salop) Rugby Union Football Club | Newport | Yes | Sports Club | No | M1/D1 | Standard | 2 | 2 | - | - | Standard quality pitch which is used by Newport (Salop) RUFC. Pitch is played to capacity. |
| 71 | Stirchley Playing Fields | Southern | Yes | Local Authority | No | M1/D0 | Poor | 1.5 | - | - | 1.5 | Poor quality pitch which is unused by community clubs. Pitch has potential spare capacity. |
| 75 | Telford Hornets Rugby Football Club | Southern | Yes | Sports Club | Yes | M1/D1 | Standard | 2 | 1 | 1 | - | Standard quality pitch which is used by Telford Hornets RUFC. Pitch is played to capacity. |
| 75 | Telford Hornets Rugby Football Club | Southern | Yes | Sports Club | No | M1/D1 | Standard | 2 | 2.5 | - | 0.5 | Standard quality pitch which is used by Telford Hornets RUFC. Pitch is overplayed by 0.5 match equivalent sessions. |
| 75 | Telford Hornets Rugby Football Club | Southern | Yes | Sports Club | No | M1/D1 | Standard | 2 | 4.5 | - | 4.5 | Standard quality pitch which is used by Telford Hornets RUFC. Pitch is overplayed by 2.5 match equivalent sessions. Plus additional usage of two match equivalent sessions from rugby league demand. |
| 88 | Wrekin College Sports Centre | Northern | Yes | Education | No | M2/D1 | Good | 3 | 1 | - | 2 | Good quality pitch which is currently unused by community clubs. Used for curriculum and extra curriculum activities. Pitch has potential spare capacity. |
| 88 | Wrekin College Sports Centre | Northern | Yes | Education | No | M2/D1 | Good | 3 | 1 | - | 2 | Good quality pitch which is currently unused by community clubs. Used for curriculum and extra curriculum activities. Pitch has potential spare capacity. |
| 93 | Haberdashers' Adams Junior Boarding House | Newport | No | Education | No | M2/D1 | Good | 3 | - | - | - | Unavailable for community use. |
| 93 | Haberdashers' Adams Junior Boarding House | Newport | No | Education | No | M2/D1 | Good | 3 | - | - | - | Unavailable for community use. |
| 93 | Haberdashers' Adams Junior Boarding House | Newport | No | Education | No | M2/D1 | Good | 3 | - | - | - | Unavailable for community use. |
| 93 | Haberdashers' Adams Junior Boarding House | Newport | No | Education | No | M2/D1 | Good | 3 | - | - | - | Unavailable for community use. |

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Actual spare capacity

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

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

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

Table 5.18: Actual spare capacity table

| Site ID | Site name | Analysis area | No. of pitches with spare capacity | Potential spare capacity | Actual spare capacity (peak period) | Comments |
|---------|------------------------------|---------------|------------------------------------|--------------------------|-------------------------------------|--|
| 1 | Haberdashers' Abraham Darby | Southern | 1 | 1 | 1 | Spare capacity discounted due to unsecure tenure |
| 1 | Haberdashers' Abraham Darby | Southern | 1 | 1 | 1 | Spare capacity discounted due to unsecure tenure |
| 71 | Stirchley Playing Fields | Southern | 1 | 1.5 | 0 | Discounted due to poor quality. |
| 88 | Wrekin College Sports Centre | Northern | 1 | 2 | 1 | Spare capacity discounted due to unsecure tenure |
| 88 | Wrekin College Sports Centre | Northern | 1 | 2 | 1 | Spare capacity discounted due to unsecure tenure |

As seen, of the five pitches identified as having potential spare capacity in Telford & Wrekin, however, none are considered to have actual spare capacity for a growth in senior demand.

For age grade rugby, ascertaining actual spare capacity can be unclear with regards to the programming of matches as it can vary from week to week. This is because junior and mini sections tend to enter cup competitions or play organised friendly fixtures, with clubs arranging for several of their age groups to play those from another club all at once, either at home or away. Then when fixtures are not scheduled, clubs will generally hold training sessions, which means that clubs may require use of home pitches for consecutive weeks, or not at all for the same time period.

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Given the above, it is generally assumed that no pitches used by age grade teams have significant actual spare capacity for an increase in demand. However, it is acknowledged that some capacity does exist during weekends when the pitches are not in use.

Overplay

There are six pitches across three sites in Telford & Wrekin that are overplayed by a total of 13 match equivalent sessions per week.

Table 5.19: Summary of overplay

| Site ID | Site name | Analysis area | Number of overplayed pitches | Overplay (match equivalent sessions) |
|---------|---|---------------|------------------------------|--------------------------------------|
| 7 | Charlton Secondary School | Northern | 1 | 0.5 |
| 44 | Newport (Salop) Rugby Union Football Club | Newport | 1 | 1.5 |
| 44 | Newport (Salop) Rugby Union Football Club | Newport | 1 | 3 |
| 44 | Newport (Salop) Rugby Union Football Club | Newport | 1 | 3 |
| 75 | Telford Hornets Rugby Football Club | Southern | 1 | 0.5 |
| 75 | Telford Hornets Rugby Football Club | Southern | 1 | 4.5 |
| - | - | Totals | 6 | 13 |

As anticipated, the majority of overplay is located at the two club sites in the Authority: Newport (Salop) Rugby Union Football Club (7.5 match equivalent sessions) and Telford Hornets Rugby Union Football Club (five match equivalent sessions).

The overplay at the former site is derived from substantial amounts of competitive and training demand accessing pitches with limited capacity. Comparatively the shortfall at Telford Hornets Rugby Union Football Club is mainly generated from competitive demand accessing limited pitch stock.

Table 5.20: Summary of overplay by analysis area

| Analysis area | Overplay (match equivalent sessions) |
|-----------------------------|--------------------------------------|
| Newport | 7.5 |
| Northern | 0.5 |
| Southern | 5 |
| Telford & Wrekin | 13 |

The small amount of overplay in the Northern Analysis Area (0.5 match equivalent sessions) originates from Charlton Secondary School and comes from curricular and extracurricular demand accessing poor quality provision.

5.5: Supply and demand analysis

Having considered supply and demand, the table below identifies the overall spare capacity and overplay in each of the analysis areas as well as in Telford & Wrekin as a whole for rugby union based on match equivalent sessions. Future demand is based on what has been forecast through population growth, although it is only possible to identify this on a Borough-wide basis (as none is predicted on an analysis area basis).

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As seen, there is a current shortfall of 13 match equivalent sessions per week, with this originating from a large overplay across the Borough. Furthermore, there is a shortfall identified in each of the analysis areas.

Table 5.21: Current supply and demand analysis in match equivalent sessions per week

| Analysis area | Actual spare capacity | Overplay | Current total |
|-----------------------------|-----------------------|-----------|---------------|
| Newport | - | 7.5 | 7.5 |
| Northern | - | 0.5 | 0.5 |
| Southern | - | 5 | 5 |
| Telford & Wrekin | 0 | 13 | 13 |

When accounting for future demand, the overall shortfall is projected to increase to 16 match equivalent sessions per week.

Table 5.22: Future supply and demand analysis in match equivalent sessions per week

| Current total | Future demand | Future total |
|---------------|---------------|--------------|
| 13 | 3 | 16 |

5.6: Conclusion

There is a clear shortfall of rugby union capacity in Telford & Wrekin, and this is evident in each of the analysis areas. Both Newport (Salop) RUFC and Telford Hornets RUFC have some level of individual shortfall via overusing their grass pitches.

Where shortfalls are present, these could be alleviated through providing new grass pitches, although the number required is dependent on the quality they are provided to and whether they can accommodate training needs or not. However, there are also alternatives to reducing the deficits, for example via improving the quality of the existing stock, increasing the presence of sports lighting, increasing the stock of and access to World Rugby compliant 3G pitches. These will be further explored in the proceeding Strategy & Action Plan.

Rugby union – supply and demand summary

- Despite five senior pitches displaying potential spare capacity, none are considered to provide actual spare capacity.
- There are six pitches across three sites that are overplayed by a combined 13 match equivalent sessions per week.
- Overall, there is a shortfall of 13 match equivalent sessions per week to meet current demand, with this increasing to 16 match equivalent sessions when accounting for future demand.

Rugby union – supply summary

- Within Telford & Wrekin, there are 22 grass rugby union pitches identified across ten unique sites, with 15 pitches available for community use across six sites.
- Of the available pitches, the majority are identified in the Southern Analysis Area (eight), whilst four available pitches are identified in the Newport Analysis Area and three pitches in the Northern Analysis Area.
- Discussions are taking place between RFU and Football Foundation regarding the installation of a shock pad on the proposed new 11v11 3G pitch at Burton Borough School.
- All clubs have security of tenure of their home grounds via freehold or via a lease agreement.
- Of the community available pitches in Telford & Wrekin, two are assessed as good quality, 11 are assessed as standard quality and two are assessed as poor quality.
- Poor quality pitches are provided at Charlton Secondary School and Stirchley Playing Fields.
- Both clubs have access to changing room provision for home games. The facilities at Newport (Salop) Rugby Union Football Club are identified as standard quality facilities, whilst the provision at Telford Hornets Rugby Football Club is poor quality.

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- ◆ Although assessed as standard quality, Newport (Salop) RUFC reports its facilities need improving to cater for women and girls' players as currently both male and female games can't be played simultaneously. This is an aspiration for the Club as well as growing women's and girls' participation.
- ◆ In addition, the changing provision located at Telford Hornets Rugby Football Club is assessed as poor quality and needs updating as it currently doesn't meet the standard requirements.

Rugby union – demand summary

- ◆ There are two clubs based in Telford & Wrekin, collectively providing a total of 41 teams. As a breakdown, this consists of seven senior men's, two senior women's, 15 age grade boys', five aged grade girls' and 12 mini teams.
- ◆ There is no known unmet or latent demand in Authority.
- ◆ Both Newport (Salop) RUFC and Telford Hornets RUFC report aspirations to grow with the latter not quantifying an amount but has aspiration increase player numbers within their current squads. Newport (Salop) RUFC has aspiration to grow by one additional women's team, one additional age grade boys' teams and one additional age grade girls' team.
- ◆ Population growth predicts a minimal growth of five teams, one senior men's, two age grade boys and two age grade mixed teams

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

PART 6: HOCKEY

6.1: Introduction

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

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

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

| Category | Surface | Playing Level - Essential | Playing Level - Desirable |
|----------|--|--|--|
| 1 | Water surface approved within the FIH Global/National Parameters | International hockey (training and matches). | Domestic National Premier League competition; Higher levels of player pathway (performance centres and upwards). |
| 2 | Sand dressed surfaces within the FIH National Parameter | Domestic National Premier League competition; Higher levels of player pathway (academy centres and upwards). | All adult and junior league hockey; Intermediate or advanced school hockey; EH competitions for clubs and schools. |
| 3 | Sand filled surfaces within the FIH National Parameter | All adult and junior club training and league hockey; EH competitions for clubs and schools; Intermediate or advanced school hockey. | Lower level hockey (introductory level). |
| 4 | All 3G surfaces | No hockey. | Lower level hockey (introductory level) when no category 1-3 surface is available. |

In addition to the above pitch types, EH is currently trialling a different multi-sport surface in order to better accommodate lower levels of hockey demand on a pitch that is also suitable for other sports such as netball and tennis. The surface type, known as Gen 2¹⁷, is a versatile surface that will ensure that the sports do not need to compromise on the playing experience; it is a sand dressed synthetic turf with a compatible shock pad. The concept is designed to provide facilities, including at schools, with a dynamic carpet which reduces the amount of space required and enables the provision to be utilised to its full potential.

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

¹⁷ <http://www.englandhockey.co.uk/page.asp?section=2596§ionTitle=Gen+2+Playing+Surface>

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It is considered that a hockey pitch can accommodate a maximum of four matches on one day, providing that it has sports lighting. Training is generally midweek for senior activity and requires access to a pitch and sports lights, whereas many junior teams train on a Sunday as well as during midweek.

Consultation

There are two affiliated hockey clubs emanating from Telford & Wrekin. However, only one Club has responded to consultation requests, resulting in a 50% response rate.

In addition, Harper Adams University provide two men's and two women's teams which play and train at Harper Adams University College. Information for this demand has been gathered through online research.

Table 6.2: Summary of consultation

| Name of club | Responded? |
|---------------------|------------|
| Newport HC | No |
| Telford & Wrekin HC | Yes |

It should be noted that Newport HC, despite being a Telford & Wrekin based club, exports its demand into the neighbouring authority of Shropshire. The Club did not respond to consultations requests for this study however did complete a survey for the Shropshire Playing Pitch & Outdoor Sports Strategy (2022 update report). Information from this survey has been used to inform this section. Further consultation is still required to understand the Club's current situation and future aspirations.

6.2: Supply

Full size pitches

There are five full-size hockey suitable AGPs in Telford & Wrekin across four sites. Four pitches are serviced by sports lighting and available for community use, with two pitches provided at Wrekin College Sports Centre.

Of the community available pitches, three are in the Northern Analysis Area and one in the Newport Analysis Area.

The pitch unavailable for community use is identified in the Southern Analysis Area located at Thomas Telford School.

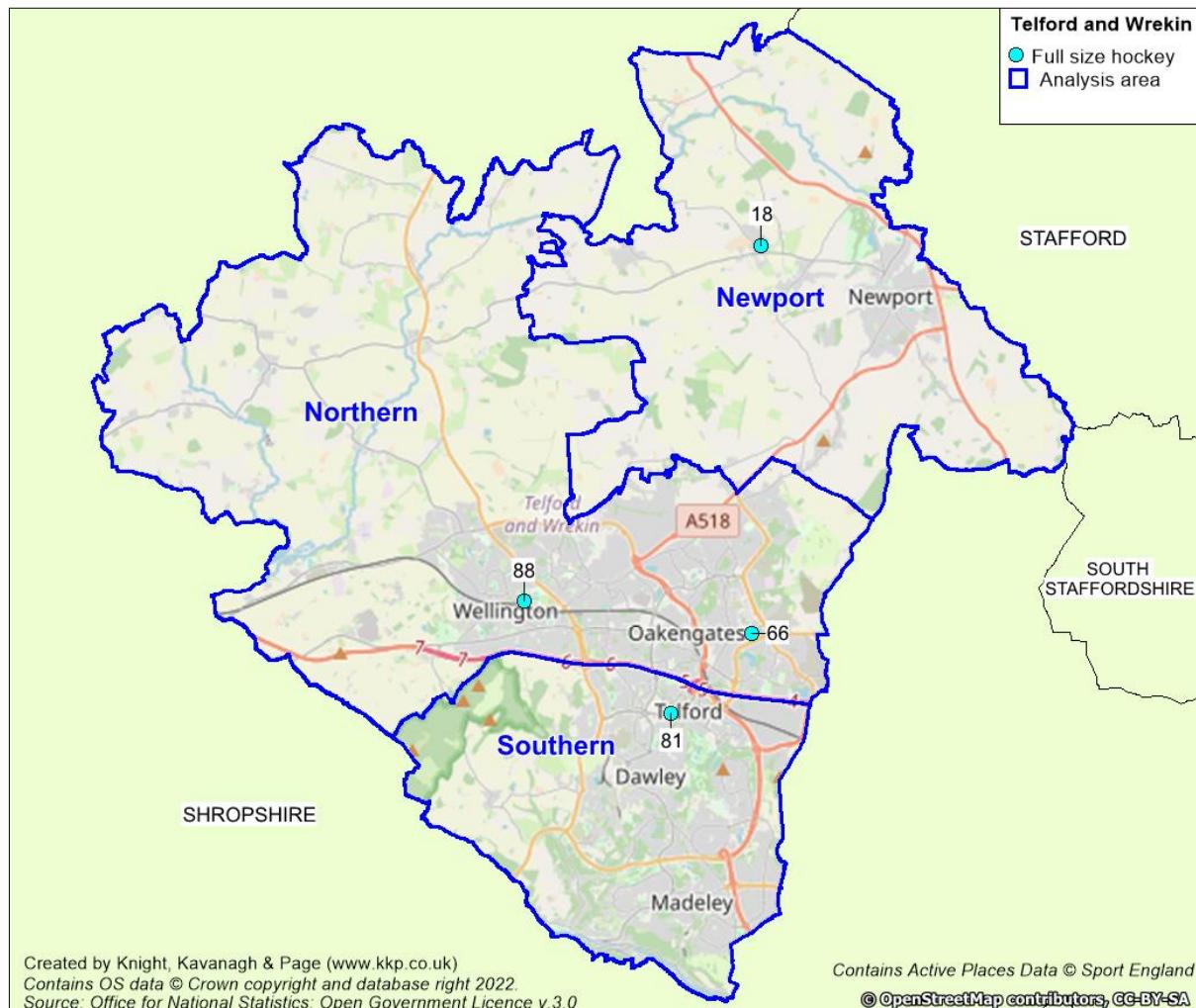
Table 6.3: Summary of full-size hockey suitable AGPs

| Analysis area | Community available pitches | Unavailable pitches |
|-----------------------------|-----------------------------|---------------------|
| Newport | 1 | - |
| Northern | 3 | - |
| Southern | - | 1 |
| Telford & Wrekin | 4 | 1 |

The supply of full-size hockey pitches is shown and summarised site-by-site in Figure 6.1 overleaf, followed by Table 6.4.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Figure 6.1: Location of full-size hockey suitable AGPs within Telford & Wrekin



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Table 6.4: Full size hockey suitable AGPs in Telford & Wrekin

| Site ID | Site name | Postcode | Analysis area | Size (metres) | Sport lighting? | Community use? | Community hockey use? |
|---------|-----------------------------------|----------|---------------|---------------|-----------------|----------------|-----------------------|
| 18 | Harper Adams University College | TF10 8NB | Newport | 90 x 54 | Yes | Yes | Yes |
| 66 | St Georges Sports and Social Club | TF2 9LU | Northern | 92 x 54 | Yes | Yes | Yes |
| 81 | Thomas Telford School | TF3 4NW | Southern | 90 x 56 | Yes | No | No |
| 88 | Wrekin College Sports Centre | TF1 3LB | Northern | 90 x 55 | Yes | Yes | Yes |
| 88 | Wrekin College Sports Centre | TF1 3LB | Northern | 90 x 54 | Yes | Yes | Yes |

Smaller size pitches

In addition to the full-size hockey suitable AGPs identified above, there are two smaller size sand-based pitch in Telford & Wrekin located at John Randall Primary School and Newport Girls High School. Both pitches are unavailable for community use and not serviced by sports lighting. These sites are summarised in the following table.

Table 6.5: Smaller size hockey suitable pitches in Telford & Wrekin

| Site ID | Site name | Postcode | Analysis area | Size (metres) | Sport lighting? | Community use? | Community hockey use? |
|---------|-----------------------------|----------|---------------|---------------|-----------------|----------------|-----------------------|
| 24 | John Randall Primary School | TF7 4DS | Southern | 45 x 33 | No | No | No |
| 47 | Newport Girls High School | TF10 7HL | Newport | 31 x 23 | No | No | No |

Although too small to host competitive matches, smaller size pitches can be used to accommodate some hockey training demand if they are of a large enough size, available to the community and serviced by sports lighting. In Telford & Wrekin, there are two smaller size AGPs located at John Randall Primary School and Newport Girls High Schools, of which both are unavailable for community use and not provided with sports lighting, therefore is not used for community hockey activity.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Management and security of tenure

Of the full-size hockey suitable AGPs in Telford & Wrekin, one pitch is managed by Telford & Wrekin HC (St Georges Sports and Social Club) and the remaining four pitches are managed by educational providers.

Table 6.6: Summary of management of 11v11 size hockey suitable AGPs

| Site ID | Site name | Management |
|---------|-----------------------------------|-------------|
| 18 | Harper Adams University College | Education |
| 66 | St Georges Sports and Social Club | Sports Club |
| 81 | Thomas Telford School | Education |
| 88 | Wrekin College Sports Centre | Education |
| 88 | Wrekin College Sports Centre | Education |

Telford & Wrekin HC currently uses the pitch at St Georges Sports and Social Club as its solo venue, with security of tenure provided for this via its management and long-term lease of the pitch with the overarching Sports Club.

Newport HC does not currently use provision within Telford & Wrekin, instead accessing facilities just outside the Authority in Shropshire located at Lilleshall National Sports Centre.

Quality

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

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

The following table indicates when each full-size hockey suitable AGP in Telford & Wrekin was installed or last resurfaced, together with the quality ratings assigned.

Table 6.7: Summary of hockey suitable AGP quality

| Site ID | Site name | Community use? | Date of installation / last resurface | Quality |
|---------|-----------------------------------|----------------|---------------------------------------|----------|
| 18 | Harper Adams University College | Yes | 2009 | Poor |
| 66 | St Georges Sports and Social Club | Yes | 2021 | Good |
| 81 | Thomas Telford School | No | 2014 | Standard |
| 88 | Wrekin College Sports Centre | Yes | 2017 | Good |
| 88 | Wrekin College Sports Centre | Yes | 2021 | Good |

As seen, three pitches are assessed as good quality, one pitch assessed as standard quality, and one pitch assessed as poor quality located at Harper Adams University College due to exceeding its recommended lifespan.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Telford & Wrekin HC reports no issues with the provision at St Georges Sports and Social Club with the surface being good quality as it less than three years old.

In relation to the smaller size pitches, John Randell Primary School is assessed as good quality and the pitch located at Newport Girls High School is assessed as standard quality, with some signs of wear and tear from curriculum usage.

Where pitches are assessed as good or standard quality, sinking funds should still be put into place (where not already provided) to ensure that refurbishment can go ahead when required.

Ancillary provision

In Telford & Wrekin, majority hockey suitable AGP are located at education sites. Access to ancillary facilities at education sites can often be restricted or limited for security reasons, especially where changing rooms are in the main school building or where there is a lack of staffing to open and manage access. Schools also often have limited budget amongst other competing requirements for investment to make any qualitative improvements to changing provision. Consequently, they are often tired, dated and in need of modernisation.

In addition, the changing facilities located at St Georges Sports and Social Club have been refurbished in recent years and therefore are assessed as good quality.

6.3: Demand

There are two hockey clubs from Telford & Wrekin. Telford & Wrekin HC is a large club catering for 12 teams, whilst Newport HC fields nine teams (currently playing in Shropshire). Collectively they provide 21 teams, as summarised by gender and age group in the following table.

Table 6.8: Summary of team numbers

| Name of club | Analysis area | Senior men | Senior women | Juniors | Total |
|---------------------|---------------|------------|--------------|----------|-----------|
| Newport HC | OUTSIDE | 4 | 2 | 3 | 9 |
| Telford & Wrekin HC | Northern | 6 | 4 | 2 | 12 |
| - | Total | 10 | 6 | 5 | 21 |

Telford & Wrekin HC, in total, has six senior men's, four senior women's and two junior team. These all play in the Northern Analysis Area at St Georges Sports and Social Club with any overspill using Wrekin College Sports Centre which is in the same area.

As mentioned above, there are also two men's and two women teams from Harper Adams University. They have not been included in the table above as they only participate in internal university-based competitions.

Imported/exported demand

There is currently no known imported demand identified in Telford & Wrekin.

As mentioned above, Newport HC currently exports all its demand into Shropshire, accessing a full-size pitch at Lilleshall National Sports Centre. The Club reports it uses Wrekin College as an overspill pitch but would prefer to use to use Harper Adams University College following a significant growth in teams in 2023 – 2024.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

It is worth noting that Lilleshall National Sports Centre is approximately four miles from the centre of Newport and is considered accessible for the club despite being just located within Shropshire.

Telford & Wrekin HC has occasionally accessed the hockey suitable AGP at William Brookes School (Shropshire) as on an overspill venue, however, it primarily uses the provision at Wrekin College Sports Centre if it cannot accommodate its demand at St Georges Sports and Social Club.

Additional demand

Away from club-based match play and training demand, there are also several initiatives supported by EH that operate across the Country, including:

- ◀ Back to Hockey.
- ◀ Flyerz Hockey.
- ◀ Hockey Heroes.
- ◀ Quicksticks.
- ◀ Rush Hockey.
- ◀ In2 Hockey.
- ◀ Walking Hockey.

Where undertaken, these initiatives add to the hockey demand at sites. Each is summarised below.

Back to Hockey

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

Benefits of clubs being involved with Back to Hockey include:

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

In Telford & Wrekin, Telford & Wrekin HC operates Back to Hockey sessions located at its home venue, St Georges Sports and Social Club.

Flyerz Hockey

Flyerz is the name widely associated with grassroots disability hockey in Great Britain. There are now more than 50 Flyerz sections across England, Wales, and Scotland, providing inclusive hockey for disabled people.

In Telford & Wrekin, there are currently no Flyerz Hockey sessions.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Hockey Heroes

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

No Hockey Heroes sessions currently operate in Telford & Wrekin.

In2Hockey

In2Hockey is England Hockey's adapted game format aimed at players 10-14 years old and is played as a 6-a-side game without goalkeepers, or as a 7-a-side game with goalkeepers.

In Telford & Wrekin, there are no In2Hockey teams currently.

Quicksticks

Quicksticks is designed to introduce young people (aged 7-11) 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.

Currently no clubs in Telford & Wrekin offer dedicated Quicksticks delivery.

Rush hockey

Rush hockey is a new way to play hockey, designed as a small-sided hockey game for adults. It can be played by men and women in mixed or single gender teams, indoors or outdoors and on pitches of varying sizes. Teams are four or five aside and it is played with a standard hockey stick but with unique goals and balls.

No Rush hockey activity is identified in Telford & Wrekin.

Walking hockey

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

Walking hockey sessions are run at St Georges Sports and Social Club every Tuesday afternoon. It caters for all ages and abilities.

Latent/unmet demand

No latent or unmet demand for hockey has been identified in Telford & Wrekin.

Future demand

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

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

In relation to club aspirations, Telford & Wrekin HC does not state plans to increase team numbers, however, is still open to accepting new members. Furthermore, as Newport HC was unresponsive to consultation requests, it is unknown if it has any growth plans.

Peak time demand

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

Availability

The following table summarises the availability of full size AGPs for community use in Telford & Wrekin. In addition, it records the availability of provision within the peak period. Sport England's Facilities Planning Model (FPM) applies an overall peak period for AGPs of 34 hours per week (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00).

As seen below, St Georges Sports and Social Club which is the home to Telford & Wrekin HC is available for a total of 34 hours a week in the peak period. Furthermore, it's currently only used for hockey activity usage.

Given Wrekin College Sports Centre was unresponsive to consultation requests, the hours which both AGPs are available is unknown. More investigation is needed to understand the current usage of these pitches and if it is being used to capacity. With this being said, it is known that the pitches are partially used on Saturdays to accommodate curricular and extracurricular activities which generally reduces its potential availability for community use.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Table 6.9: Summary of availability and usage of community available full-size hockey suitable AGPs in Telford & Wrekin

| Site ID | Site name | Surface type | Availability for community use | Sports lighting? | Quality ¹⁸ | Total number of hours available for community use during peak period | Hockey usage | Football usage | Spare capacity |
|---------|-----------------------------------|--------------|--------------------------------|------------------|-----------------------|--|--|---|---|
| 18 | Harper Adams University College | Sand Filled | Yes | Yes | Poor | Unknown | 0 hours – currently unused for community hockey but used by university teams. | 0 hours – currently unused for football training demand. Primarily used to meet curricular and extracurricular demand | Unknown |
| 66 | St Georges Sports and Social Club | Sand Filled | Yes | Yes | Good | Weekdays: 18 hours Weekends: 16 hours Total: 34 hours | 22 hours (65%) – Telford & Wrekin HC. | 0 hours – currently unused for football training demand | 12 hours (35%) Weekdays (12 hours) Weekends (0 hours) |
| 88 | Wrekin College Sports Centre | Sand Filled | Yes | Yes | Good | Unknown | Exact usage is unknown but used on an ad hoc basis by Telford & Wrekin HC. Primarily used to meet curricular and extracurricular demand midweek and Saturdays. | Unknown | Unknown |
| 88 | Wrekin College Sports Centre | Sand Filled | Yes | Yes | Good | Unknown | Exact usage is unknown but used on an ad hoc basis by Telford & Wrekin HC. Primarily used to meet curricular and extracurricular demand midweek and Saturdays. | Unknown | Unknown |

Spare capacity

There is spare capacity to accommodate additional use in the peak period on the full-size hockey suitable AGP at St Georges Sports and Social Club, this equates to 12 hours weekday capacity.

¹⁸ Quality is assessed via a combination of non-technical assessments carried out by KKP but also take account of user views and opinions.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

6.4: Supply and demand analysis

Match play demand

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

Using the above calculation, on the basis that there are four community available full size hockey suitable pitches in Telford & Wrekin (Harper Adams University College / St Georges Sports and Social Club and two at Wrekin College Sports Centre), there is a theoretical opportunity to accommodate up to 32 senior teams across the Borough.

However, the pitches at Wrekin College Sports Centre are known to accommodate some form of curricular and extracurricular activities on Saturdays which reduces their wider community availability. Realistically these pitches can only accommodate three match equivalent sessions or six home teams.

Furthermore, the pitch Harper Adams University College is rated as poor quality having been built in 2009, therefore it is recommended that no community hockey demand takes place on this pitch until it is resurfaced.

Taking the above into consideration there is only enough capacity to accommodate 20 teams in Telford & Wrekin (eight teams at St Georges Sports and Social Club and 12 teams at Wrekin College Sports Centre).

In practice there are suitable levels of accessible full-size hockey suitable AGPs to accommodate current and future demand from Telford & Wrekin HC which currently has ten teams playing at peak time (Saturdays).

There is also sufficient capacity to accommodate the exported demand from Newport HC (eight teams at peak time), however, this would mean the Club using provision at Wrekin College Sports Centre (Northern Analysis Area) which is located further away (approximately ten miles) than its current venue in Shropshire, Lilleshall Hall National Sports Centre.

For junior hockey matches, the need for pitches is generally less than it is for senior hockey. This is because younger age groups can play on half a full-size pitch (meaning two fixtures can take place at one time) and there are also fewer junior teams in Telford & Wrekin than there are senior teams.

Training demand

At present, Telford & Wrekin HC has a sufficient level of access for training at St Georges Sports and Social Club. Furthermore, spare capacity exists for any potential growth in demand.

Newport HC is currently being adequately accommodated outside of Telford & Wrekin.

6.5: Conclusion

Overall, there is sufficient quantity and quality of full-size hockey suitable pitches to meet current demand for Telford & Wrekin HC. Additional and formalised access to pitches at Wrekin College Sports Centre may be required if the Club was to grow its senior demand due to the lack of remaining capacity on Saturdays at St Georges Sports and Social Club.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Even though there is sufficient capacity for Newport HC to return to the Authority, the location (Wrekin College Sports Centre) is deemed unattractive due to its distance and potential cost implications. If accessibility could be secured at Harper Adams University College, in addition to a refurbishment, this would present a better opportunity for the Club to return to Telford & Wrekin. This would also assist in supporting the curricular and extracurricular demand from the University.

Hockey – supply and demand summary

- ◆ Overall, there is sufficient quantity and quality of full-size hockey suitable AGPs to meet current demand for Telford & Wrekin HC. Future access to an additional pitch (Wrekin College Sports Centre) may be required if it was to grow its senior demand.
- ◆ It should also be ensured that Newport HC can continue to be adequately accommodated in Shropshire. However, if Newport HC were to return to Telford & Wrekin due to potential growth, Harper Adams University College would present a better option for the Club if accessibility could be secured, as well as the pitch resurfaced.

Hockey – supply summary

- ◆ There are five full size hockey suitable AGPs in Telford & Wrekin across four sites. Four pitches are serviced by sports lighting and available for community use.
- ◆ Of the community available pitches, three are in the Northern Analysis Area and one located in the Newport Analysis Area. The pitches unavailable for community use are identified in the Southern Analysis Area located at Thomas Telford School.
- ◆ There are also two smaller size sand-based pitches in Telford & Wrekin located at John Randall Primary School and Newport Girls High School. These pitches are unavailable for community use and are not serviced by sports lighting.
- ◆ Of the full-size hockey suitable AGPs in Telford & Wrekin, one pitch is managed by Telford & Wrekin HC (St Georges Sports and Social Club) and the remaining four pitches are managed by educational providers.
- ◆ Regarding quality, three pitches are assessed as good quality, one pitch assessed as standard quality, and one pitch assessed as poor quality located at Harper Adams University College due to exceeding its recommended lifespan.
- ◆ Changing facilities located at St Georges Sports and Social Club have been refurbished in recent years and therefore are assessed as good quality.

Hockey – demand summary

- ◆ There are two hockey clubs based in Telford & Wrekin.
- ◆ Telford & Wrekin HC is a large club catering for 12 teams, whilst Newport HC fields nine teams. The clubs therefore collectively provide 21 teams.
- ◆ Telford & Wrekin HC also operates Back to Hockey sessions at its home venue, St Georges Sports and Social Club.
- ◆ Newport HC is currently exporting all its demand into Shropshire, accessing a full-size pitch at Lilleshall Hall National Sports Centre.
- ◆ Telford & Wrekin HC does not state plans to increase number of teams currently, however, are still open to accepting new members until the Club can no longer do so. Furthermore, as Newport HC were unresponsive to consultation requests, it is unknown if it has any growth plans.
- ◆ St Georges Sports and Social Club which is home to Telford & Wrekin HC is available for a total of 34 hours a week in the peak period. Furthermore, it's currently only used for hockey activity usage.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

PART 7: RUGBY LEAGUE

7.1: Introduction

The Rugby Football League (RFL) is the governing body for rugby league in Britain and Ireland. It administers the England national rugby league team, the Challenge Cup, Super League and the Championships which form the professional and semi-professional structure of the game in the UK. The RFL also administers the amateur and junior game across the country in association with the British Amateur Rugby League Association (BARLA).

Consultation

There is only one rugby league club based in the Authority, Telford Raiders RLFC and the Club responded to consultation requests.

7.2: Supply

There are no dedicated rugby league pitches in Telford & Wrekin, however, there is one dual use pitch which is shared with rugby union located at Telford Hornets Rugby Football Club (Southern Analysis Area). This pitch is used by the adult teams at Telford Raiders RLFC for competitive demand.

It also uses the 3G pitch at The Telford Langley School for all training demand (non-contact). There is more information surrounding the 3G in Part 3: Third Generation Turf (3G), however, it should be noted that the runoffs on this pitch are restricted due to its size.

The Club does not have security of tenure at either of the sites it currently uses as it only rents the use of the provision on a seasonal basis from Telford Hornets RFC and the Council respectively.

It aspires to find a suitable home venue which will meet its pitch and ancillary facility requirements and allow it to grow.

Pitch quality

A non-technical site assessment was carried out at Telford Hornets Rugby Football Club to assess the pitch as one of three categories, 'good', 'standard' or 'poor'.

The percentage parameters used for the non-technical assessments are as follows: Good (>80%), Standard (50-80%), Poor (<50%). However, it must be noted that the final quality ratings assigned to the sites also consider the user quality ratings gathered from consultation.

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

Carrying capacity of a pitch is dependent upon the quality of a pitch which is outlined below:

| Category | Capacity |
|----------|--------------------|
| Good | 3 matches per week |
| Standard | 2 matches per week |
| Poor | 1 match per week |

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

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

The pitch at Telford Hornets Rugby Football Club was assessed as a rugby union pitch as (M1/D1) standard quality within Part 5: Rugby Union. As a result, the pitch for rugby league is also rated as standard quality. If this was not a dual use pitch, and just a standalone rugby league pitch it would have the capacity to accommodate two match equivalent sessions per week. However, as the pitch is primarily a rugby union pitch it is already considered to be overplayed by 2.5 match equivalent sessions per week with additional demand from rugby league this equates to a total overplay of 4.5 match equivalent sessions per week.

Ancillary facilities

Changing facilities are available and used at Telford Hornets Rugby Football Club and are rated as poor quality as they do not meet relevant requirements for rugby demand. In comparison the Club indicate that it was outlined it would have its own social space at The Langley School which never came to fruition. It indicates the lack of suitable ancillary facilities has affected its ability to grow.

7.3: Demand

Telford Raiders RLFC currently has five teams namely: two adult men's, one adult women's, U14s and a master's team. Most of this demand is based on the grass pitch at Telford Hornets Rugby Football Club with all training demand located on the 3G pitch at The Telford Langley School.

Due to capacity issues at both Telford Hornets Rugby Football Club and The Telford Langley School (3G pitch), the Club is limited to how much it can grow.

Training demand

As mentioned, Telford Raiders RLFC uses the 3G pitch at The Telford Langley School for non-contact training demand. However, due to issues with access, mentioned in Part 3: Third Generation Turf, it now primarily uses the grass pitches (used for football) adjacent to the 3G.

Unmet demand

Unmet demand is existing demand which is unable to be accommodated due to a lack of access to pitches for match play or training, it is usually expressed, for example, where a team is already training but is unable to access a match pitch or where a league or club operates a waiting list. Telford Raiders highlight that its Under 14 team currently has no home ground to play competitive demand due to a lack of rugby league pitches and purpose-built ancillary provision.

Future demand

Telford Raiders RLFC reports plans to increase its number of teams, by two junior boys' teams, one junior girls' team and one primary team. However, it also notes that growth is dependent upon ensuring the availability of suitable provision.

7.4: Supply and demand analysis

As mentioned, the dual use pitch used for rugby union and rugby league at Telford Hornets Rugby Football Club is currently overplayed by 4.5 match equivalent sessions per week. Therefore, future/unmet rugby league demand cannot be accommodated.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

All remaining rugby league activity (training) is being sufficiently accommodated for through the use of 3G pitch provision.

7.5: Conclusion

Based on the above information, there is insufficient supply of rugby league provision to meet both training and competitive demand from Telford Raiders RLFC. This is due to most of its match demand being located on the dual use pitch at Telford Hornets Rugby Football Club which has quality issues, as well as not having secure tenure.

For the Club to achieve potential future growth and secure its long-term use, there is a need for at least one dedicated rugby league pitch to be established.

A bespoke scenario will be run in the following Strategy & Action Plan to understand exactly what provision the Club should access to meet its current and future levels of demand.

Supply and demand summary

- ◆ The dual use pitch used for rugby union and rugby league at Telford Hornets Rugby Football Club is currently overplayed by 4.5 match equivalent sessions per week. All remaining activity (training) is being sufficiently accommodated for through 3G pitch provision.
- ◆ There is insufficient supply of rugby league pitch provision to meet demand from Telford Raiders RLFC, given most of its match demand is located on the dual use pitch at Telford Hornets Rugby Football Club which has quality issues, as well as not having secure tenure.

Supply summary

- ◆ There are no dedicated rugby league pitches in Telford & Wrekin, however, there is one dual use pitch which is shared with rugby union located at Telford Hornets Rugby Football Club (Southern Analysis Area).
- ◆ It also uses the 3G pitch at The Telford Langley School for all training demand (non-contact).
- ◆ The Club does not have security of tenure at either of the sites it currently uses as it only rents the use of the provision on a seasonal basis from Telford Hornets RFC and the School respectively.
- ◆ The pitch at Telford Hornets Rugby Football Club was assessed as a rugby union pitch (M1/D1) standard quality within Part 5: Rugby Union. As a result, the pitch for rugby league is also rated as standard quality.
- ◆ The Club aspire to find a suitable home venue which will meet its pitch and ancillary facility requirements and allow it to grow.

Demand summary

- ◆ Telford Raiders RLFC currently has five teams namely: two adult men's, one adult women's, U14s and a master's team.
- ◆ The Club highlights its U14 team currently has no home ground for competitive demand due to the lack of supply.
- ◆ The Club due to capacity issues at both Telford Hornets Rugby Football Club and The Telford Langley School (3G) are limited to how much it can grow.
- ◆ Telford Raiders RLFC reports plans to increase its number of teams, by two junior boys' teams, one junior girls' team and one primary team. However, it notes that growth is dependent upon ensuring the availability suitable provision.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

PART 8: TENNIS

8.1: Introduction

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

Consultation

There are four tennis clubs in Telford & Wrekin: Lilleshall Village Tennis Club, Wrekin & Telford Tennis Club, Boughey Gardens Tennis Club and High Ercall Tennis Club. Two clubs responded to consultation requests, resulting in a 50% response rate as shown below.

Consultation was also undertaken with Wrekin & Telford Tennis Community to inform this section of the report.

Table 8.1: Summary of consultation

| Name of club | Responded? |
|--------------------------------|------------|
| Boughey Gardens Tennis Club | No |
| High Ercall Tennis Club | Yes |
| Lilleshall Village Tennis Club | No |
| Wrekin & Telford Tennis Club | Yes |

8.2: Supply

There are 62 tennis courts identified in Telford & Wrekin across 19 sites. Of these, 42 courts across 13 sites are available for community use. It should be noted that there are also two mini tennis courts located at Lilleshall Cricket Club.

The largest offering of tennis courts is identified in the Northern Analysis Area, with 29 courts in total. In contrast, the Southern Analysis Area offers the least amount of tennis courts with 13 courts.

Table 8.2: Summary of the number of courts by analysis area

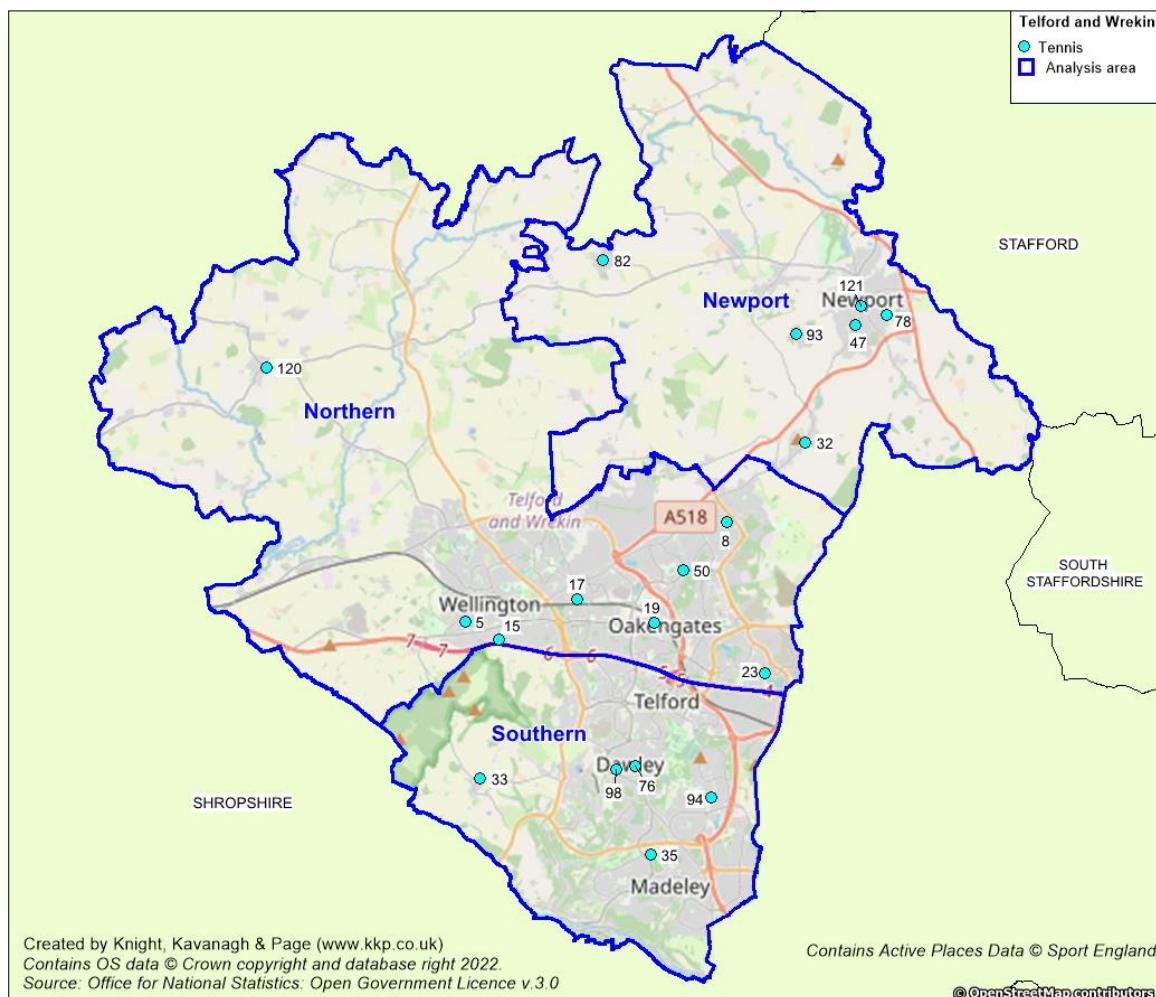
| Analysis area | No. of courts available for community use | No. of courts unavailable for community use |
|-----------------------------|---|---|
| Newport | 12 | 8 |
| Northern | 21 | 8 |
| Southern | 9 | 4 |
| Telford & Wrekin | 42 | 20 |

Please note that courts are classified as being available for community use provided that they are deemed to be easily accessible to the general population, either via pay and play or through a membership at a club (or a mixture of both).

Figure 8.1 shows the location of the courts servicing Telford & Wrekin, regardless of community use. For a key to the map, see Table 8.3.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Figure 8.1: Location of tennis courts in Telford & Wrekin



TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Table 8.3: Tennis courts in Telford & Wrekin

| Site ID | Site name | Postcode | Analysis area | Ownership | Community use? | No. of courts | Sports lighting? | Court type | Court quality |
|---------|---------------------------------------|----------|---------------|-----------------|----------------|-----------------|------------------|------------|---------------|
| 5 | Bowring Park | TF1 2BN | Northern | Local Authority | Yes | 2 | No | Grass | Standard |
| 5 | Bowring Park | TF1 2BN | Northern | Local Authority | Yes | 4 | Yes | Macadam | Good |
| 8 | Donnington Recreation Ground | TF2 8HY | Northern | Local Authority | Yes | 1 | No | Macadam | Standard |
| 15 | Ercall Wood Academy | TF1 2DT | Northern | Education | No | 4 | Yes | Macadam | Standard |
| 17 | Hadley Learning Community - Secondary | TF1 5NU | Northern | Education | No | 4 | No | Macadam | Good |
| 19 | Hartshill Park | TF2 6AL | Northern | Local Authority | Yes | 2 | Yes | Macadam | Good |
| 23 | Holy Trinity Academy | TF2 9SQ | Northern | Education | Yes | 4 | No | Macadam | Good |
| 32 | Lilleshall Cricket Club | TF10 9HE | Newport | Sports Club | Yes | 2 | Yes | Macadam | Good |
| 32 | Lilleshall Cricket Club | TF10 9HE | Newport | Sports Club | Yes | 2 ¹⁹ | No | Macadam | Good |
| 33 | Little Wenlock Playing Fields | TF6 5BE | Southern | Local Authority | Yes | 1 | No | Artificial | Poor |
| 35 | Madeley Academy | TF7 5FB | Southern | Education | No | 2 | Yes | Macadam | Standard |
| 47 | Newport Girls' High School | TF10 7HL | Newport | Education | No | 1 | No | Macadam | Standard |
| 50 | Oakengates Leisure Centre | TF2 7AB | Northern | Local Authority | Yes | 4 | Yes | Macadam | Standard |
| 76 | The Telford Langley School | TF4 3JS | Southern | Local Authority | Yes | 6 | No | Macadam | Poor |
| 78 | Burton Borough School | TF10 7DS | Newport | Education | Yes | 3 | No | Macadam | Standard |
| 82 | Tibberton Playing Field | TF10 8PB | Newport | Local Authority | Yes | 1 | No | Macadam | Good |
| 93 | Haberdashers' Abraham Darby | TF7 5HX | Newport | Education | No | 7 | No | Macadam | Poor |
| 94 | The Telford Park School | TF3 1ET | Southern | Education | No | 2 | No | Macadam | Standard |
| 98 | Dawley Park | TF4 3AL | Southern | Local Authority | Yes | 2 | No | Macadam | Good |
| 120 | High Ercall Tennis Club | TF6 6AD | Northern | Sports Club | Yes | 4 | Yes | Macadam | Good |
| 121 | Boughey Gardens Tennis Club | TF10 7AR | Newport | Sports Club | Yes | 4 | Yes | Macadam | Good |

¹⁹ These are two mini tennis courts

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Management and security of tenure

The table below highlights the management of tennis courts within Telford & Wrekin. Most tennis courts are operated by education sites (27 or 44%); however, 20 are unavailable for community use. There are 12 (19%) tennis courts which are managed by sports clubs with the remaining courts (23 or 37%) being managed by the Council.

Table 8.4: Tennis courts by management type

| Community use? | Sports club | Council | Education |
|----------------|-------------|-----------|-----------|
| Available | 12 | 23 | 7 |
| Unavailable | - | - | 20 |
| Total | 12 | 23 | 27 |

Court type

Most outdoor tennis courts in Telford & Wrekin have a macadam surface, with 59 being of this type and 39 of these being available for community use. The estimated lifespan of a macadam court is ten years, depending on levels of use and maintenance levels.

There is one court with an artificial surface provided at Little Wenlock Playing Fields. The estimated lifespan of such provision is similar to that of a macadam surface, although it generally allows for greater levels of access, especially during inclement weather spells. Nevertheless, the cost of resurfacing the courts is usually more expensive and more regular maintenance is required, in part, due to them often catering for multi-sports activity (e.g., football and hockey usage). Additionally, two courts are provided with a grass surface both located at Bowring Park.

Sports lighting

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

In Telford & Wrekin, 20 of the community available tennis courts are serviced by sports lights, representing 32% of the provision. It should be noted that all four tennis clubs and Wrekin & Telford Tennis Community are provided with sports lighting at their designated venues.

A lack of sports lighting at many of the school sites presents a key reason as to why many of the courts are unavailable for community use.

The table below breaks down the number of courts which have sports lighting by analysis area.

Table 8.5: Summary of the number of courts which have sports lighting by analysis area

| Analysis area | No. of courts which have sports lighting | No. of courts which don't have sports lighting |
|-----------------------------|--|--|
| Newport | 6 | 14 |
| Northern | 18 | 11 |
| Southern | 2 | 11 |
| Telford & Wrekin | 26 | 36 |

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The tennis courts located at Bowring Park (four courts) and Hartshill Park (two courts) are planned to have its sports lighting upgraded from halogen to LED.

LTA Quick Access Loan Scheme²⁰

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

The objectives of the fund are to:

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

As part of the fund, the LTA will fund:

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

Over markings

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

In Telford & Wrekin, 34 courts are overmarked by netball provision, with 33 of these located at school sites (Ercall Wood Academy, Hadley Learning Community – Secondary, Holy Trinity Academy, Madeley Academy, Newport Girls' High School, The Telford Langley School, Burton Borough School, Tibberton Playing Fields, Haberdashers' Abraham Darby and The Telford Park School) where curriculum activity makes this necessary.

Quality

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

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

²⁰ [Quick Access Loan Scheme for tennis facilities \(lta.org.uk\)](https://lta.org.uk)

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Of the courts in Telford & Wrekin, 29 are assessed as good quality, 19 as standard quality and 14 as poor quality. Of the good quality tennis courts, 25 are available for community use.

Table 8.6: Quality of tennis courts in Telford & Wrekin

| Community use? | Good | Standard | Poor |
|----------------|-----------|-----------|-----------|
| Available | 25 | 10 | 7 |
| Unavailable | 4 | 9 | 7 |
| Total | 29 | 19 | 14 |

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

- ◀ Little Wenlock Playing Fields (one court).
- ◀ The Telford Langley School (six courts).
- ◀ Haberdashers' Abraham Darby (seven courts).

Issues recorded at these sites include poor grip underfoot, the presence of moss, worn line markings and loose gravel, with maintenance also considered to be basic and infrequent at these sites. This leads to further deterioration in quality.

The tennis courts located at Hartshill Park (two courts), Dawley Park (two courts), Bowring Park (four courts) and Tibberton Playing Fields (one court) have recently been cleaned, repainted and resealed in May 2024.

Across the four tennis clubs in Telford & Wrekin, Lilleshall Village Tennis Club, Boughey Gardens Tennis Club and High Ercall Tennis Club are serviced with good quality tennis courts with no significant issues. Wrekin & Telford Tennis Club is serviced with standard quality tennis courts located at Oakengates Leisure Centre due to the courts needing slight refurbishments including repainting the line markings.

Wrekin & Telford Tennis Community reports that the quality of the tennis courts at Oakengates Leisure Centre has worsened over the last few years and need refurbishment.

Renovation fund²¹

The LTA has secured a £22 million investment fund to be put into park tennis courts across Britain, together with an £8.5 million investment from the LTA. This will see thousands of public park tennis courts that are in poor or unplayable condition improved for the benefit of the local communities.

The LTA's ambition is to drive participation across park tennis sites, as well as ensuring the future sustainability of these facilities. As well as paying for the refurbishment of public park courts, the new investment will also pay for the implementation of sustainable operating models for the facilities, with specialist programmes and support to ensure courts are both affordable and utilised.

In Telford & Wrekin, the LTA worked with the Council to identify courts for improvement as part of the LTA Parks Investment Strategy, however, this has not progressed due to the priority of keeping local authority courts open access.

²¹[Renovation Fund for tennis facilities \(lta.org.uk\)](https://lta.org.uk)

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Ancillary provision

Ancillary facilities servicing High Ercall Tennis Club are assessed as poor quality due to being outdated and in need of repair. Planning permission to replace the facility (TWC/2024/0915) was granted in January 2025 with three years to commence.

Conversely, Boughey Gardens Tennis Club and Lilleshall Village Tennis Club are serviced with good quality facilities. Wrekin & Telford Tennis Club and Wrekin & Telford Tennis Community are currently not provided with the facilities.

For non-club courts, ancillary provision is generally considered to be problematic, most of the sites do provide changing facilities and/or toilets; they are not specific for tennis and are generally too far away from the courts to be realistically used. Often, the facilities predominately service football/cricket pitch users and therefore are not readily available or suited to tennis court users. In some instances, quality is also poor.

Insight from the LTA indicates good quality ancillary facilities such as toilets, changing rooms and cafes encourage players to visit community available provision and stay for extended periods of time. Therefore, a potential way to increase usage of such provision would be to invest in suitable ancillary amenities, which can then also provide a source of income.

8.3: Demand

Competitive tennis

Of the two clubs in Telford & Wrekin which responded to consultation, High Ercall Tennis Club and Wrekin & Telford Tennis Club there is a total of 133 members. As a breakdown, this equates to 101 senior and 32 junior members as seen below.

Table 8.7: Current tennis demand by club

| Club | No. of senior members | No of junior members | Total members |
|--------------------------------|-----------------------|----------------------|---------------|
| Boughey Gardens Tennis Club | - | - | - |
| High Ercall Tennis Club | 42 | 25 | 67 |
| Lilleshall Village Tennis Club | - | - | - |
| Wrekin & Telford Tennis Club | 59 | 7 | 66 |

Due to only two clubs (High Ercall Tennis Club and Wrekin & Telford Tennis Club) responding to consultation requests, membership figures for Boughey Gardens Tennis Club and Lilleshall Village Tennis Club are unknown.

Wrekin & Telford Tennis Community currently accommodates two autumn league teams and five summer league teams. Additionally, it seen a decrease in senior membership as some members prefer to play socially rather than pay for a membership.

Participation trends

Nationally, the LTA has announced participation figures for 2022 showing sustained success in getting more people playing tennis more often, with growth across all demographics, regions and nations of Great Britain. This is particularly amongst 16-34 year-olds and those from lower socio-economic backgrounds.

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The number of adults reporting that they had played tennis during the year increased 43% compared to the previous year (2021), rising from 3.3 million to 4.7 million from January through to December. This is the highest total recorded since 2017 and has continued the growth seen in 2018-19 before being interrupted by the Covid-19 pandemic.

In addition, more than two million adults play monthly, and this is the highest level recorded since the LTA started tracking this measure seven years ago. This means that the LTA has achieved the targets set out in its five-year 2018-23 strategy for adult annual and monthly participation one year ahead of schedule.

Finally, children's weekly participation in tennis has seen positive growth in the past year with over three and a half million children playing tennis and with an extra 328,000 children playing tennis in schools.

In Telford & Wrekin, High Ercall Tennis Club reports its senior membership has decreased over recent years with its junior membership staying the same. Furthermore, Wrekin & Telford Tennis Club reports both its senior and junior membership has stayed the same.

Informal and parks tennis

The LTA has developed a package of support for local authorities and other providers to grow the use of tennis courts by removing key barriers to participation. The three products are ClubSpark, Play and Gate Access, which are further detailed below.

ClubSpark – Improving the booking process

ClubSpark is a flexible and simple venue management platform with multiple products and applications to help venues, local authorities and coaches manage their sport. ClubSpark is a tool that is offered for free as part of LTA venue registration and allows administrators to manage all functions at their venue(s), including:

- ◀ Managed website - create and manage a mobile friendly website tailored to LA/club requirements to promote events and activities.
- ◀ Managed coaching – set up coaching lessons and courses online.
- ◀ Membership management - improve membership engagement by making it easier for the venue and for members to pay, renew and keep in touch (includes online payments, direct debits and the monitoring of revenue streams; membership modules can also be used to take season ticket payments for venues operating a non-traditional annual facility fee).
- ◀ Organise payments - set the way payments are taken, whether it's immediate pay and play, or bookable as part of a membership package.
- ◀ Court bookings – reduced administration for managing bookings; give staff, coaches, members and the general public access to book and pay for courts, classes or other resources online.
- ◀ Scheduling - set unique booking and price rules to suit the venue and enable lights to switch on/off automatically when linked to the LTA Premium Gate Access system.
- ◀ Book and pay remotely - customers can make bookings and payments for a venue anytime, anywhere via the real-time booking app.
- ◀ Reporting - ClubSpark allows administrators to view reports highlighting income, court usage, revenue and number of members and season ticket holders; this allows for identification of trends and patterns and evidence to demonstrate participation levels and impact.

All four clubs in Telford & Wrekin; Boughey Gardens Tennis Club, Lilleshall Village Tennis Club, High Ercall Tennis Club and Wrekin & Telford Tennis Club use ClubSpark.

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LTA Play

LTA Play is an aggregator that collects all booking and coaching information via ClubSpark pages and displays it for participants in one easy to view page. It allows players to search for venues close to them and provides booking options, removing the barriers of not knowing where courts are or how to book.

LTA Play provides a helpful customer journey, with a personal profile to review and manage bookings, and helpful reminders. Courts can be set to book for free of charge or at a fee agreed by the provider.

Smart Access

The LTA has developed two Smart Access gate access systems that work in association with ClubSpark to secure courts and to allow access to booked customers only. Members of the public can book a court online (making payment if required) and receive a four-digit access code via email to enter using a courtside keypad. The gate access system then allows entry for the time booked if a correct code is entered.

There are two gate options available: SmartAccess Premium and SmartAccess Lite. The demands and needs of users plus the setup of the venue determines the most appropriate system for each site.

Nationally, the LTA report that in the last three years, sites with a gate access system installed have attracted 64,841 unique players, leading to 609,671 courts being booked. This has generated income of over £1 million.

Additional demand

The LTA operates various tennis initiatives across the Country which results in some courts receiving additional demand. Furthermore, there are other formats away from traditional tennis that can result in increased usage. These are all detailed below.

Parks tennis

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

Free Parks Tennis

The LTA are due to launch the LTA Free Parks Tennis offer. This is due to the following needs:

- ◀ Player trends:
 - ◀ 35% of people who play tennis once per year or more do so in a park.
 - ◀ The most common type of play for park players is socially with friends or family.
- ◀ Barriers:
 - ◀ 25% of players cite not having anyone to play with as a barrier to playing more tennis.

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- ◀ 24% of players cite having nowhere to play or difficulty in accessing local courts as reasons why they do not play tennis more often.
- ◀ 32% of these players say local courts are not affordable.
- ◀ 75% of parks players consider themselves to be of beginner (41%) or improver (36%) standard, which is significantly lower than club players.
- ◀ 22% of players state that a lack of equipment prevents them from playing tennis.

The key points of a free park tennis session are:

- ◀ Free for all players to book and attend.
- ◀ Run by a minimum of two trained and DBS checked Activators.
- ◀ Sessions should run all year round (weather depending).
- ◀ Run on a Saturday or Sunday morning at 10.00-11.00am.

Court requirements are for three courts minimum in parks that have this many, or two courts at two court sites – a three-court site can have up to 34 players attending. The sessions are designed for those aged eight and over, but under eights can attend when accompanied by a parent.

LTA Big Tennis Weekend

The LTA Big Tennis Weekend is an LTA initiative which all registered venues can access. Clubs and venues have the ability to sign up to host open days, which are free of charge, and create a relaxed and welcoming environment for those new to tennis to participate. This in turn can potentially lead to the clubs attracting new members.

The LTA hosts three dedicated weekends a year (in May, July and September) that are the UK's biggest public tennis events. Furthermore, venues are able to run additional events outside these dates and will benefit from their events being promoted on the national LTA campaign website. All clubs running an open day are asked to promote a follow-on offer to all attendees, such as a reduced rate introductory membership or a number of free coaching sessions, to encourage people to continue playing after the event.

No sites in Telford & Wrekin currently host or are scheduled to host a Big Tennis Weekend.

LTA Youth Programmes

The LTA provides children with the perfect opportunity to learn the fundamentals of tennis at an early age. Designed for children aged between 4-10, mini tennis utilises smaller courts, nets and rackets as well as lower-bouncing tennis balls to develop vital tennis skills and techniques.

The game is split out into five levels, with the LTA stating that each stage has key aims and goals as follows:

- ◀ Blue Stage: Age 4-6 – learn the basics.
- ◀ Red Stage: Age 6-8 – serve, rally and score.
- ◀ Orange Stage: Age 8-9 – develop a rounded game.
- ◀ Green Stage: Age 9-10 – test your skills.
- ◀ Yellow Stage: Age 10+ - take your skills further.

Two mini tennis courts have been identified in Telford & Wrekin located at Lilleshall Cricket Club which are used by Lilleshall Village Tennis Club.

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Padel

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

In order to grow the sport, the LTA is focused on improving the infrastructure and the coach education pathway. At the end of 2020, there were 87 courts, whereas there are now 275, with a projected growth to 450 in 2023. It is therefore envisaged that the infrastructure and participation in padel will increase significantly in the next five years.

There are currently no padel tennis courts within Telford & Wrekin.

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

Notwithstanding the above, the LTA also states that it is not encouraging clubs or local authorities to convert existing tennis courts to padel courts, unless it can be evidenced that it is for the benefit of both tennis and padel. This is to ensure that the provision of traditional courts remains sufficient.

Latent/unmet demand

Latent demand for tennis nationally is reported to be high by the LTA, which has an insight tool that suggests that 18% of the five million players that pick up a racket each year would play more often if key barriers such as poor promotion of opportunities to get on court, unclear booking journeys (especially those that are 'offline') and low quality facilities were addressed.

Furthermore, the LTA conducted some research to understand how the public feels about tennis and the main barriers to accessing the sport. The research was split into club, community and education sectors, the headline findings of which are below:

- ◀ Around five million people play once per year with the majority of this in parks.
- ◀ 46% of tennis played by those 14 years or older is on park courts.
- ◀ 80% of those that do not play tennis but would like to see parks as their first option.
- ◀ Barriers preventing use of courts located in parks include the quality of the courts, ease of booking and the number of courts available to play.
- ◀ Demand for tennis amongst those who stopped playing in the last five years is from 14 upwards.
- ◀ Although there is demand for tennis amongst working class individuals, the highest latent demand is from upper middle, middle and lower middle classes.

Further research carried out by the LTA suggests that many more people would play tennis if they knew where courts were located, particularly local authority courts. Its assertion is that better promotion would increase demand.

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In addition, Sport England's Segmentation Tool enables analysis of the percentage of adults that would like to participate in tennis but that 'are not currently doing so'. The tool identifies latent demand of 2,936 people within Telford & Wrekin, which represents approximately 2% of the Borough's population compared to a national average of 1.7%. This therefore suggests that unmet demand may be marginally higher than what would otherwise be expected.

Responding clubs report that existing membership can be accommodated on the current level of provision available to them and that no potential members are being turned away due to capacity issues. As such, no clubs report any latent or unmet demand, with the majority actively trying to recruit new members.

This suggests that the latent demand identified through other methods is for non-club activity, or that other barriers aside from facilities are preventing activity.

Future demand

Both High Ercall Tennis Club and Wrekin & Telford Tennis Club report plans to increase membership, however, neither quantify the amount.

Away from club-based demand, it is considered that all remaining future demand will be picked up via the latent/unmet demand noted above and attracted to non-club and particularly local authority courts.

8.4: Supply and demand analysis

For club-based tennis, the LTA suggests that non-sports lit courts can accommodate a maximum of 40 members, whereas courts with sports lighting can accommodate 60 members. Using this, the table below identifies the capacity balance at all sites currently used by clubs, taking into account current demand.

As Boughey Gardens Tennis Club didn't respond to consultation requests current demand is unknown.

Table 8.8: Capacity analysis (club courts)

| Site ID | Site | Club users | Sports lit? | Available for community use? | Current demand (members) | Current capacity (members) | Capacity balance (members) |
|---------|-----------------------------|--------------------------------|-------------|------------------------------|--------------------------|----------------------------|----------------------------|
| 32 | Lilleshall Cricket Club | Lilleshall Village Tennis Club | Yes | Yes | Unknown | 120 | Unknown |
| 50 | Oakengates Leisure Centre | Wrekin & Telford Tennis Club | Yes | Yes | 66 | 240 | 174 |
| 120 | High Ercall Tennis Club | High Ercall Tennis Club | Yes | Yes | 67 | 240 | 173 |
| 121 | Boughey Gardens Tennis Club | Boughey Gardens Tennis Club | Yes | Yes | Unknown | 240 | Unknown |

Both High Ercall Tennis Club and Wrekin & Telford Tennis Club have sufficient capacity to accommodate their membership both now and in the future.

Further investigation is required to determine capacity at Boughey Gardens Tennis Club and Lilleshall Village Tennis Club.

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Away from clubs, although no courts are identified as having any capacity issues, precedence should be placed on improving the supply in ways that can meet unmet and latent demand identified.

9.5: Conclusion

In conclusion, where known through consultation, High Ercall Tennis Club and Wrekin & Telford Tennis Club have sufficient capacity to facilitate club demand. High Ercall Tennis Club gains access to good quality courts located at High Ercall Tennis Club, whilst Wrekin & Telford Tennis Club gains access to standard quality courts located at Oakengates Leisure Centre. Both clubs report no capacity issues.

It should be noted further investigation needs to be carried out with Boughey Gardens Tennis Club and Lilleshall Village Tennis Club to further understand any capacity issues.

For non-club courts, whilst no courts are identified as having any capacity issues, it cannot be said that supply is sufficient to meet demand due to the amount of unmet and latent demand evidenced both nationally and in the Authority. There is instead a need to improve the current supply in ways that can attract and better accommodate more users. This should include improving the current quality of provision such as the courts at Oakengates Leisure Centre, and in addition given only 20 community available tennis courts provide sports lighting there is a potential need to enhancing levels of sports lighting to allow for more usage at sites which may include, for example, Bowring Park, Donnington Recreation Ground, Little Wenlock Playing Fields and Tibberton Playing Fields.

Supply and demand summary

- ◀ For club-based tennis, where known through consultation, High Ercall Tennis Club and Wrekin & Telford Tennis Club has sufficient capacity to facilitate club demand. High Ercall Tennis Club gains access to good quality courts, whilst Wrekin & Telford Tennis Club gains access to standard quality. Both clubs report no capacity issues. It should be noted further investigation needs to be carried out with Boughey Gardens Tennis Club and Lilleshall Village Tennis Club to further understand any capacity issues.
- ◀ Away from clubs, although no courts are identified as having any capacity issues, precedence should be placed on improving the supply in ways that can meet unmet and latent demand identified.

Supply summary

- ◀ There are 62 tennis courts identified in Telford & Wrekin across 19 sites. Of these, 42 courts across 13 sites are available for community use.
- ◀ The largest offering of tennis courts is identified in the Northern Analysis Area, with 29 courts in total. In contrast, the Southern analysis areas offer the least amount of tennis courts with 13 courts.
- ◀ All tennis courts identified as being unavailable for community use are located at school sites.
- ◀ Most tennis courts are operated by education sites (33 or 53%); however, 20 are unavailable for community use. There are 12 (19%) tennis courts which are managed by sports clubs with the remaining courts (17 or 28%) being managed by the Local Authority.
- ◀ Most outdoor tennis courts in Telford & Wrekin have a macadam surface, with 59 being of this type and 39 of these being available for community use.
- ◀ In Telford & Wrekin, 20 of the community available tennis courts are serviced by sports lights, representing just 32% of the provision.
- ◀ Of the courts in Telford & Wrekin, 29 are assessed as good quality, 19 as standard quality and 14 as poor quality. Of the good quality tennis courts, 25 are available for community use.
- ◀ Ancillary facilities currently servicing High Ercall Tennis Club are assessed as poor quality due to being outdated and in need of repair although a 2024 planning permission to replace is noted.

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- Conversely, Boughley Gardens Tennis Club and Lilleshall Village Tennis Club are serviced with good quality facilities. Wrekin & Telford Tennis Club and Wrekin & Telford Tennis Community are currently not provided with the facilities.

Demand summary

- There are four tennis clubs in Telford & Wrekin.
- Of the two clubs in Telford & Wrekin which responded to consultation, High Ercall Tennis Club and Wrekin & Telford Tennis Club there is a total of 133 members. As a breakdown, this equates to 101 senior and 32 junior members.
- All four clubs in Telford & Wrekin; Boughley Gardens Tennis Club, Lilleshall Village Tennis Club, High Ercall Tennis Club and Wrekin & Telford Tennis Club use ClubSpark.
- In Telford & Wrekin, there is a Park Tennis League that takes place currently known as the Telford Tennis League.
- There are currently no padel tennis courts within Telford & Wrekin.

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PART 9: NETBALL

9.1: Introduction

England Netball is the governing body with overall responsibility for ensuring the effective governance of the sport.

Whilst often played indoors, there are far more outdoor courts provided and in use by the netball community than there are indoor. Nationally, England Netball reports that the challenge is that the supply of outdoor netball courts is generally not of a good enough standard for use by the community, whilst accessibility can also be problematic.

Consultation

Telford Netball Club and Tibberton Netball Club are both the key netball clubs in Telford & Wrekin utilising both the indoor and outdoor courts at The Telford Langley School and Burton Borough School but with only minor usage on the outdoor courts. Currently, both are unresponsive to consultation requests.

Information to inform this section of the report was primarily obtained through internet research and consultation with England Netball.

9.2: Supply

There is a large supply of outdoor netball courts across Telford & Wrekin, with 53 identified across 17 sites. Of these, 29 courts at seven sites are available for community use; however, some of these courts are without sports lighting which limits usage during winter months. All of the courts that are unavailable for community use are located at education sites.

The Northern Analysis Area provides the largest number of courts, with 22. The Southern Analysis Area provides the least number of courts with 13.

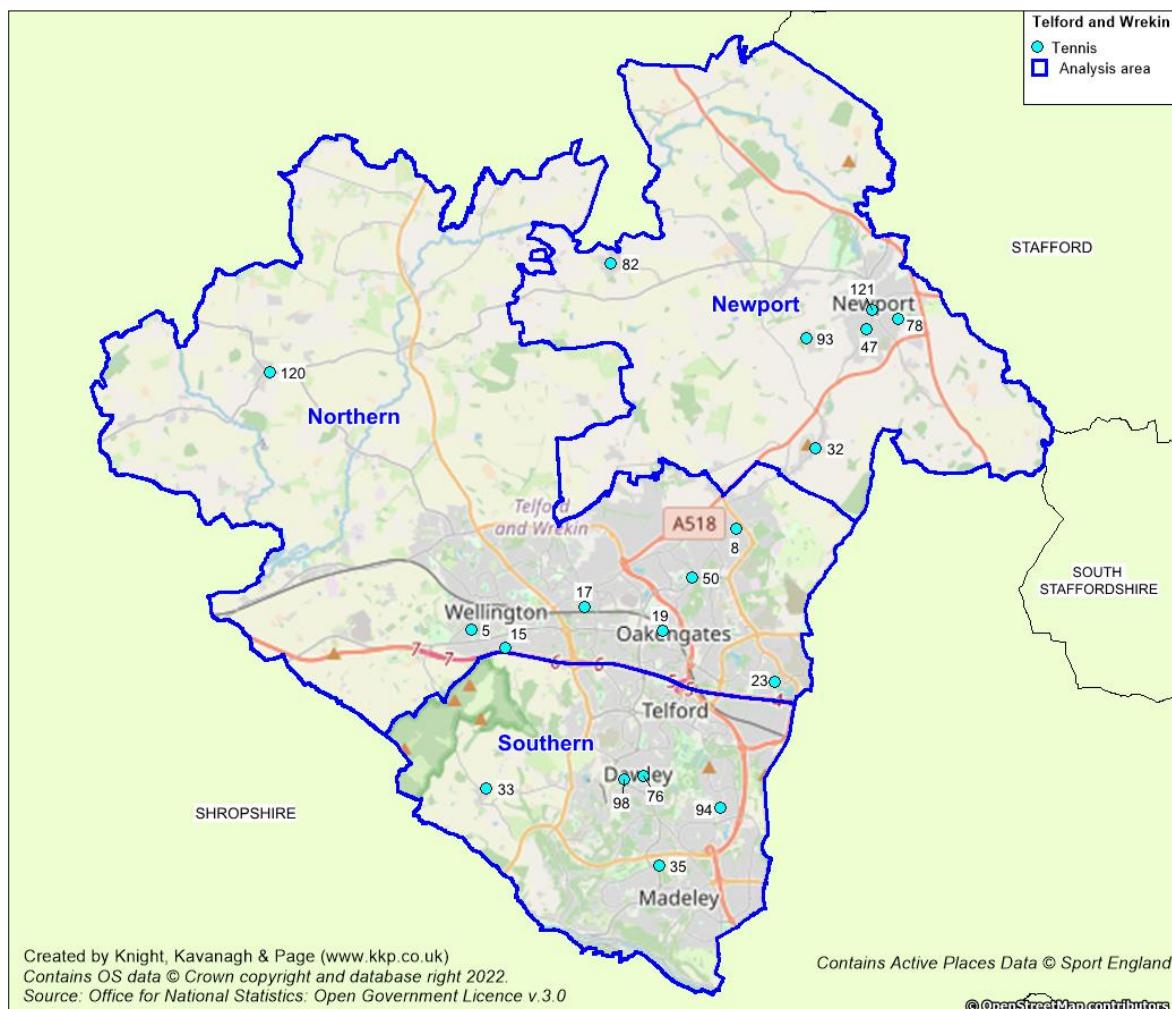
Table 9.1: Summary of the number of courts by analysis area

| Analysis area | Courts available | Courts unavailable |
|-----------------------------|------------------|--------------------|
| Newport | 10 | 8 |
| Northern | 12 | 10 |
| Southern | 7 | 6 |
| Telford & Wrekin | 29 | 24 |

For a site-by-site breakdown of the courts supplied across Telford & Wrekin, please refer to Table 9.2 and Figure 9.1 below.

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Figure 9.1: Location of netball courts in Telford & Wrekin



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Table 9.2: Outdoor netball courts in Telford & Wrekin

| Site ID | Site name | Postcode | Analysis Area | Community use? | Ownership | Number of courts | Over marked? | Surface type | Sports lighting | Quality |
|---------|---|----------|---------------|----------------|-----------------|------------------|--------------|--------------|-----------------|----------|
| 7 | Charlton School | TF1 3FA | Northern | Yes | Education | 4 | No | Macadam | No | Standard |
| 15 | Ercall Wood Academy | TF1 2DT | Northern | No | Education | 4 | Yes | Macadam | Yes | Standard |
| 17 | Hadley Learning Community - Secondary | TF1 5NU | Northern | No | Education | 4 | Yes | Macadam | No | Good |
| 18 | Harper Adams University | TF10 8NB | Newport | Yes | Education | 1 | Yes | Artificial | Yes | Good |
| 23 | Holy Trinity Academy | TF2 9SQ | Northern | Yes | Education | 4 | Yes | Macadam | No | Good |
| 35 | Madeley Academy | TF7 5FB | Southern | No | Education | 2 | Yes | Macadam | Yes | Standard |
| 47 | Newport Girls' High School | TF10 7HL | Newport | No | Education | 2 | No | Macadam | No | Standard |
| 47 | Newport Girls' High School | TF10 7HL | Newport | No | Education | 1 | Yes | Macadam | No | Standard |
| 55 | Queensway South School | TF4 3PP | Southern | Yes | Education | 1 | Yes | Macadam | No | Standard |
| 76 | The Telford Langley School | TF4 3JS | Southern | Yes | Education | 6 | Yes | Macadam | No | Poor |
| 78 | Burton Borough School | TF10 7DS | Newport | Yes | Education | 2 | Yes | Macadam | No | Standard |
| 78 | Burton Borough School | TF10 7DS | Newport | Yes | Education | 6 | No | Macadam | No | Poor |
| 81 | Thomas Telford School | TF3 4NW | Southern | No | Education | 2 | No | Macadam | Yes | Standard |
| 82 | Tibberton Playing Field | TF10 8PB | Newport | Yes | Local Authority | 1 | Yes | Macadam | No | Standard |
| 88 | Wrekin College | TF1 3BH | Northern | Yes | Education | 4 | Yes | Macadam | Yes | Poor |
| 93 | Haberdashers' Abraham Darby | TF7 5HX | Newport | No | Education | 4 | Yes | Macadam | No | Poor |
| 93 | Haberdashers Adams Grammar School | TF10 7BD | Newport | No | Education | 1 | No | Macadam | No | Poor |
| 94 | The Telford Park School | TF3 1ET | Southern | No | Education | 2 | Yes | Macadam | No | Standard |
| 131 | The Telford Priory School (Oakengates Leisure Centre) | TF2 7AB | Northern | No | Education | 2 | No | Macadam | No | Poor |

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Management

Although not uncommon across the Country, netball provision within Telford & Wrekin is largely located on educational sites. This creates a particular issue surrounding community availability where there is often limited or reduced community access.

There is one netball court located at a Council site, Tibberton Playing Field which is overmarked with tennis.

Table 9.3: Courts by management type

| Community use | Council | Education |
|-----------------------------|----------|-----------|
| Available | 1 | 28 |
| Unavailable | - | 24 |
| Telford & Wrekin | 1 | 52 |

Court type

Majority of outdoor netball courts in Telford & Wrekin have a macadam surface, with all 52 being of this type and 28 of these being available for community use. With only Harper Adams University providing one artificial netball court. The estimated lifespan of a macadam court is ten years, depending on levels of use and maintenance levels.

Sports lighting

Only 13 netball courts (25%) are serviced by sports lighting. These are located at:

- ◀ Ercall Wood Academy (four courts).
- ◀ Madeley Academy (two courts).
- ◀ Thomas Telford School (two courts).
- ◀ Wrekin College (four courts).
- ◀ Harper Adams University (one court).

A lack of sports lighting on netball courts is an issue nationwide, with England Netball's national database (updated in April 2020) identifying that only 1,941 of 5,108 outdoor netball courts are sports-lit throughout the Country (38%). Telford & Wrekin is no exception to this, with even less being sports lit (25%).

The Telford Langley School aspires to add sports lighting to its six outdoor courts and is currently undergoing conversations with England Netball regarding this.

Over markings

Netball courts, particularly at school sites, are often over marked, predominately by tennis courts but also on occasion by basketball and/or football courts. Provision that is over marked tends to receive higher levels of use which can be detrimental to quality over time, as well as potentially causing capacity issues when there is external netball demand.

In Telford & Wrekin, 36 netball courts (68%) are over marked with tennis courts. The only standalone courts are located at Charlton School, Newport Girls' High School, Burton Borough School, Thomas Telford School, Haberdashers Adams Grammar School and The Telford Priory School.

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Quality

The quality of netball courts has been informed through non-technical site assessments and consultation with providers to assign each court a rating of good, standard or poor. Key aspects informing the findings include surface quality, grip underfoot, line marking quality, evenness and evidence of inappropriate use (e.g. vandalism and/or littering). For the full assessment criteria, please refer to Appendix 2.

Of the courts in Telford & Wrekin, nine are assessed as good quality, 21 as standard quality and 23 as poor quality. Of the good quality courts, five are available for community use, compared to eight of the standard quality courts and 16 of the poor quality courts.

Table 9.4: Quality of community available courts

| Community use | Good | Standard | Poor |
|-----------------------------|----------|-----------|-----------|
| Available | 5 | 8 | 16 |
| Unavailable | 4 | 13 | 7 |
| Telford & Wrekin | 9 | 21 | 23 |

The poor quality courts are located at The Telford Langley School, Burton Borough School, Wrekin College, Haberdashers' Abraham Darby, Haberdashers Adams Grammar School and The Telford Priory School. Problems recorded during site assessments include poor grip underfoot, the presence of moss, worn line markings and loose gravel, with maintenance also considered to be basic and infrequent at most of the sites. It should be noted that these courts are located at education sites which is also likely to be affecting the courts quality given being used for multi sports.

In contrast, the good quality courts are supplied at:

- ◀ Hadley Learning Community Secondary School.
- ◀ Holy Trinity Academy.
- ◀ Harper Adams University

Of these, the courts at Hadley Learning Community Secondary School are unavailable for community use.

Ancillary provision

Ancillary provision is generally considered to be sufficient, whilst most sites provide changing facilities and/or toilets.

9.3: Demand

Demand for outdoor netball tends to come in two forms; league and club-based netball that consists of matches and training, as well as various netball-based initiatives such as Back to Netball and walking netball.

Telford Netball Club

Telford Netball Club is a large netball club located in Telford & Wrekin which offers both performance and development training sessions, ensuring all players have access to high quality training, appropriate to their level of expertise. Its aim is to maximise participation in netball across Telford & Wrekin. The Club mainly uses the indoor courts but occasionally uses the outdoor courts during the summer months located at The Telford Langley School.

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Tibberton Netball Club

Tibberton Netball Club caters for all ages and abilities and offer competition at both local and regional level. The Club utilises the indoor and outdoor courts located at both Burton Borough School and Wrekin College.

Shropshire Junior Netball League

The Shropshire Junior Netball League consists of nine clubs covering 76 teams playing competitive matches, with the age ranging from six years to 16 years. All clubs play out of a central venue located at The Telford Langley School from September until April utilising both the indoor and outdoor courts.

Telford Netball League

The Telford Netball League is a league held at a central venue located at The Telford Langley School utilising the indoor netball courts. The league takes place on Monday evenings from 7pm.

Harper Adams Netball League

The Harper Adams Netball League runs from October until March utilising the indoor courts at Harper Adams University.

Back to Netball

Back to Netball is a scheme put into place by England Netball in 2010, with participation increasing ever since. Sessions are running weekly by qualified coaches across England with the aim of re-introducing female players over the age of 16 to the sport.

There is currently Back to Netball sessions running at the Telford Langley School and Oakengates Leisure Centre hosted by Telford Netball Club. Sessions are every Monday and are currently indoors but do often go outdoors in the summer.

Walking netball

Walking netball is a slower version of the sport, designed so that anyone can play regardless of age or fitness level. It can give those who are isolated an outlet, provide an activity for those who do not deem themselves fit enough and offer a stepping-stone for those looking for a pathway back into traditional netball.

There are currently no Walking Netball sessions in Telford & Wrekin due to the lack of access to facilities.

Netball Now

Netball Now is a simple, straight forward way to play netball. It is not a competition led by rules or scores but rather a simple session where players can play a variety of positions and even have a go at umpiring.

There are no Netball Now sessions in Telford & Wrekin.

Bee Netball

A new initiative by England Netball, Bee Netball a programme for children all about friendship, inclusion, fair play and teamwork, with each session managed by an England

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Netball accredited coach. There are no community sessions nationwide, England Netball are in the process of using trailblazer clubs to trial the programme. None of the clubs within Telford & Wrekin are trailblazer clubs.

ParaNetball

England Netball have developed a ParaNetball Strategy and offer a diverse range of opportunities to play, train and develop and now we are excited to bring deaf and disabled women and girls into the Netball Family. There is no ParaNetball session that takes place in Telford & Wrekin currently.

9.4: Supply and demand analysis

There appears to be enough outdoor netball provision in Telford & Wrekin to accommodate demand given majority of netball is mainly played indoors with some usage on outdoor courts at Burton Borough School, The Telford Langley School and Wrekin College (Telford Netball Club, Tibberton Netball Club and Shropshire Junior Netball League).

9.5: Conclusion

In summary, there is enough outdoor netball provision in Telford & Wrekin to meet current demand given majority of usage is on indoor netball courts. However, the outdoor courts at The Telford Langley School are assessed as poor quality and this may be affecting further usage. In addition, these courts do not have sports lighting.

It is a key priority for England Netball to improve courts for affiliated netball sessions and therefore if greater demand can be established, there may be an opportunity to link this to the need to improve courts in Telford & Wrekin.

It should also be noted that netball in Telford & Wrekin is focused at school sites, whether it is outdoor or indoor, therefore securing long term community use of these sites is crucial for the growth of the sport. Additionally, with majority of courts located at education sites this makes access difficult for netball-based initiatives such as Walking Netball.

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Supply and demand summary

- ◆ There is enough outdoor netball provision in Telford & Wrekin to meet current demand given majority of usage is on indoor netball courts.
- ◆ It should also be noted that the outdoor courts at The Telford Langley School are assessed as poor quality due to poor grip underfoot, the presence of moss, worn line markings and this may be affecting further usage.

Supply summary

- ◆ There is a large supply of outdoor netball courts across Telford & Wrekin, with 53 identified across 17 sites.
- ◆ Of these, 29 courts at five sites are available for community use
- ◆ The Newport Analysis Area provides the largest number of courts, with 22. The Southern Analysis Area provides the least number of courts with 13.
- ◆ Most courts are operated by schools, with 51 of the 52 courts falling under this management type.
- ◆ Majority outdoor netball courts in Telford & Wrekin have a macadam surface, with all 52 being of this type and 28 of these being available for community use. With only Harper Adams University providing one artificial netball court.
- ◆ In Telford & Wrekin, 36 netball courts (68%) are over marked with tennis courts. The only standalone courts are located at Charlton School, Newport Girls' High School, Burton Borough School, Thomas Telford School, Haberdashers Adams Grammar School and The Telford Priory School.
- ◆ Only 13 netball courts (25%) are serviced by sports lighting with all six being available for community use located at Ercall Wood Academy, Madeley Academy, Thomas Telford School, Wrekin College and Harper Adams University.
- ◆ Of the courts in Telford & Wrekin, nine are assessed as good quality, 21 as standard quality and 23 as poor quality. Of the good quality courts, five are available for community use, compared to eight of the standard quality courts and 16 of the poor quality courts.

Demand summary

- ◆ Telford Netball Club and Tibberton Netball Club are both the key netball clubs in Telford & Wrekin utilising both the indoor and outdoor courts at The Telford Langley School, Burton Borough School and Wrekin College.
- ◆ There is currently Back to Netball sessions running at the Telford Langley School and Oakengates Leisure Centre hosted by Telford Netball Club.
- ◆ There is currently no Walking Netball and Netball Now sessions in Telford & Wrekin due to the lack of accessible facilities.

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PART 10: BOWLS

10.1: Introduction

Outdoor bowls in Telford & Wrekin is played on crown greens, with a typical season running in the Summer from May until September. The British Crown Green Bowling Association (BCGBA) is the NGB with overall responsibility for ensuring effective governance of the sport.

Flat green bowls is another version of bowls played in England, governed separately by Bowls England. However, this format of the sport is played predominately in the South of England.

Consultation

There are 15 bowls clubs located in Telford & Wrekin. Of these, eight clubs responded to consultation requests, resulting in a 53% response rate as seen below.

Table 10.1: Summary of consultation

| Name of club | Responded? |
|--------------------------------|------------|
| Allscott Heath BC | No |
| Bowring BC | Yes |
| Charlton BC | Yes |
| Donnington Wood BC | No |
| Edgmond BC | No |
| Hadley United Services Club BC | No |
| Horsehay BC | No |
| Maddocks BC | Yes |
| Madeley Cricket Club BC | Yes |
| Newport BC | Yes |
| Sinclair BC | Yes |
| Sir John Bayley BC | No |
| St Georges BC | Yes |
| Trench BC | Yes |
| Wrockwardine Wood BC | No |

Since the previous study Hartshill Park Lawn Green BC has folded. The Club was the only flat green bowls club in Telford & Wrekin with all the remaining clubs being crown green bowling clubs.

10.2: Supply

There are 22 used crown bowling greens identified in Telford & Wrekin across 16 sites. Most of this provision is in the Northern Analysis Area (16 greens) as seen in the table below.

Table 10.2: Summary of community available greens by analysis area

| Analysis area | Number of bowling greens |
|-----------------------------|--------------------------|
| Newport | 3 |
| Northern | 16 |
| Southern | 3 |
| Telford & Wrekin | 22 |

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The figures below show the location of the greens servicing Telford & Wrekin. For a key to the map, see Table 8.3.

Figure 10.1: Location of bowling greens in Telford & Wrekin

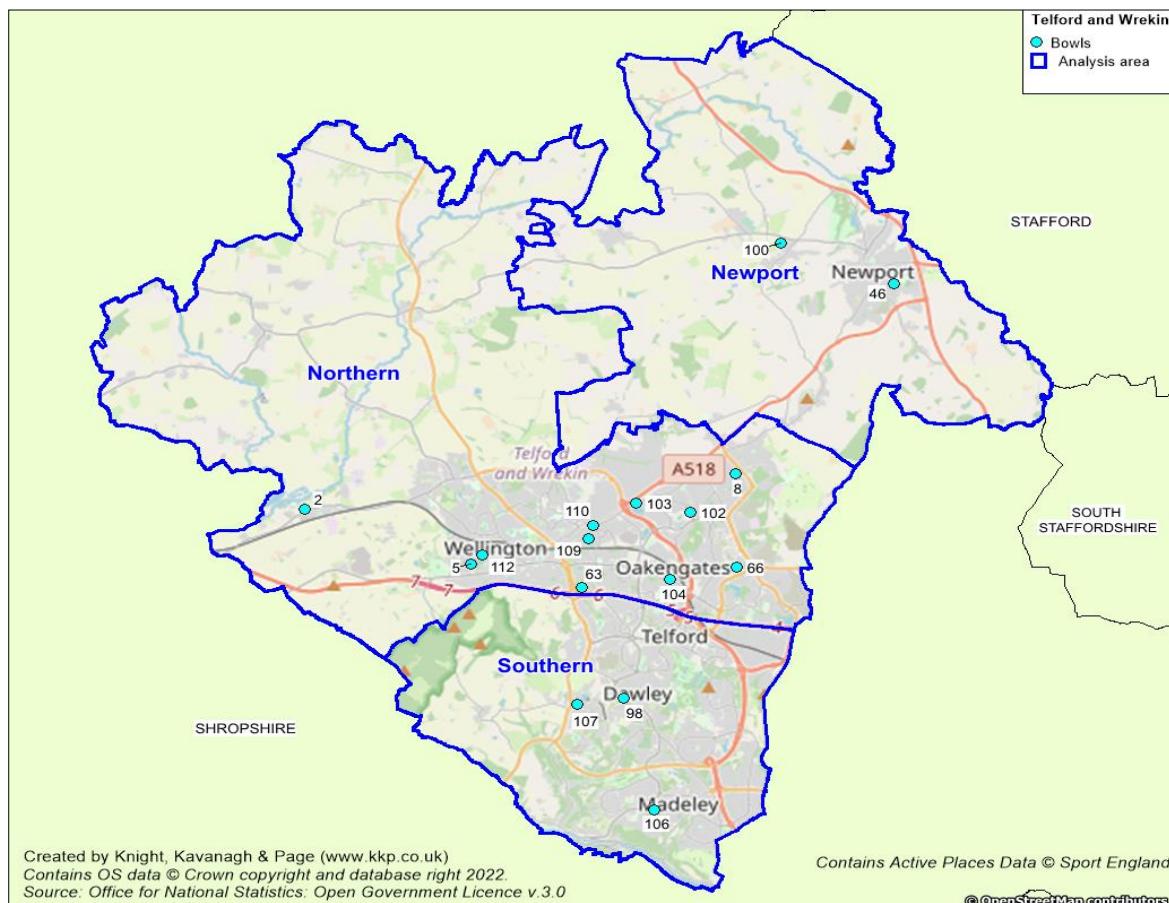


Table 10.3: Key to map

| Site ID | Site | Postcode | Analysis area | No. of greens | Type of green | Club user |
|---------|---------------------------------|----------|---------------|-----------------|---------------|---------------------------|
| 2 | Allscott Heath Sports Club | TF6 5EQ | Northern | 2 ²² | Crown | Allscott Heath BC |
| 5 | Bowring Park | TF1 2BN | Northern | 2 | Crown | Bowring BC |
| 8 | Donnington Recreation Ground | TF2 8HU | Northern | 1 | Crown | Donnington Wood BC |
| 46 | Newport Cricket Club | TF10 7DP | Newport | 2 | Crown | Newport BC |
| 63 | Sinclair Social Club | TF1 5HR | Northern | 1 | Crown | Sinclair BC |
| 66 | St Georges Sports & Social Club | TF2 9LU | Northern | 2 | Crown | St Georges BC |
| 98 | Dawley Park | TF4 3AL | Southern | 1 | Crown | Dawley Park Bowling Green |
| 100 | Edgmond Bowling Club | TF10 8HU | Newport | 1 | Crown | Edgmond BC |

²² One green located at Allscott Heath Sports Club is an artificial green.

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| Site ID | Site | Postcode | Analysis area | No. of greens | Type of green | Club user |
|---------|---|----------|---------------|---------------|---------------|--------------------------------|
| 102 | Wrockwardine Wood Bowling Club | TF2 7AQ | Northern | 2 | Crown | Wrockwardine Wood Bowling Club |
| 103 | Trench Bowling Club | TF2 6NU | Northern | 1 | Crown | Trench Bowling Club |
| 104 | Maddocks Sports & Social Club bowling green | TF2 6BU | Northern | 1 | Crown | Maddocks BC |
| 106 | Madeley Cricket and Bowling Club | TF7 5TS | Southern | 1 | Crown | Madeley Cricket Club BC |
| 107 | Horsehay Crown Green Bowls Club | TF4 2PA | Southern | 1 | Crown | Horsehay BC |
| 109 | Charlton Bowling Club Telford | TF1 5JY | Northern | 1 | Crown | Charlton BC |
| 110 | Hadley United Services Bowling Club | TF1 5PB | Northern | 1 | Crown | Hadley United Services Club BC |
| 112 | Sir John Bayley Club | TF1 1QX | Northern | 2 | Crown | Sir John Bayley BC |

Disused provision

There are three disused greens in Telford & Wrekin; one crown bowling green located at Donnington Recreation Ground (one still in use at the site), one crown green bowling green at The Cleveland Arms Public House in High Ercall (the Public House and green have been closed for around eight years) and one flat bowling green located at Hartshill Park.

The only flat bowling green in Telford & Wrekin located at Hartshill Park has become disused since the previous study following the bowls club that used the site folding (Hartshill BC). Anecdotal evidence suggests that this was due to a lack of demand to continue to be sustainable. Through consultation no demand has been identified to bring this green back into use for bowling use.

It is believed that any remaining demand for flat green bowls in Telford & Wrekin is being exported to its neighbouring authority Shropshire, where there are three flat bowling greens located at St Michaels Street Recreation Ground (Shrewsbury – SY1 2HQ), Lilleshall National Sports & Conferencing Centre (Shifnal - TF10 9AT) and Ashford Carbonell Playing Fields (Ludlow – SY8 4DD). The closest of these is approximately 20 minutes away from Hartshill Park at Lilleshall National Sports & Conferencing Centre.

Quality

Non-technical assessment of greens in Telford & Wrekin have been cross referenced with the findings against club consultation to generate a quality score. The table below identifies these scores for every site in Telford & Wrekin.

The percentage parameters used for the non-technical assessments were as follows: Good (>80%), Standard (50-70%), Poor (<70%) and include, but are not limited to, the examination of; evenness of playing surface, condition of ditches/boarding, quality of surrounding hard areas, disability access, evidence of litter/leaf fall/fouling/inappropriate use and quality of ancillary provision (clubhouse/pavilion/car parking/floodlights/fencing).

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Table 10.4: Summary of bowling green quality

| Site ID | Site name | Analysis area | No. of greens | Quality of green |
|---------|--|---------------|---------------|------------------|
| 2 | Allscott Heath Sports Club | Northern | 2 | Good |
| 5 | Bowring Park | Northern | 2 | Standard |
| 8 | Donnington Recreation Ground | Northern | 1 | Good |
| 46 | Newport Cricket Club | Newport | 2 | Good |
| 63 | Sinclair Social Club | Northern | 1 | Good |
| 66 | St Georges Sports & Social Club | Northern | 2 | Good |
| 98 | Dawley Park | Southern | 1 | Standard |
| 100 | Edgmond Bowling Club | Newport | 1 | Good |
| 102 | Wrockwardine Wood Bowling Club | Northern | 2 | Good |
| 103 | Trench Bowling Club | Northern | 1 | Good |
| 104 | Maddocks Sports & Social Club bowling green | Northern | 1 | Standard |
| 106 | Madeley Cricket and Bowling Club | Southern | 1 | Good |
| 107 | Horsehay Crown Green Bowls Club | Southern | 1 | Good |
| 109 | Charlton Bowling Club Telford | Northern | 1 | Good |
| 110 | Hadley United Services Bowling Club | Northern | 1 | Good |
| 112 | Sir John Bayley Club | Northern | 2 | Good |

In Telford & Wrekin, a total of 18 greens (82%) are assessed as good quality and four greens (18%) are assessed as standard quality with no greens assessed as poor quality. Even though most greens across Telford & Wrekin are good quality, they still require a high level of dedicated maintenance to sustain this standard.

A green is considered good quality if it has a high percentage of grass coverage, an even playing surface and limited signs of wear and tear on surrounding ditches/boarding and hard standing areas. In addition, there must be little to no evidence of litter, dog fouling, leaves and inappropriate usage of the green.

Ancillary facilities

All clubs which responded to consultation have access to some form of clubhouse/pavilion on site or through an adjoining public house. The quality of these ranges from purpose-built brick pavilions to basic wooden huts and shelters. In Telford & Wrekin, nine sites are accompanied by good quality facilities, with six sites having standard quality facilities. No sites are accompanied by poor quality facilities.

Table 10.5: Summary of ancillary provision quality

| Site ID | Site name | Analysis area | No. of greens | Ancillary quality rating |
|---------|---------------------------------|---------------|---------------|--------------------------|
| 2 | Allscott Heath Sports Club | Northern | 2 | Good |
| 5 | Bowring Park | Northern | 2 | Standard |
| 8 | Donnington Recreation Ground | Northern | 1 | Good |
| 46 | Newport Cricket Club | Newport | 2 | Standard |
| 63 | Sinclair Social Club | Northern | 1 | Good |
| 66 | St Georges Sports & Social Club | Northern | 2 | Standard |
| 100 | Edgmond Bowling Club | Newport | 1 | Good |
| 102 | Wrockwardine Wood Bowling Club | Northern | 2 | Good |

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| Site ID | Site name | Analysis area | No. of greens | Ancillary quality rating |
|---------|---|---------------|---------------|--------------------------|
| 103 | Trench Bowling Club | Northern | 1 | Standard |
| 104 | Maddocks Sports & Social Club bowling green | Northern | 1 | Good |
| 106 | Madeley Cricket and Bowling Club | Southern | 1 | Good |
| 107 | Horsehay Crown Green Bowls Club | Southern | 1 | Good |
| 109 | Charlton Bowling Club Telford | Northern | 1 | Standard |
| 110 | Hadley United Services Bowling Club | Northern | 1 | Good |
| 112 | Sir John Bayley Club | Northern | 2 | Standard |

The bowling green located at Dawley Park is the only site which is without accompanying facilities.

No other issues or future for ancillary provision were highlighted through consultation with clubs.

Sports lighting

In Telford & Wrekin, majority of greens are provided with sports lighting apart from two greens located at Dawley Park and St Georges Sports & Social Club.

The sports lighting located at Bowring Park is planned to be upgraded from halogen to LED.

Greens with sports lighting offer opportunities to access provision for training and matches during evenings outside of the summer months. However, they are relatively rare across the Country, with the level of sports lighting supply across Telford & Wrekin considered to be comparatively high.

10.3: Demand

Current demand

There are 15 bowling clubs identified as playing in Telford & Wrekin although only eight have responded to consultation requests to date and given membership figures. Membership of the responsive clubs where known can be seen in the table below.

Table 10.6: Membership for responding bowls clubs across Telford & Wrekin

| Club name | Senior males | Senior females | Juniors (U18) | Total |
|-------------------------|--------------|----------------|---------------|-------|
| Bowring BC | 70 | 34 | - | 104 |
| Charlton BC | 30 | 20 | - | 50 |
| Maddocks BC | 20 | 18 | - | 38 |
| Madeley Cricket Club BC | 38 | 10 | - | 48 |
| Newport BC | 85 | 18 | 1 | 104 |
| Sinclair BC | 20 | 10 | 4 | 34 |
| St Georges BC | 56 | 13 | - | 69 |
| Trench BC | 25 | 15 | - | 40 |

The largest clubs according to known membership in Telford & Wrekin are currently Bowring BC and Newport BC, with 104 members respectively.

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Future demand

The BCGBA is actively working to negate the stereotype that bowls is a sport is for the older generation. As such, it is taking active steps at a county and national level to encourage younger players.

Of responding clubs in Telford & Wrekin, five clubs (Charlton BC, Trench BC, Newport BC, Maddocks BC and Madeley Cricket BC) highlight plans to increase membership, accommodating collectively 45 senior members and 21 junior members. It should be noted that Charlton BC aspires to increase membership, however, does not quantify the amount.

Latent demand

Latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision. There is currently no latent demand which is highlighted through consultation.

Sport England's Market Segmentation Tool²³ enables analysis of 'the percentage of adults that would like to participate in bowls but are not currently doing so'. The tool identifies latent demand of 279 people who would like to participate in the sport within Telford & Wrekin. This represents approximately 0.16% of Telford & Wrekin's population which corresponds to the national average of 0.16%.

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

10.4: Supply and demand analysis

The capacity of a bowling green is very much dependent on the leagues and the day that they operate. A green may have no spare capacity on an afternoon or evening when a popular league operates but may be unused for the rest of the week. However, in many cases, greens are used during the afternoons by club members who bowl socially, with access a potential issue during peak times if membership is particularly high.

The BCGBA does not have any specific guidance on bowling green capacity, stating that it can vary from site-to-site and from club-to-club.

However, as a guide, it states that any green used by at least 20 members is generally considered to be sustainable, whilst any green operating with a membership of over 60 may need additional resource to ensure that it is meeting its required level of demand. Therefore, capacity ratings for bowling greens are classified as follows:

| | |
|-------------------------------|---|
| Within capacity range | Membership ensures green is sustainable without capacity issues |
| Outside capacity range | Membership is below or above the recommended capacity range |

Following this, the table below highlights the level of usage each green in Telford & Wrekin receives, where the information is known. Where no membership information is known, further communication is required with clubs to fully understand their needs and any potential capacity or sustainability issues.

²³ See Appendix 2

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Table 10.8: Bowling green supply and demand analysis

| Site ID | Site name | Analysis area | Users | No. of greens | Total members | Current capacity | Future members | Future capacity |
|---------|---|---------------|-------------------------|---------------|---------------|------------------|----------------|-----------------|
| 5 | Bowring Park | Northern | Bowring BC | 2 | 104 | 16 | - | 16 |
| 46 | Newport Cricket Club | Newport | Newport BC | 2 | 104 | 16 | 23 | 7 |
| 63 | Sinclair Social Club | Northern | Sinclair BC | 1 | 34 | 26 | - | 26 |
| 66 | St Georges Sports & Social Club | Northern | St Georges BC | 2 | 69 | 9 | - | 9 |
| 103 | Trench Bowling Club | Northern | Trench Bowling Club | 1 | 40 | 20 | 15 | 5 |
| 104 | Maddocks Sports & Social Club bowling green | Northern | Maddocks BC | 1 | 38 | 22 | 10 | 12 |
| 106 | Madeley Cricket and Bowling Club | Southern | Madeley Cricket Club BC | 1 | 48 | 12 | 18 | 6 |
| 109 | Charlton Bowling Club Telford | Northern | Charlton BC | 1 | 50 | 10 | - | 10 |

Of the responding clubs, the table above shows that three clubs are currently operating above BCGBA capacity guidelines within Telford & Wrekin (Bowring BC, Newport BC and St Georges BC). However, no club specifically mentions a need for an additional bowling green to accommodate existing or further demand.

Clubs with high memberships play both competitive matches and recreational matches throughout a full week to offer something for everyone within their respective membership bases, and to that end, peak time pressures are reduced for this reason.

Those clubs which have a substantial level of demand need to be monitored to ensure they have the appropriate quantity and quality of provision. The BCGBA identifies that clubs operating with a membership of over 60 members per green could have capacity issues. Emphasis in this regard should therefore be on supporting clubs with aspirations to improve their sites as this will likely improve the capacity for the provision to accommodate increased levels of demand.

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10.5: Conclusion

Although all current demand is being accommodated, Bowring Park, Newport BC and St Georges BC are operating above recommended capacity levels and therefore need to be monitored to ensure that supply remains adequate. It should be noted that there are currently no identified quality issues at these three sites. No club is currently operating below the recommended threshold and are therefore not currently considered as being at risk.

Total membership for the eight responsive clubs equates in Telford & Wrekin to 487. Therefore, the average bowls club membership in Telford & Wrekin is 61 members. Of these clubs, five highlight aspirations to increase membership. These clubs all suggest that future demand can adequately be accommodated on their existing green.

There is currently no identified demand to bring the disused flat bowing green back into use from a bowling perspective (either flat or crown). It is believed that any demand that does exist travels to neighbouring Shropshire, where there are three flat bowling greens with the closest green (National Sports & Conferencing Centre) located approximately 20 minutes away from Hartshill Park.

Supply and demand summary

- ◆ Three clubs within Telford & Wrekin (Bowring Park, Newport BC and St Georges BC) are operating at or above recommended capacity levels and therefore need to be monitored to ensure that supply remains adequate.
- ◆ No clubs are currently operating below the recommended threshold to be suitable.

Supply summary

- ◆ There are 22 used crown bowling greens identified in Telford & Wrekin across 16 sites. Most of this provision is in the Northern Analysis Area (16 greens).
- ◆ In addition, there are three disused greens in Telford & Wrekin; one crown bowling green located at Donnington Recreation Ground (one still in use at the site), one crown green bowling green at The Cleveland Arms pub in High Ercall (the pub and green have been closed for around eight years) and one flat bowling green located at Hartshill Park.
- ◆ Most bowling greens are owned and managed by the Local Authority, private ownerships or the respective sports club.
- ◆ In Telford & Wrekin, a total of 18 greens (82%) are assessed as good quality and four greens (18%) are assessed as standard quality with no greens assessed as poor quality.
- ◆ Furthermore, nine sites are accompanied by good quality facilities, with six sites having standard quality facilities. No sites are accompanied by poor quality facilities.
- ◆ In Telford & Wrekin, majority of greens are provided with sports lighting apart from two greens located at Dawley Park and St Georges Sports & Social Club.

Demand summary

- ◆ There are 15 bowling clubs identified as playing in Telford & Wrekin although only eight have responded to consultation requests to date and given membership figures. Membership of the responsive clubs where known totals 487, resulting in an average of 61 members.
- ◆ The largest clubs according to known membership in Telford & Wrekin are currently Bowring BC and Newport BC, with 104 members respectively.
- ◆ Of responding clubs in Telford & Wrekin, five clubs (Charlton BC, Trench BC, Newport BC, Maddocks BC and Madeley Cricket BC) highlight plans to increase membership, accommodating collectively 45 senior members and 21 junior members. It should be noted that Charlton BC aspires to increase membership, however, does not quantify the amount.

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PART 11: ATHLETICS

11.1: Introduction

England Athletics (EA) is the not-for-profit membership and development body responsible for grassroots athletics and running in England. EA supports 1,750 affiliated clubs and organisations (covering track and field, road running, fell, hill, trail and cross-country clubs), 147,000 registered athletes, 18,700 licensed coaches and leaders, 3,800 officials and 6.2m regular running participants. EA's Athletics purpose is to inspire more athletes and runners of all abilities and backgrounds to fulfil their potential and to have a lifelong love for the sport. Their vision is for athletics and running to become an inclusive sport where everyone belongs and can flourish.

Future Provision

England Athletics strategic position is that in most areas of the country there is a sufficient supply of traditional synthetic outdoor 400m tracks to meet club and competition needs and that there should focus on protecting and maintaining this provision. In addition to traditional facilities, EA is keen to support the development of a new generation of innovative athletics & running facilities (NewGen), as well as a country-wide network of indoor athletics facilities developed as part of future indoor multisport projects.

Priority for both NewGen and indoor developments will be given to those areas that sit outside EAs recommended drivetime catchment of existing facilities or where there is additional, demonstrable demand.

NewGen facility concepts

Track and field (run/jump/throw)

- ◀ **Play Track:** The simple animation of dated playground surfaces using colourful painted lines and markings to (KS1 & KS2) – encouraging participation in run/jump/throw activities by creating challenging and inspiring environments.
- ◀ **CompactTrack:** A sports-lit, multiple lane, synthetic sprint straight with optional jumps and throws provision.
- ◀ **MiniTrack:** A sports-lit synthetic “mini” running oval, with sprint straight, multi-sport “infield” and optional jumps and throws provision.

Recreational Running/Endurance Running/Multi sport

- ◀ **Active Track:** A free to access, macadam running / cycling circuit designed to be sympathetic to the local environment and support the recreational needs of local communities.
- ◀ Ideally lit by low level lighting / solar columns, ActiveTracks can be introduced to existing parks, open spaces and playing fields or integrated into the master planning of new housing developments.

Sport England Case Study: ActiveTrack: [Sowerby Sports Village](#)

Consultation

There is one track and field club in the Borough, Telford Athletics Club and the Club responded to consultation requests.

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11.2: Supply

There is one formal athletics track in Telford & Wrekin located at Oakengates Leisure Centre (Northern Analysis Area), which is an eight lane, synthetic 400 metre track. The track has sports lighting to support activities on both the track and infield and provides all accompanying field event facilities including a throws cage (hammer, discus & club), javelin, high jump, long/triple jump and shot-put area.

Management

The track at Oakengates Leisure Centre is owned by the Council and managed by Telford & Wrekin Leisure.

Quality

Key factors impacting upon the quality ratings of athletics facilities include the condition and age of the track surface, the prominence of the line markings and any signs of wear and tear or unofficial use. For the full site assessment criteria, please see Appendix 2.

The non-technical assessment undertaken in July 2024 by KKP identifies the track and accompanying track and field facilities as good quality with the track recently being resurfaced in 2020.

Telford Athletics Club reports that the quality of the track is good quality, however, is deteriorating due to age of the surface and will likely need a respray in 2028. It also highlights a couple of holes can be found in the track caused by lights falling onto the track during bad storms.

As mentioned above, the track also has LED sports lighting to support activities on both the track (Class II, 200lux) and infield (Class III, 100lux).

It should be noted that the athletics track located at Oakengates Leisure Centre is a key competition venue and typically hosts 13 competitions per year. The table below shows competitions hosted at Oakengates Leisure Centre through 2023 season.

Table 11.1: Competitions hosted at Oakengates Leisure Centre in 2023

| Date | Competition |
|-------------|--|
| 12/04/2023 | Telford Spring Warm-up |
| 19/04/2023 | Midland Veteran Track and Field League |
| 27/04/2023 | Shropshire Young Athlete's League |
| 30/04/2023 | Youth Development League |
| 13/05/2023 | Shropshire County Championships 2023 |
| 14/05/2023 | Shropshire County Championships 2023 |
| 22/05/2023 | Shropshire Schools Combined Events Championships |
| 23/05/2023 | Shropshire Schools Combined Events Championships |
| 03/06/2023 | UK Youth Development League (YDL) |
| 10/06/2023 | Shropshire Schools Track and Field Competition |
| 22/06/2023 | Shropshire Young Athlete's League |
| 09/07/2023 | Midland Counties AA T&F League |
| 09/09/2023 | Telford Games |

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TrackMark²⁴

TrackMark is UK Athletics' quality assurance scheme for outdoor track and field athletics facilities. A venue that achieves TrackMark is recognised by UK Athletics as having well managed, compliant facilities that are accessible to participants of all abilities. From 2021, venues that actively choose not to pursue accreditation are not eligible to apply for a competition licence at any level.

The athletics track located at Oakengates Leisure Centre is TrackMark compliant until 26th January 2026.

Ancillary facilities

The athletics track onsite at Oakengates Leisure Centre is not serviced by a purpose-built clubhouse and changing facilities beside the track with only toilets and covered spectator seating provided. It's an aspiration for the Club to build a clubhouse which could be used by other sports in Telford & Wrekin.

11.3: Demand

For the purposes of this study, athletics demand is considered to come in various forms, rather than just traditional track and field activity. As such, running clubs are also considered, as are organised running events and various running initiatives, some of which are governed by England Athletics. It is also acknowledged that recreational running forms a large part of demand, although this is difficult to measure.

Telford Athletics Club provides a total of 451 members and is based at Oakengates Leisure Centre. The full membership breakdown can be seen in the table below.

Table 11.2: Summary of track and field club membership

| Name of club | Home site | Male | Female | Juniors |
|------------------------|---------------------------|------|--------|---------|
| Telford Athletics Club | Oakengates Leisure Centre | 167 | 104 | 180 |

Telford Athletics Club

Telford Athletics Club is a large club which rents the Telford Athletics Stadium based at Oakengates Leisure Centre from Telford & Wrekin Council. It accommodates both male and female members at senior and junior level and covers the full spectrum of athletic activities including track and field, cross country, road racing and hill & fell.

Telford Harriers Running Club

The Club is a running club currently accommodating 138 members based in Telford & Wrekin, open to all runners of all ages and abilities. It runs two nights a week, Tuesday (meets Horsehay Golf Club) and Thursday (meets Telford Park School), offering a range of paced running groups and training sessions to cater for all abilities.

Telford Triathlon Club

Telford Triathlon Club is an all-inclusive and friendly club currently accommodating circa 120 members. It trains every week using both Much Wenlock Leisure Centre for swim sessions and Oakengates Leisure Centre for track sessions.

²⁴ <https://www.uka.org.uk/about/what-we-do/facilities/>

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Wrekin Harriers

The Club is a junior running and athletics club for athletes ages 9-16 years old currently accommodating 36 members. The Club formed in 2021 and in 2023 was selected to be part of the England Athletics Commonwealth Games Legacy Programme. It trains twice a week.

Lawley Running Club

Lawley Running Club is an all-inclusive and friendly running club currently accommodating 250 members. It trains every Monday, Wednesday and Friday from 18.30.

Wrekin Road Runners

The Club is a small friendly club based in Telford and Wrekin currently accommodating 130 members and always recruiting more members. It trains on Tuesday and Thursday evenings meeting at various locations.

100 Marathon Club

The Club currently accommodates 446 members and aims to create an environment where everyone involved in the Club feels safe and secure to enable them to achieve their potential. It exists to promote marathon running and to celebrate the achievement of people who run 100 or more marathons.

Hartshill Runners

Hartshill Runners is a new running club based in Telford currently accommodating 32 members, catering for beginners and improving runners. It meets every Monday, Wednesday and Friday at 18.30 at Hartshill Park.

ParkRun

ParkRun is a series of 5k runs held on Saturday mornings in areas of open space around the UK, with 1,063 events now operating across the Country. They are open to all, free, and are safe and easy to take part in. Runners must first register online in order to access a printed barcode which gives them access to all ParkRun events.

There is one ParkRun located at Telford Town Park held every Saturday at 9am. Furthermore, there is one junior ParkRun located at Telford Town Park which is held every Sunday at 9am.

Table 11.3: Summary of ParkRun in Telford & Wrekin

| Location | Event | Number of events | Average annual (weekly) attendance |
|-------------------|----------------|------------------|------------------------------------|
| Telford Town Park | ParkRun | 487 | 22,398 (467) |
| Telford Town Park | Junior ParkRun | 262 | 3590 (75) |

Couch to 5k

A Couch to 5k is a national health initiative promoted by the National Health Service (NHS) to encourage absolute beginners to get into running as part of establishing and maintaining an active and healthy lifestyle, including regular exercise.

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The plan consists of three runs per week and a day of rest in between, with a different schedule for each of the nine weeks to completion. It starts with a mix of running and walking, to gradually build up fitness and stamina, in order to create realistic expectations and a sense of achievability to encourage participants to stick with it. The end goal of the plan is for the participant to be able to run 5k.

Through the Couch to 5k plan the NHS particularly promotes the health benefits of running and regular exercise which underpin the initiative, such as improved heart and lung health, weight loss and possible increases in bone density which can help protect against bone diseases such as osteoporosis. This also includes mental benefits of running through goal setting and challenge setting, which can help boost confidence and self-belief. Furthermore, running regularly has been linked to combating depression.

It is believed that an increase in people running through the Couch to 5k plan may increase interest and possibly have a knock-on effect of leading to increased demand at running groups and clubs as people may wish to continue develop their running further.

Telford Harriers AC runs a nine-week Couch to 5k programme with dedicated running leaders to help people get fitter and healthier through running. After the nine weeks you will take part in the Telford ParkRun.

Latent/unmet demand

Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in athletics but 'are not currently doing so'. The tool identifies significant latent demand amounting to 3,492 people in Telford & Wrekin, which represents approximately 2.1% of the Borough's population compared to a national average of 2%.

Telford Athletics Club report to be operating a waiting list due to the lack of volunteers.

Future demand

Telford Athletics Club is not currently looking to increase its number of members as it's currently operating a waiting list.

England Athletics highlights that demand is likely to increase in the future, particularly for initiatives such as ParkRun, although again to what extent is difficult to quantify.

11.4: Supply and demand analysis

It is considered that for an athletics track to be sustainable, a club membership of 200 is required. This is based on figures and consultation provided by England Athletics. In Telford & Wrekin, supply is considered sufficient to meet demand, as the one community track and field club currently based in the Borough, (Telford Athletics Club) totalling 451 members, is above the recommended membership figure.

There is still a clear need to continue to grow levels of participation through actualising latent and future demand in order to ensure the long-term sustainability of the track at Oakengates Leisure Centre.

11.5: Conclusion

As the only track, Oakengates Leisure Centre is currently used for club athletics, so there is a need to protect the facility and ensure that quality remains sufficient to accommodate the level of demand received.

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Away from track and field, emphasis should also be placed on supporting the other activities taking place in Telford & Wrekin, with a focus on retaining and increasing participation and growing the various initiatives that are in place.

Supply and demand summary

- ◆ In Telford & Wrekin, supply is considered sufficient to meet demand, as the one community track and field club currently based in the Borough (Telford Athletics Club) totalling 451 members, is above the recommended membership figure. All other clubs are primarily road running clubs that do not access the track facilities.

Supply summary

- ◆ There is one formal athletics track in Telford & Wrekin; Telford Athletics Stadium located at Oakengates Leisure Centre (Northern Analysis Area), which is an eight lane, synthetic 400 metre track.
- ◆ The track regularly hosts licensed competitions and has sports lighting to support activities on both the track and infield and provides all accompanying field event facilities including a throws cage (hammer, discus & club), javelin, high jump, long/triple jump and shot-put area.
- ◆ The track at Oakengates Leisure Centre is owned by the Council and managed by Telford & Wrekin Leisure.
- ◆ The non-technical assessment undertaken in July 2024 by KKP identifies the track and accompanying track and field facilities as good quality with the track recently being resurfaced in 2020 with a likely respray required by 2028).
- ◆ Telford Athletics Club reports that the quality of the track is good quality, however, is deteriorating due to age of the surface. It also highlights a couple of holes can be found in the track caused by lights falling onto the track during bad storms.
- ◆ The athletics track onsite at Oakengates Leisure Centre is not serviced by a purpose-built clubhouse and changing facilities beside the track with only toilets and covered spectator seating provided. It's an aspiration for the Club to build a clubhouse which could be used by other sports in Telford & Wrekin.

Demand summary

- ◆ Seven clubs have a current focus on athletics and/or running activity in Telford & Wrekin.
- ◆ Telford Athletics Club is the sole track and field club in Telford & Wrekin. It provides a total of 451 members, as a breakdown equates to 167 male, 104 female and 180 junior members. All its demand takes place at Oakengates Leisure Centre.
- ◆ In Telford & Wrekin, there is one ParkRun located at Telford Town Park held every Saturday at 9am. Furthermore, there is one junior ParkRun located at Telford Town Park which are held every Sunday at 9am.
- ◆ Telford Athletics Club report to be operating a waiting list due to the lack of volunteers. Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in athletics but 'are not currently doing so'. The tool identifies significant latent demand amounting to 3,492 people in Telford & Wrekin, which represents approximately 2.1% of the Borough's population compared to a national average of 2%.

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PART 12: GOLF

12.1: Introduction

Golf is the fifth largest participation sport in England, with around 730,000 members belonging to one of 1,750 affiliated clubs and a further two million people playing independently outside of club membership. There are an estimated 3,000 golf courses across the Country, with approximately 90 designated as Sites of Special Scientific Interest because apart from the intensively managed trees and greens they have other habitats with high wildlife value. Many other courses also exist within designated Heritage Coast sites, Areas of Outstanding Natural Beauty, or listed Historic Parklands.

Nationally, the sport is governed by England Golf. Its role includes providing competitions for players of all ages and abilities, identifying and developing the most talented golfers, maintaining a uniform system of handicapping, administering and applying the rules, and introducing new golfers via its initiatives such as 'Get into Golf'.

Consultation

This section was informed via consultation with England Golf, which provided information relating to all facilities and clubs within Telford & Wrekin.

12.2: Supply

There are three different types of golf facilities recognised by Sport England and governed by England Golf, as defined in the table below. Facilities such as pitch and putt courses and miniature/crazy golf courses not included as these are not considered to be traditional formats of the game and are not comparable offerings.

Table 12.1: Definitions of golf facilities

| Facility type | Description |
|---------------|--|
| Standard | A standard par course, with a minimum of 9 holes but normally associated with 18-hole courses; many 9-hole courses have different tee boxes which allow the provision to be played as an 18-hole course. Some courses provide 27 holes, with any two loops of 9-holes played to make up an 18-hole round. |
| Par 3 | Shorter length of holes than a standard course, with no hole longer than Par 3. Most likely to be a 9-hole course although 18-hole offerings do exist. Does not include pitch and putt courses, which are even shorter offerings and are not considered to be a traditional version of the sport. |
| Driving Range | Includes covered and uncovered driving range bays but not practice areas within golf courses; ranges are based on the hiring of balls, with users not required to retrieve, whereas practice areas are generally for members to use with their own balls (although a growing number have dispensers). Does not include 'entertainment' ranges or virtual offerings, although some driving ranges have expanded to also provide these features. |

Within Telford & Wrekin, there are five golf venues that provide facilities conforming with the above definitions, as identified in Figure 12.1 and Table 12.2 overleaf.

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Figure 12.1: Location of golf courses in Telford & Wrekin

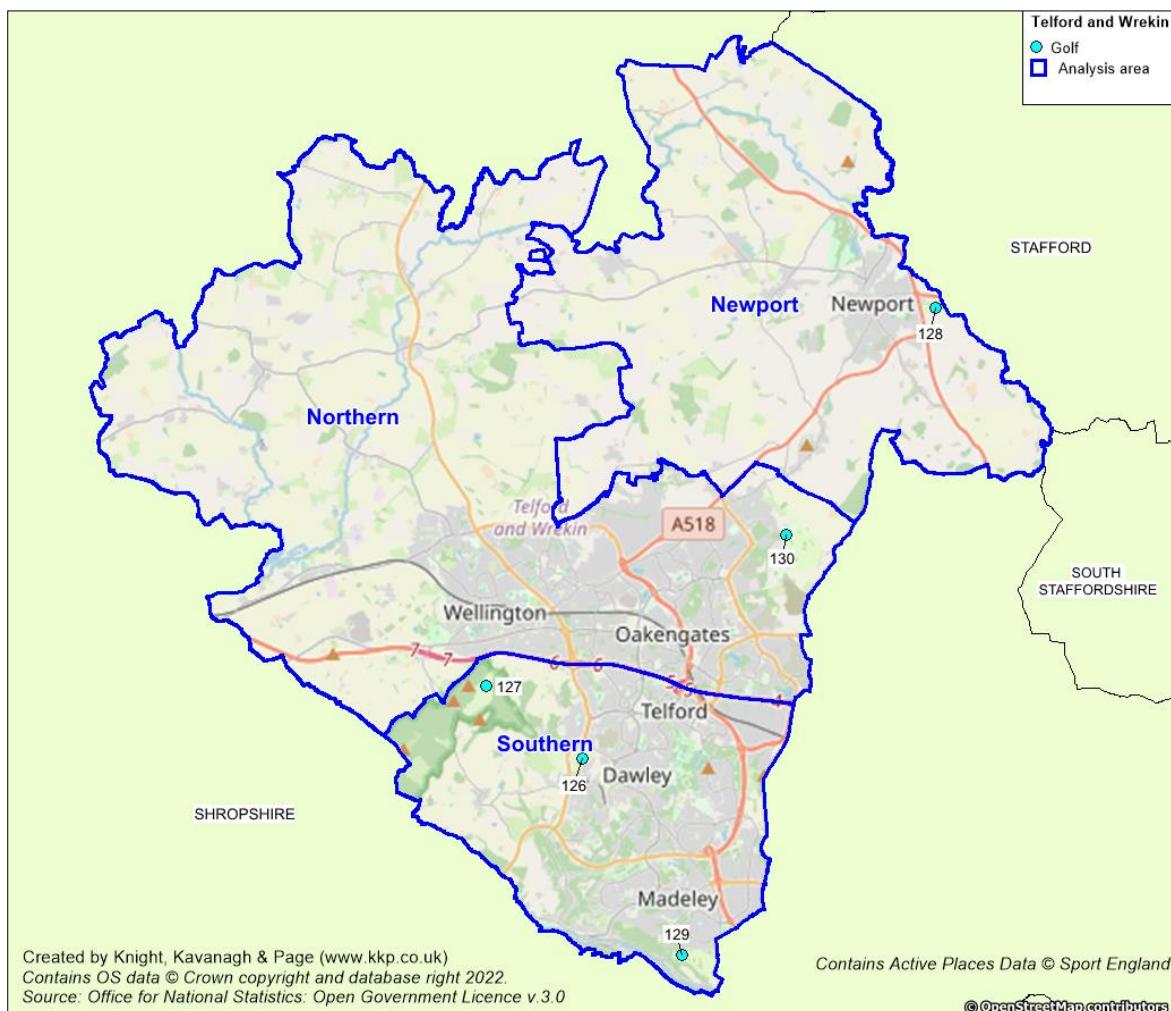


Table 12.2: Golf facilities within Telford & Wrekin

| Site ID | Site name | Analysis area | Postcode | Type |
|---------|--------------------------------------|---------------|----------|---|
| 126 | Horsehay Village Golf Club | Southern | TF4 3BT | Standard course (18) Driving Range |
| 127 | Wrekin Golf Club | Southern | TF6 5BX | Standard course (18) |
| 128 | Aqualate Golf Club | Newport | TF10 9PY | Standard course (9/18) Driving Range |
| 129 | The Telford Hotel, Spa & Golf Resort | Southern | TF7 4DT | Standard course (18) |
| 130 | The Shropshire Golf Centre | Northern | TF2 8PQ | Standard course (27) Driving Range |

Standard hole golf courses

Across Telford & Wrekin, there are three standard 18-hole courses and one 9-hole course (which can be played twice for 18 holes) and one 27-hole course. The Shropshire Golf Centre consists of three nine-hole courses (Blue/Silver/Gold) where an individual can choose a combination of two to make a full 18-hole course.

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These are summarised in the table below.

Table 12.3: Summary of standard hole provision in Telford & Wrekin

| Site ID | Site name | Holes | Par | Yardage ²⁵ | | | Slope rating |
|---------|--------------------------------------|------------------|-----|-----------------------|-------|-------|--------------|
| 126 | Horsehay Village Golf Club | 18 | 70 | 5,999 | 5,700 | 5,205 | 118 - 129 |
| 127 | Wrekin Golf Club | 18 | 66 | 5,598 | 5,382 | 5,305 | 118 - 136 |
| 128 | Aqualate Golf Club | 9 (18) | 72 | 5,788 | 5,637 | 5,666 | 109 - 124 |
| 129 | The Telford Hotel, Spa & Golf Resort | 18 | 72 | 6,741 | 6,454 | 5,592 | 123 - 142 |
| 130 | The Shropshire Golf Centre | 27 ²⁶ | 71 | 6,589 | 6,205 | 5,525 | 119 - 138 |

Of the 18-hole courses, The Telford Hotel, Spa & Golf Resort provides the longest offering (5,999 yards), with Aqualate Golf Club providing the shortest (5,788 yards). However, all courses are in the range of what you would expect from traditional provision. Shorter courses tend to offer some variety that may appeal more so to a defined market that would not feel comfortable playing lengthier provision e.g., beginner and/or casual golfers.

The figures represented against the nine holes at Aqualate Golf Club are based on playing through twice to make a complete 18-hole course.

Slope ratings²⁷

Slope ratings are new to golf across the World (established in 2021). The intention is for them to allow the handicap system to reflect course difficulty and the difference in difficulty for all players compared to scratch golfers. In effect, this enables each player to have a handicap that will vary from course-to-course, depending on difficulty, as well as a general handicap.

The maximum slope rating is 155, whereas the minimum is 55. The standard difficulty is considered to be 113, which means that the courses in Telford & Wrekin are generally considered within this, with them collectively ranging from 109 - 142 (the slope rating varies depending on which tee is used).

Par 3 golf holes

Most commonly, Par 3 provision is used by beginner and casual players, although they are also frequented by more traditional golfers wanting to practice their short game. There are no current Par 3 courses within Telford & Wrekin, however, it should be noted that there is FootGolf played at Horsehay Village Golf Club.

Driving range bays

Accumulatively, there are 56 dedicated driving range bays in Telford & Wrekin across three sites, Horsehay Village Golf Club, Aqualate Golf Club and The Shropshire Golf Centre. Each driving range is serviced by sports lighting to allow all-year round and late evening usage and are available for pay and play.

²⁵ White denotes Championship tees, yellow denotes men's tees and red denotes ladies' tees.

²⁶ Figures can vary dependant on course

²⁷ <https://www.randa.org/en/course-handicap-calculator>

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Table 12.4: Summary of driving range bays in Telford & Wrekin

| Site ID | Site name | Analysis area | No. of bays | Sports lit? | Pay and play? |
|---------|----------------------------|---------------|-------------|-------------|---------------|
| 126 | Horsehay Village Golf Club | Southern | 16 | Yes | Yes |
| 128 | Aqualate Golf Club | Newport | 20 | Yes | Yes |
| 130 | The Shropshire Golf Centre | Northern | 30 | Yes | Yes |

Nationally, many driving range providers are updating their facilities with modern technology in a bid to increase demand, such as through the installation of automatic tees or via entertainment systems such as TopTracer and FlightScope. Such provision allows for users to simulate playing on courses across the world and provides ball tracking and statistical feedback.

In Telford & Wrekin only The Shropshire Golf Centre currently have such technology installed.

Management and ownership

There are three main types of ownership and management models of golf facilities in England: members clubs, proprietary clubs and municipal facilities, as summarised in the table below.

Table 12.5: Types of ownership and management of golf facilities

| Management type | Description |
|-----------------|--|
| Members | Traditionally owned by members and run by committees. They are likely to hire caterers and green staff. Most members' clubs offer some level of pay and play and encourage golf societies but are mostly focused on membership numbers. |
| Proprietary | Owned or managed by businesses or individuals, these can include country club type facilities at the high end of the golfing market alongside more localised facilities. Many have clubs operating within them but can also take a much more relaxed attitude to dress and traditions of golf. Pay and play opportunities tend to be a key feature of the business plan. |
| Municipal | These are generally owned by a local authority, although in a growing number of instances, management has been contracted and externalised to private companies. Due to a lack of financial viability, many have closed across the Country in recent years and many that remain are under threat. |

It is recognised that members clubs and visitors to such clubs are normally expected to dress appropriately, have a registered handicap certificate (a certificate issued by the Council of National Golf Unions (CONGU)) and be familiar with the rules and etiquette of the game. This is not uncommon at some proprietary clubs, but municipal courses tend to be more relaxed and do not require people to have handicaps, making golf much more accessible. Consequently, municipal courses are, in many instances, seen as entry level facilities, with players using them before having the confidence to move on to a members' or high-end proprietary club (although many people can and do stay attached to a particular course). They also tend to offer a more affordable golfing experience.

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The business model for members clubs tends to rely heavily on income through membership subscriptions and use of ancillary facilities, rather than from pay and play usage, although attention has somewhat switched at many sites in recent years due to demand falling. The same can be said for some proprietary clubs, although, in general, more emphasis is placed on supplementing regular activity with green fee sales. Conversely, municipal sites have always been heavily reliant on visitors even though membership packages are normally available (often in the shape of season tickets). On occasion, these can be linked to access to other local authority operated sports facilities, such as leisure centres and swimming pools.

Despite the above generalisations, each golf facility, regardless of management type, will have its own processes in terms of how much focus is placed on membership and pay and play usage, or whether it equally encourages both. There is no correct way to run a site. A club that focuses on members has guaranteed income, but this can often deter more casual players or nomadic golfers through, for example, a lack of peak time availability. In contrast, a site that depends on visitors can struggle to be viable if there are spells of inclement weather during summer months and can discourage people that want to be part of a club environment.

Of the five golfing sites in Telford & Wrekin, three operate as proprietary clubs with the remaining two split evenly between municipal (Horsehay Village Golf Club) and members (Wrekin Golf Club).

Table 12.6: Summary of ownership/management in Telford & Wrekin

| Site ID | Site name | Management type |
|---------|--------------------------------------|-----------------|
| 126 | Horsehay Village Golf Club | Municipal |
| 127 | Wrekin Golf Club | Members |
| 128 | Aqualate Golf Club | Proprietary |
| 129 | The Telford Hotel, Spa & Golf Resort | Proprietary |
| 130 | The Shropshire Golf Centre | Proprietary |

Pricing

A key issue for the wider golf population is whether golf courses are available to the general population at a price point which is accessible to the majority of residents. Better quality courses tend to cost more to use, whilst 18-hole provision is generally more expensive to access than 9-hole provision.

Nationally, over the past few years, many facilities have altered their pricing structures to allow for discounts following a previous decline in golf membership. England Golf has positively encouraged this as its view is that clubs are more likely to experience growth when flexible packages are available. For instance, some now offer five and/or six day memberships (whereby members can access the course on specific days but not on one or both weekend days), whilst others provide discounts that are no longer limited solely to junior players (e.g. discounts for those aged 18-21 and 21-30 or for those aged 65 and over). England Golf reports that the average cost of a full adult membership across the Country is currently £1,071.

In Telford & Wrekin, average membership fees, where known, are below this national average at £797. One of the main reasons for this is the low membership fees at Horsehay Village Golf Club (municipal course).

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The most expensive membership offerings are identified at The Shropshire Golf Centre, whereby full membership fee amounts to £1,050. In comparison, the lowest full membership fee is identified at Horsehay Village Golf Club, amounting to just £400, which accounts for it being a municipal course.

Green fees in Telford & Wrekin at The Telford Hotel, Spa & Golf Resort and The Shropshire Golf Centre are broadly similar ranging from £29 to £30 midweek and £31.50 to £41.50 at the weekend.

The most expensive fees are at Wrekin Golf Club which are £55 midweek and £65 at the weekend. In comparison, the two cheaper offers are at the municipal course Horsehay Village Golf Club and Aqualate Golf Club (9-hole course) which are £19 and £16 midweek and £19 and £20 weekend, respectively.

Pricing at all the sites providing a course is summarised in the table below.

Table 12.7: Pricing structures at golf facilities within Telford & Wrekin

| Site ID | Site name | Joining fee | Full membership (per year) ²⁸ | Green fee (per round) | |
|---------|--------------------------------------|-------------|--|-----------------------|---------|
| | | | | Weekday | Weekend |
| 126 | Horsehay Village Golf Club | - | £400 | £19 | £19 |
| 127 | Wrekin Golf Club | - | £940 | £55 | £65 |
| 128 | Aqualate Golf Club | - | £649 | £16 | £20 |
| 129 | The Telford Hotel, Spa & Golf Resort | - | N/A | £29 | £31.50 |
| 130 | The Shropshire Golf Centre | - | £1,050 | £30 | £42.50 |

Quality

There are no official national or county golf facility rankings. Generally, the better course quality and supporting infrastructure is, the higher the joining/membership and green fees are likely to be. Some sites gain status through hosting county, national and international golf events and some tend to feature in ranking articles put together by golf magazines.

Quality of the golf courses in Telford & Wrekin is relatively good, with no significant issues identified. With this being said, facilities at Horsehay Village Golf Club and Aqualate Golf Club are more basic as they do not have the subsidies from higher membership fees which Wrekin Golf Club, The Telford Hotel, Spa & Golf Resort and The Shropshire Golf Centre benefit from provision such as Bars & catering and function and meeting rooms. In relation to The Telford Hotel, Spa & Golf Centre this site also offers stay & play and additional golf and leisure facilities.

The ancillary facilities are also for the most part good across the Telford & Wrekin. Golf clubs often need such revenue sources to operate effectively and the provision of a good quality, well equipped clubhouse is a key opportunity to provide a secondary income stream. This emanates from a variety of sources including bar and catering income from members and visitors as well as venue hire for special occasions including weddings, christenings and funerals.

²⁸ Prices referenced are based on a full adult membership and do therefore not account for any discounts offered.

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From a golfing perspective, given the current emphasis on increasing levels of female and junior golf membership across the Country, it is also imperative that ancillary provision can adequately cater for all types of members e.g., by providing gender specific changing facilities.

12.3: Demand

Prior to the recent growth in demand, participation in golf had generally been in decline, with only recent signs showing that the reduction may have been levelling off. The landscape of demand has also changed, with fewer users taking up membership packages and more golfers becoming nomadic and using a range of courses on a pay and play basis.

The following section examines current demand for golf in Telford & Wrekin as well as recent trends and potential future demand.

Membership

England Golf suggests that the average membership of a golf club nationally is 407, which is based on a central national handicap platform. In Telford & Wrekin, the average across the clubs that operate a membership is currently 389 and therefore just below national average.

As seen in the table below, overall participation for golf across Telford & Wrekin has increased significantly from 2015 to 2024 by a total of 54% or 136 members. This includes relatively low numbers of participants from Horsehay Village Golf Club which operates on a predominately pay and play basis.

There is a notable spike in membership from 2018 to 2022 / 23 which anecdotally can be linked to the Covid 19 Pandemic, as the sport was one of first to become accessible whilst in periods of social distancing. The figures have continued to increase with a growth from 2023 to 2024 of 16% or 53 members.

Data by club is not available as this is considered to be commercially sensitive information.

Table 12.8: Summary of golf membership within Telford & Wrekin

| 2015 Average | 2016 Average | 2017 Average | 2018 Average | 2022 Average | 2023 Average | 2024 ²⁹ |
|--------------|--------------|--------------|--------------|--------------|--------------|--------------------|
| 253 | 267 | 270 | 301 | 365 | 336 | 389 |

It should be noted that whilst some clubs will operate below the national average, this does not necessarily indicate insufficient levels of demand. In fact, this could simply mean there is a particular emphasis on pay and play use, or it will take account of 9-hole courses having less capacity than 18-hole courses. At the members clubs with 18-hole courses, it is expected that most if not all will have a membership that is higher than average.

Where demand is especially low, England Golf can assist in this regard, primarily through a variety of tools that can be used to better understand the local market. There may also be opportunities for some clubs across the area to work more collaboratively in terms of creating pathways where appropriate to collectively cater for all types of players.

²⁹ Correct as of May 2024

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Pay and play

Whilst pay and play usage has increased across England in recent years, usage figures within Telford & Wrekin are not generally known as it is not something that is tracked by England Golf. However, it would be expected that demand would be highest at Horsehay Village Golf Club given that it is a municipal course, as well as at sites such as Aqualate Golf Club (based on playing nine holes twice) which are more geared towards pay and play access and cheaper to use.

In contrast, it will be lower at sites such as Wrekin Golf Club (Membership) and The Telford Hotel, Spa & Golf Resort and The Shropshire Golf Centre (Proprietary) given that these are predominately focused on members and more expensive to play.

If facilities with low membership numbers do not have high green fee demand, long-term viability is questionable. Attracting pay and play usage is key to the business model and sustainability of such sites.

Relative demand

Nationally, England Golf utilises a figure of 3.5 million people that are considered to be regular golfers, with this defined as those that have played on a standard-length course at least twice within the last 12 months. Using this, it is able indicate how much demand exists per facility within a catchment area before then comparing this to a national benchmark.

Within the formula, it calculates the participation number in an area by establishing what proportion of the population is likely to be golfers, which can then be used to determine the number of participants per facility. This can then be compared to the national rate, with an index created for comparison purposes. Using 100 as the average, anything below this suggests that an area has either low demand or a high facility count, whereas anything above provides evidence that an area has high demand and/or a low level of provision.

The calculations for the catchment area for the Telford & Wrekin can be seen via the image below, as provided by England Golf.

Figure 12.2: Regular golfer demand index calculations for Telford & Wrekin

Diagram 1 – Regular Golfer Demand Index Calculation



Diagram 2 – Regular Golfer Demand Index Calculation for North Telford & Wrekin Authority



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As shown, the index rating for the catchment area (102) is practically the same as the benchmark (100). This therefore indicates that demand is suitable in comparison to the number of facilities available, which in turn suggests that no provision could be lost.

Exported/imported demand

Cross-boundary demand for golf is common nationally due to the nature of the sport. Golfers do not necessarily recognise local authority borders, and many will choose a facility for a whole range of reasons other than where it is located, with factors including quality, availability, cost and where friends/family play. This can be especially pronounced at venues located close to neighbouring authorities and if there is a comparative lack of provision within those authorities.

For Telford & Wrekin, based on its geographical location there are to be anticipated levels imported/exported levels of demand particularly to and from Shropshire and Wolverhampton given their close proximity to the Authority. The following outlines golfing provision no further than 20 miles from Telford & Wrekin:

- ◀ Shropshire - Lilleshall Hall Golf Club (TF10 9AS) - Members.
- ◀ Shropshire - Shifnal Golf Club (TF11 8QL) - Members.
- ◀ Shropshire - Shrewsbury Golf Club (SY5 7BL) - Members.
- ◀ Shropshire - Meole Brace (SY2 6QQ) - Municipal.
- ◀ Wolverhampton – Wergs Golf Club (WV6 8UA) - Proprietary.
- ◀ Wolverhampton – The South Staffordshire Golf Club (WV6 9BQ) - Members.
- ◀ Wolverhampton - Greenfield Golf Club (WV10 7JB) - Members.

Unmet demand

Unmet demand is existing demand that is not getting access to golf facilities. This could be reflected via a waiting list at a club, although it is likely that people on a waiting list are still playing golf elsewhere, either via membership of another club or through pay and play access. As such, unmet demand in Telford & Wrekin is minimal, with most of the sites offering a membership scheme actively looking for new members and with ample opportunities for pay and play access. None of the clubs are known to have a waiting list.

Latent demand

Latent demand is demand for golf that is not currently being realised. This could be for numerous reasons, such as time constraints, financial reasons and a lack of suitable, available provision. To that end, Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in golf but 'are not currently doing so''. The tool identifies latent demand of 1,865 people within Telford & Wrekin.

In addition, England Golf also has a mapping tool that enables an assessment of potential demand within a 20-minute drive time of each golf facility (which is a reasonable travel distance). This is based on research undertaken that identifies that 24% of adults in England are potential players, amounting to circa 9.6 million people and equating to 9% current players, 8% lapsed (former) players and 7% latent players. It can be used by providers to identify what demand may exist for their facilities, thus helping inform marketing, development and investment decisions.

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Using the tool across Telford & Wrekin, Wrekin Golf Club is identified as having the largest potential demand, with 46,282 people falling within the segments within a 20-minute drive time. In comparison, Aqualate Golf Club has the smallest potential demand, equating to 26,739 people. Again, it should be noted that this is a nine-hole course which can be played twice to make 18 holes.

The tool also breaks the potential playing population down into nine golfing segments, with these defined to help provide an indication as to what type of golfing offer each would be most likely to access. They are:

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

The demand for each of the sites is relatively evenly split across the nine segments; the highest demand is from “Relaxed Members” (24,441 people) closely followed by “Younger Traditionalists” (24,431 people). In comparison the lowest is from “older traditionalists” (21,067 people).

Whilst the reasoning for the latent demand is unknown and is likely to be varied, the data does show relatively high demand which would significantly increase membership and/or pay and play usage across facilities if realised. England Golf is supportive of clubs/sites that proactively target new audiences in an attempt to tap into such demand i.e., through developing a variety of golfing offers, coaching programmes and a range of membership options.

Future demand

England Golf has an aim to increase membership of clubs nationally; however, after reaching its previous target, it no longer has a fixed goal in terms of growth. Nationally, many clubs, especially the most established ones, will be happy to retain current demand levels, whilst others will be open to growing and some considerably so. In that regard, England Golf reports that many providers are proactively targeting new audiences through coaching programmes and a wider range of membership and playing options.

In Telford & Wrekin, each facility will have different aspirations in terms of future growth, with membership clubs such as Wrekin Golf Club, The Telford Hotel, Spa & Golf Resort and The Shropshire Golf Centre likely to be more satisfied with current usage levels in comparison Horsehay Village Golf Club and Aqualate Golf Club which require higher usage due to lower membership costs.

12.4: Supply and demand analysis

With five golfing sites in Telford & Wrekin and a mix of 18-hole courses, one 9-hole course, one 27-hole course and driving ranges, the Authority is well placed to meet demand, despite there not being any dedicated Par 3 facilities. This is especially the case given the various operational structures in place, with some facilities offering a high price point and others offering a low price point, and with some prioritising membership and others focusing on pay and play usage. This suggests that all types of golfers can be collectively catered for.

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Additionally with a similar Regular Golfing Index (102) in comparison to the national average (100) there is a need to protect current facilities with no immediate need to create new provision.

12.5: Conclusion

There is a reasonable quantity of golfing facilities in Telford & Wrekin that offer a good variety of facilities to ensure that all golfers can be catered for. However, demand is also high, which means that all existing provision needs to be protected.

Supply and demand summary

- With five golfing sites in Telford & Wrekin and a mix of 18-hole courses, one 9-hole course, one 27-hole course and driving ranges, the Authority is well placed to meet demand, despite there not being any dedicated Par 3 facilities.

Supply summary

- There are currently five golf venues that provide facilities in Telford & Wrekin.
- Across Telford & Wrekin, there are three standard 18-hole courses and one 9-hole course (which can be played twice for 18 holes) and one 27-hole course. The Shropshire Golf Centre consists of three nine-hole courses (Blue/Silver/Gold) where an individual can choose a combination of two to make a full 18-hole course.
- Accumulatively, there are 56 dedicated driving range bays in Telford & Wrekin across three sites, Horsehay Village Golf Club, Aqualate Golf Club and The Shropshire Golf Centre. Each driving range is serviced by sports lighting to allow all-year round and late evening usage and are available for pay and play.
- Quality of the golf facilities in Telford & Wrekin is relatively good across the five sites, no significant issues identified.

Demand summary

- In Telford & Wrekin, there are five golf clubs, Horsehay Village Golf Club, Wrekin Golf Club, Aqualate Golf Club, The Telford Hotel, Spa & Golf Resort and The Shropshire Golf Centre.
- Of the five golfing sites in Telford & Wrekin, three operate as proprietary clubs with the remaining two split evenly between municipal (Horsehay Village Golf Club) and members (Wrekin Golf Club).
- England Golf reports that the average cost of a full adult membership across the Country is currently £1,071. In Telford & Wrekin, average membership fees, where known, are below this national average at £797. One of the main reasons for this is the low membership fees at Horsehay Village Golf Club (municipal course).
- The most expensive membership offerings are identified at The Shropshire Golf Centre, whereby full membership fee amounts to £1,050. In comparison, the lowest full membership fee is identified at Horsehay Village Golf Club, amounting to just £400, which accounts for it being a municipal course.
- The most expensive fees are at Wrekin Golf Club which are £55 midweek and £65 at the weekend. In comparison, the two cheaper offers are at the municipal course Horsehay Village Golf Club and Aqualate Golf Club (9-hole course) which are £19 and £16 midweek and £19 and £20 weekend, respectively.
- England Golf suggests that the average membership of a golf club nationally is 407, which is based on a central national handicap platform. In Telford & Wrekin, the average across the clubs that operate a membership is currently 389 and therefore just below national average.
- There is a notable spike in membership from 2018 to 2022/23 which anecdotally can be linked to the Covid 19 Pandemic, as the sport was one of first to become accessible whilst in periods of social distancing. The figures have continued to increase with a growth from 2023 to 2024 of 16% or 53 members.
- Sport England's Segmentation Tool identifies latent demand of 1,865 people within Telford & Wrekin.
- In Telford & Wrekin, each facility will have different aspirations in terms of future growth, with membership clubs such as Wrekin Golf Club, The Telford Hotel, Spa & Golf Resort and The Shropshire Golf Centre likely to be more satisfied with current usage levels in comparison Horsehay Village Golf Club and Aqualate Golf Club which require higher usage due to lower membership costs.

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PART 13: OUTDOOR WATER SPORTS

13.1: Introduction

Water sports in England are governed by various bodies, including:

- ◀ British Canoe Union.
- ◀ British Kite Surfing Association.
- ◀ British Rowing.
- ◀ British Sub-Aqua Club.
- ◀ British Swimming.
- ◀ British Water Ski.
- ◀ Royal Yachting Association.
- ◀ Surfing Great Britain.

Telford Sailing Club, Ironbridge Rowing Club, Telford Canoe Club, Arthog Outreach Group, Telford Sea Cadets and Wrekin Telford Sub Aqua Club offer various opportunities to participate in water sports within Telford & Wrekin and represent key venues for water sports across the region.

13.2: Supply

The River Severn is the primary location for outdoor water sports in Telford & Wrekin with it being used for rowing, canoeing and paddle sports. Local lakes and bodies of water are also used by relevant clubs in the area such as Shropshire Union Canal and Priorslee Lake by Telford Sailing Club.

13.3: Demand

The identified water sports facilities are home to numerous clubs and groups, as follows:

- ◀ Telford Sailing Club.
- ◀ Telford Sailability.
- ◀ Ironbridge Rowing Club.
- ◀ Telford Canoe Club.
- ◀ Arthog Outreach Group.
- ◀ Telford Sea Cadets.

In addition to the above there are also Wrekin Telford Sub Aqua Club and Aquarius Sub Aqua Club operating within the Telford & Wrekin; however, these two clubs mainly use purpose built indoor swimming pools such as Short Wood Swimming Pool and Abraham Darby Sports and Leisure Centre rather than any outdoor bodies of water.

Telford Sailing Club / Telford Sailability

Telford Sailing Club is based at Priorslee Lake (Northern Analysis Area – TF2 9SQ) and is a Royal Yachting Association (RYA) recognised training centre. It offers provision for sailing and powerboat activities. The site is also home to Telford Sailability which provides sailing for people with extra care needs from ages of six upwards.

Racing events take place throughout the year with anything between six and 15 boats taking part.

Sailing takes place on most Sundays throughout the year and occasionally on Saturdays. In comparison Telford Sailability uses the lake Mondays and Fridays.

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Rowing

Ironbridge Rowing Club has a clubhouse on the River Severn (TF8 7BJ) in the Ironbridge Gorge. The Club utilises the river for training and for regattas using 4.5 miles of the river all year round except in conditions of extreme flooding. Adult sessions are held Tuesdays and Thursdays 18:15 and Saturdays 08:30 and 11:00 for beginners. Regarding junior training (winter) the club uses the river on Sundays for its performance, development and recreational squads.

Canoeing

Telford Canoe Club, similar to Ironbridge Rowing Club, primarily uses the River Severn for its activities, however, also uses multiple venues in Wales such as the River Dee and Cardiff International Whitewater. The Club includes participation in Whitewater Kayaking, Freestyle Kayaking and Standup Paddle Boarding. The former discipline uses Jackfield rapids near Telford for some of its activities.

Arthog Outreach Group

Arthog Outreach Group focuses on high quality outdoor education and uses Telford & Wrekin, as well as surrounding local areas (Shropshire / North Wales) for activities such as Team Building, Rock Climbing, Hill Walking, Paddle Sports, Mountain Biking, Underground Exploration, Orienteering and Bushcraft.

Regarding Paddle Sports, it utilises several locations including its own swimming pool, sheltered lakes and for more advanced sessions canals and the River Severn.

Telford Sea Cadets

Telford Sea Cadets aims to give young people an experience that will help them grow into the person they want to be in a safe and friendly environment. Through various activities and adventures, participants learn teamwork, respect, loyalty, self-confidence, commitment, self-discipline, honesty and how to be the best version of ourselves. Although specific details are not available online the group is known to use multiple bodies of water across Telford & Wrekin for its activities.

13.4: Conclusion

Outdoor water sports within Telford & Wrekin are well catered for through facilities such as: Priorslee Lake and the River Severn as well as a number of canals and smaller bodies of water, meaning that area is particularly well catered for when it comes to outdoor water sports given that it is not a coastal authority. This seemingly adequately caters for demand, with all associated clubs openly advertising to attract new members.

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Supply and demand summary

- ◆ Outdoor water sports within Telford & Wrekin are fairly well catered for through facilities such as Priorslee Lake and the River Severn as well as a number of canals and smaller bodies of water, meaning that area is particularly well catered for when it comes to outdoor water sports given that it is not a coastal authority.

Supply summary

- ◆ The River Severn is the primary location for outdoor water sports in Telford & Wrekin with it being used for rowing, canoeing and paddle sports. Local lakes and bodies of water are also used by relevant clubs in the area such as Shropshire Union Canal and Priorslee Lake by Telford Sailing Club.

Demand summary

- ◆ The identified water sports facilities are home to numerous clubs and groups, Telford Sailing Club, Telford Sailability, Ironbridge Rowing Club, Telford Canoe Club, Arthog Outreach Group and Telford Sea Cadets.
- ◆ In addition to the above there are also Wrekin Telford Sub Aqua Club and Aquarius Sub Aqua Club operating within the Telford & Wrekin however these two clubs mainly use purpose built indoor swimming pools such as Short Wood Swimming Pool and Abraham Darby Sports and Leisure Centre rather than any outdoor bodies of water.

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PART 14: OPEN WATER SWIMMING

14.1: Introduction

Swim England is the national governing body for swimming, diving, water polo, open water swimming and synchronised swimming in England. It forms part of British Swimming a federation of nation governing bodies of England, Scotland (Scottish Amateur Swimming Association) and Wales (Welsh Amateur Swimming Association).

Open water swimming, which can also be referred to as wild swimming or outdoor swimming, takes place anywhere that is not a swimming pool, which means no man-made sides and bottoms, and no lane ropers or black lines to follow. Suitable venues include but are not limited to lakes, rivers, lochs, seas and reservoirs.

Consultation

Information for open water swimming was gathered through online research and via consultation with Shropshire Bluetits.

14.2: Supply

Based on consultation findings with Shropshire Bluetits there are at least two locations currently used for Open Water Swimming in Telford & Wrekin which are, Old Quarry (TF4 2PU) and the River Severn (TF8 7BJ). The Club primarily uses the former site and only uses the latter site on rare occasions as it is dependent on weather conditions and levels of the water. The River Severn is also well used for other water sports such as canoeing which can make it difficult to access for swimming.

The Club does not indicate any issues surrounding accessibility or quality regarding Old Quarry. It mentioned it cannot use the facility midweek (10:00 – 15:00) as it is accessed by an outreach group.

14.3: Demand

The Bluetits Chill Swimmers is a national social enterprise which encourages people to try open water swimming. It has around 5,000 members countrywide with a localised 'flock' within Shropshire. The local Shropshire Bluetits flock generally uses online social media outlets to arranging events in order to reach the majority of its members.

Future/latent demand

Sport England's Segmentation Tool enables an analysis of the percentage of adults that would like to participate in swimming but that 'are not currently doing so'. The tool identifies latent demand of 17,771 people within Telford & Wrekin, which represents approximately 9.5% of the Authority's population. It is anticipated that some of this demand would be located in purpose-built provision such as swimming pools, however, some of this demand would potentially be for open water swimming.

Notwithstanding the above, the nature of open water swimming likely means that most of the latent and future demand will not require space within a club or at a dedicated facility. Instead, most new participants will likely take up the sport by themselves (or with friends) on a recreational basis.

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14.4: Conclusion

Given the information collected above, there seems to be an appropriate level of access to suitable sites for open water swimming, based on the current and future/latent levels of demand within Telford & Wrekin. However, it should be considered that Shropshire Bluetits highlight a need for additional ancillary facilities at the Old Quarry to help improve the user experience.

Supply and demand summary

- ◆ In Telford & Wrekin, there seems to be an appropriate level of access to suitable sites for open water swimming, based on the current and future/latent levels of demand.

Supply summary

- ◆ Based on consultation findings with Shropshire Bluetits there are at least two locations currently used for Open Water Swimming in Telford & Wrekin which are, Old Quarry (TF4 2PU) and the River Severn. The Club primarily uses the former site and only uses the latter site on rare occasions as it is dependent on weather conditions and levels of the water.
- ◆ The Club does not indicate any issues surrounding accessibility or quality regarding Old Quarry. It mentioned it cannot use the facility midweek (10:00 – 15:00) as it is accessed by an outreach group.

Demand summary

- ◆ The Bluetits Chill Swimmers is a national social enterprise which encourages people to try open water swimming. It has around 5,000 members countrywide with a localised 'Flock' within Shropshire.
- ◆ The Sport England's Segmentation Tool identifies latent demand of 17,771 people within Telford & Wrekin that would like to participate in swimming but are not currently doing so.

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PART 15: CYCLING

15.1: Introduction

British Cycling is the NGB for all forms of cycling. It oversees six sporting disciplines, with each having a dedicated facility type:

- ◀ Track cycling – velodromes.
- ◀ Road cycling – closed road circuits.
- ◀ Mountain biking – trails.
- ◀ BMX racing – race/pump tracks.
- ◀ Cycle speedway – cycle speedway tracks.
- ◀ Cyclocross – non-dedicated, non-permanent venues.

British Cycling aids in the development of all six formats, helping to safeguard those that wish to participate in a competitive and compelling environment. The popularity of cycling has increased since recent, elite sporting success in the Olympics and Paralympics as well as in other major championships.

Telford & Wrekin Local Cycling & Walking Infrastructure Plan (LCWIP) (2022)³⁰

The Council completed its LCWIP based on evidence provided within its Cycling and Walking Investment Strategy (2017) and other strategic documents. It outlined a long-term 10+ plus years to enhance active travel in the Borough with its overarching visions and objective to facilitate modal shift and increase the number of people choosing to walk and cycle for short or as part of longer journeys.

The results indicate five key cycle corridors for investment Madeley Loop, Telford to Oakengates, Hadley Castle – Hortonwood Loop Connector, Shawbirch to Arleston (Via Wellington) and Great Dawley.

Telford Bike Hub³¹

The Council operates a bike hire service including access to adaptive cycles and electric bikes. Additionally, it offers a range of sessions outlined below.

- ◀ Learn 2 Ride group sessions ages 4+.
- ◀ 1-2-1 Learn 2 Ride sessions for adults and children.
- ◀ Bikeability training.
- ◀ Bike club.

The Bike Hub is located in Telford Town Park.

Consultation

Information for cycling was gathered through online research and via consultation with British Cycling. In addition, a telephone consultation was carried out with Telford Flyers BMX Club, information from this will be factored in where appropriate within this section.

³⁰ https://www.telford.gov.uk/downloads/file/21444/local_cycling_and_walking_infrastructure_plan

³¹ [Introduction - Telford Bike Hub - Telford & Wrekin Council](#)

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15.2: Supply

In Telford & Wrekin, there are 11 purpose built outdoor cycling facilities which are identified in the table below. Most of the provision in the Authority is BMX pump tracks with only one designated as a BMX Race Track which is located at Telford Langley Sports and Leisure Centre.

There are five facilities in each of the Northern and Southern analysis areas with only one being located in the Newport Analysis Area, namely Norbroom Park.

Table 15.1: Cycling facilities within Telford & Wrekin

| Site ID | Site name | Postcode | Analysis area | Type of provision | Year built est. |
|---------|----------------------------|----------|---------------|-------------------|-----------------|
| 6 | Broadoaks Playing Field | TF2 8AL | Northern | BMX Pump Track | 2012 |
| 29 | Lawley Public Park | TF4 2PJ | Southern | BMX Pump Track | 2012 |
| 38 | Malinslee Playing Fields | TF4 2NS | Southern | BMX Pump Track | 2007 |
| 48 | Norbroom Park | TF10 7XY | Newport | BMX Pump Track | 2009 |
| 59 | Ringers Lane | TF5 0BQ | Northern | BMX Pump Track | 2006 |
| 76 | The Telford Langley School | TF4 3JS | Southern | BMX Race Track | 2014 |
| 91 | Leegomery BMX Track | TF1 6UY | Northern | BMX Pump Track | 2004 |
| 122 | Saville Close Playground | TF1 2AJ | Northern | BMX Pump Track | 2006 |
| 123 | Rough Park BMX Track | TF7 5TY | Southern | BMX Pump Track | 2018 |
| 124 | Stirchley BMX Track | TF3 1EX | Southern | BMX Pump Track | 2006 |
| 125 | Wombridge BMX Track | TF2 6JB | Northern | BMX Pump Track | 2006 |

For information, pump tracks are non-racing tracks and are shorter (good for beginners). Race tracks have more of a compacted surface, longer and have a starting ramp with a range of hills and jumps. Also used for competitions.

In addition to the above there are also bespoke cycling trails Aqueduct (Off Old Vicarage Road – TF4 3NE), Wellington Road (Donnington – TF10 9GZ), Hills Lane (TF7 4BY), Windsor Road – TF1 2PE) and Ketley Millennium Village (TF1 5BR).

Telford Flyers BMX Club has multiple development plans for The Telford Langley School with the main one to add another storage container on the site to provide a bar and office. This is in addition to the already in situ toilets and tuck shop.

Quality

Based on non-technical site visits the provision at The Telford Langley School (only racetrack), Leegomery BMX Track (resurfaced in 2023), Broadoaks Playing Field, Lawley Public Park, Saville Park BMX Track, Rough Park BMX Track, Wombridge BMX Track, Ringers Lane and Malinsee Playing Field are all primarily tarmacked, with some concrete in places.

It should be noted that despite being in good quality Telford Flyers BMX Club indicates there has been some vandalism (graffiti) of the track and storage containers on this site.

The facilities as a whole are good quality with some minor quality issues present at Malinslee Playing Fields, Wombridge BMX Track and Ringers Lane surrounding drainage, degrading surface quality and evidence of repairs.

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In comparison, Norbroom Park is standard quality with the surface being grass/earth with evidence of some water logging. The remaining site, Stirchely BMX Track, is classified as poor quality as it seems no longer formally maintained with most of the track being overgrown and evidence of litter.

15.3: Demand

There are five prominent cycling clubs based in Telford & Wrekin. The name of the clubs, membership levels and relevant types of cycling activity that they provide are outlined in the table below.

Table 15.2: Summary of cycling demand within Telford & Wrekin

| Club name | Members ³² | Types |
|-------------------------|-----------------------|--|
| Aerologic RT | 23 | Club training rides / Competitive Time Trials / Cyclo-Cross racing / Recreational rides / Road racing / Sportives |
| Newport Shropshire CC | 206 | Charity rides / Club training rides / Coaching / Competitive Time Trials / Cyclo-Cross racing / MTB Cross Country racing / Recreational Rides / Road racing / Sportives / Track racing / Women only sessions |
| Smiley's Flight Club | 22 | BMX Racing / Coaching / Cyclo-Cross racing / MTB 4X Racing / MTB Cross County racing / Track racing / Womens only sessions |
| Telford Flyers BMX Club | 110 | BMX Racing / Club training rides / Coaching / Competitive Time Trials / Cyclo-Cross racing / Recreational rides / Women only sessions |
| Wrekinsport CC | 168 | Charity rides / Club training rides / Competitive Time Trials / Cyclo-Cross racing / Recreational Rides / Road racing / Sportives |

Wrekin Riders BMX Club was previously operating within the Authority; however, it dissolved in February 2023.

Telford Flyers BMX Club is the only club to be based at a purpose-built facility, The Telford Langley School, with the remaining clubs mainly using the local road and cycling route networks. It leases this from the Council. With this being said, Smiley's Flight Club also operates training sessions out of the same site on a regular basis despite not being formally based at the venue.

The Club has 110 members currently with approximately 90% of these being male. It reports participation has increased significantly over last year due in part to new ownership. It plans to continue this growth with the use of social media and hopefully momentum from the Olympics (Paris 2024).

Go-Ride

Go-Ride is a British Cycling's development programme for young people. It offers a fun and safe way to introduce young people to the sport and provides a platform to improve cycling skills. People can get involved through holiday coaching programmes or through their local accredited club which allows them to sample the various disciplines of the sport.

³² Information gathered from British Cycling data.

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Progression is obtainable with Go-Ride Racing, offering competition for riders to transition from school or club coaching to inter club and open regional competitions.

In Telford & Wrekin, there are currently no Go-Ride sessions taking place, with the nearest identified at Mid Shropshire Wheelers (Shropshire).

Breeze

Breeze is a British Cycling's development programme for women. It offers three categories easy going, steady and challenging to allow women of all abilities to get involved. The programme offers exercise whilst also creating a comfortable environment to meet new people.

In Telford & Wrekin, there are currently no Breeze sessions taking place, with the nearest identified in Bloxwich (Walsall) or West Smethwick (Sandwell).

Future/latent demand

Sport England's Segmentation Tool enables an analysis of the percentage of adults that would like to participate in cycling but that 'are not currently doing so'. The tool identifies latent demand of 6,932 people within Telford & Wrekin, which represents approximately 3.7% of the Authority's population compared to a national average of 3.4%. This therefore suggests that unmet demand is higher than what would otherwise be expected.

Notwithstanding the above, the nature of cycling likely means that most of the latent and future demand will not require space within a club or at a dedicated facility. Instead, most new participants will likely take up cycling by themselves (or with friends) on a recreational basis and will utilise the local road network to fulfil this. It is therefore likely that other barriers are preventing participation.

15.4: Supply and demand analysis

Relatively high demand for cycling is identified within Telford & Wrekin, especially when taking into account latent demand. Whilst most of this will fall outside of the club environment and will not require dedicated provision, protecting and sustaining what is provided across the six identified sites should be seen as particularly key given the off-road facilities offered. The provision at The Telford Langley School, in particular should be seen as a destination venue for BMX cyclists in the area being the only BMX Race Track in the Authority.

Elsewhere, with all dedicated facilities existing across the Northern and Southern analysis areas, demand for the creation of facilities within the Newport Analysis Area could be explored. Any provision should complement what is already in place to ensure a broader range of activities can be catered for across the Borough.

Continued implementation of initiatives promoted by British Cycling should also be explored in order to encourage more people to get into cycling. This therefore includes Go-Ride and Breeze.

15.5: Conclusion

Formal cycling provision at The Telford Langley School requires protection to ensure competitive demand can continue to be met. In addition, Telford Flyers BMX Club needs assisting where possible with the development of the site and continued growth of participation.

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The remaining provision also requires protection to ensure recreational/future/latent demand can continue to be met with emphasis in protecting access and maintaining quality.

With this being said, the long-term viability of the provision at Stirchley BMX Track needs to be examined, with relevant stakeholders such as British Cycling, the Council, community groups/users, in greater detail due to its poor condition. Furthermore, it should be noted that there are four other dedicated cycling facilities in the Southern Analysis Area which could cater for any limited demand using this provision.

Supply and demand summary

- Relatively high demand for cycling is identified within Telford & Wrekin, especially when taking into account latent demand. Whilst most of this will fall outside of the club environment and will not require dedicated provision, protecting and sustaining what is provided across the six identified sites should be seen as particularly key given the off-road facilities offered.
- Elsewhere, with all dedicated facilities existing across the Northern and Southern analysis areas, demand for the creation of facilities within the Newport Analysis Area could be explored. Any provision should complement what is already in place to ensure a broader range of activities can be catered for across the Borough.

Supply summary

- In Telford & Wrekin, there are 11 purpose built outdoor cycling facilities. The majority of provision in the Authority are BMX pump tracks with only one designated as a BMX Race Track which is located at Telford Langley Sports and Leisure Centre.
- There are five facilities in each of the Northern and Southern analysis areas with only one being located in the Newport Analysis Area, namely Norbroom Park.
- The facilities as a whole are good quality with some minor quality issues present at Malinslee Playing Fields, Wombridge BMX Track and Ringers Lane surrounding drainage, degrading surface quality and evidence of repairs.
- In comparison Norbroom Park is standard quality with the surface being grass/earth with evidence of some water logging. The remaining site, Stirchely BMX Track, is classified as poor quality as it seems no longer formally maintained with the majority of the track being overgrown and evidence of litter.
- Telford Flyers BMX Club is the only club to be based at a purpose-built facility, Telford Langley Sports and Leisure Centre, with the remaining clubs mainly using the local road and cycling route networks.

Demand summary

- There are five prominent cycling clubs based in Telford & Wrekin, Aerologic RT, Newport Shropshire CC, Smiley's Flight Club, Telford Flyers BMX Club, Wrekinsport CC.
- Telford Flyers BMX Club has 110 members currently with approximately 90% of these being male. It reports participation has increased significantly over last year due in part to new ownership. It plans to continue this growth with the use of social media and hopefully momentum from the Olympics (Paris 2024).
- In Telford & Wrekin, there are currently no Go-Ride sessions taking place, with the nearest identified at Mid Shropshire Wheelers (Shropshire).
- In Telford & Wrekin, there are currently no Breeze sessions taking place, with the nearest identified in Bloxwich (Walsall) or West Smethwick (Sandwell).
- The Sport England Segmentation Tool identifies latent demand of 6,932 people in Telford & Wrekin that would like to participate in cycling but that are not currently doing so.

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PART 16: OTHER SPORTS

16.1: Angling

Angling is the sport or recreational activity of fishing with a rod and line where catching fish is the aim. The Angling Trust is recognised by the Government as the NGB for angling in England and partner with Visit Wales and Natural Resources Wales to promote fishing in Wales. Its current five-year strategic plan, Fishing for Good 2023-28, details its vision for fishing and the environment.

Through the pillars of campaigning, participation, competitions and supporting grass roots clubs and fisheries, the report outlines how the Angling Trust will play a leading role in achieving key goals that will enrich and benefit fishing including:

- ◀ Increasing recognition for the sport and promoting the joy that fishing brings and its proven benefits for participants and the environment.
- ◀ Combating pollution, over-predation, abstraction, and other threats to fishing and the environment.
- ◀ Promoting the mental health and wellbeing benefits of angling to the wider community.
- ◀ Improving angling access and creating new opportunities for people to enjoy fishing.
- ◀ Protecting the legal right to go fishing and challenging recreational and commercial over-exploitation of fish and the environment.
- ◀ Supporting efforts to combat illegal fishing and fish theft.
- ◀ Increasing the diversity of participants and ensuring our sport is welcoming to all.
- ◀ Creating opportunities for all to take part in competitions from grassroots to elite participation.
- ◀ Ensuring good governance and safeguarding, so that everyone can enjoy our sport in a safe environment.
- ◀ Establishing role models and pathways to participate through coaches, volunteers, and community leaders, both locally and nationally.

For the case of Telford & Wrekin, with it being located inland and not near a sea, in most cases an individual will require a rod licence³³ and a permit (often from the Canal & River Trust) or day ticket/membership from the whoever manages the site.

In the UK a fishing season can vary on the type of water, fish species and location but generally it spans from March to October. This helps conserve fish population and allows them to spawn and grow during certain times of the year.

Consultation

Consultation attempts were made to discuss angling in Telford & Wrekin with three main stakeholders in the Authority (Telford Angling Association, Dawley Angling Society and Thomas Telford Angling Club) with only the former completing a telephone discussion. Information surrounding the remaining two stakeholders was gathered through online research to guide this section.

Supply

Although it is difficult to quantify all the locations for Angling across Telford & Wrekin using online research and information provided by the Council the below lists have been identified including the stakeholder which currently manages the sites.

³³A rod licence is required for fishing in England if you are targeting salmon, trout, freshwater fish, smelt or eel.

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Angling and fish stocking activities themselves do not constitute “development” and, therefore, do not fall under the town and country planning system. However, the construction of structures associated with such activities, such as jetties or car parking facilities, would be considered as operation development that would require planning permission. Key points to consider:

- ◀ What facilities are available at the site: car parking, clubhouse/toilets, restaurant/bar etc.
- ◀ How many ponds and approx. size.
- ◀ How do you rate the quality of pond/s any issues with depth of pond for example, reeds.
- ◀ How do you rate the water quality any issues with silt for example.
- ◀ Path quality.
- ◀ General site maintenance? Any overgrown areas/litter etc.
- ◀ How would you rate disabled access at the site?
- ◀ Any other facility issues.
- ◀ Do you offer boat hire?
- ◀ How many members do you have?
- ◀ How far do members tend to travel to access the provision?

The table overleaf highlights the available information for each known angling pool in Telford & Wrekin.

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Table 16.1: Summary of angling pool venues in Telford & Wrekin

| Fishing rights | Site name | Species of fish | Depth | Parking | Accessibility | Number of pegs | Other |
|-----------------------------|----------------------------|---|------------|--|--|----------------|---|
| Dawley Angling Society | River Severn (Ironbridge), | Barble, Roach, Bream, Chubb, Pike, Perch, Gudgeon, Dace, Bleak, Rudd, Eel and Carp (in low numbers) | 1ft – 15ft | Parking at the various locations along the river | Issues walking to pegs and sodden ground during high water levels | 60 | Each section (The Woods / The Gardens / Canyon and Fast water) contains roughly 20 pegs |
| Dawley Angling Society | Stirchley Bottom Pool | Carp (Common/Mirror/Crucian), Chubb, Roach, Perch, Pike, Rudd, Tench and Bream | 1ft – 20ft | Dedicated carparking for the site | Terrain is flat but issues for people who use mobility aids | 25 | - |
| Dawley Angling Society | Stirchley Top Pool | Carp (Common/Mirror/Crucian), Ide, Roach, Perch, Pike, Rudd, Tench and Bream | 3ft – 13ft | Dedicated carparking for the site | Purpose built disability platform in 2022 with assistance from the Council | 22 | - |
| Dawley Angling Society | Park Farm Pool | Carp (Common/Mirror), Roach, Perch, Rudd and Bream | N/A | Dedicated carparking for the site | Terrain is flat but issues for people who use mobility aids | 22 | - |
| Severn Trent Water | Priorslee Lake | - | - | - | - | - | - |
| Telford Angling Association | Big Apley | Carp (Common/Mirror/Ghost/Crucian), Roach, Perch, Gudgeon and Bream | 1ft - 5ft | Good size layby on the side of the road | Many Pegs are accessible for disability users | 34 | - |
| Telford Angling Association | Blue Pool | Big Apley at Carp (Common/Mirror), Bream, Tench, Pike, Perch and Catfish | 1ft – 18ft | Parking a short walk away with some blue badge parking closer | Issues getting to the pool unless using the blue badge carparking | 10 | - |
| Telford Angling Association | Castle Pool | Carp (Common/Mirror/Crucian), Roach, Perch and Gudgeon | 2ft – 6ft | Dedicated carparking for the site | Terrain is flat but issues for people who use mobility aids | 15 | - |
| Telford Angling Association | Dandy Pool | Carp (Common/Mirror/Ghost/Crucian), Roach, Perch, Rudd and Bream | 2ft – 5ft | Dedicated carparking for the site | Terrain is flat but issues for people who use mobility aids | 15 | - |
| Telford Angling Association | Dothill Pool | Carp (Common/Mirror), Tench, Roach, Perch and Pike | 2ft – 6ft | No dedicated parking | Terrain is flat but issues for people who use mobility aids | 10 | - |
| Telford Angling Association | Holmer Lake | Carp (Common/Mirror), Roach, Bream, Perch and Pike | 4ft – 8ft | Dedicated carparking for the site | Some pegs are accessible for disabled anglers near the car park | N/A | Some pegs but many anglers use the open bank |
| Telford Angling Association | Horsehay Pool | Carp (Common/Mirror/Crucian), Roach, Perch, Tench, Rudd, Pike and Bream | 2ft – 8ft | Parking can be tricky due to local housing but there is a small area | Not suitable | 16 | The Council is assisting TAA in installing disabled friendly pegs in the near future |
| Telford Angling Association | Little Apley Pool | Carp (Common/Mirror/Crucian), Roach, Tench and Rudd | 2ft – 5ft | No dedicated parking | Terrain is very flat with no obstacles | 12 | Users tend to park on grass verge near location |
| Telford Angling Association | Mad Brook Pools | Carp (Common/Mirror), Roach, Perch, Tench, Rudd and Pike | 1ft - 4ft | No dedicated parking | Issues due to distance needing to travel from car parking | 12 | - |
| Telford Angling Association | Middle Pool | Carp (Common/Mirror), Roach, Perch, Tench, Bream and Pike | 1ft – 8ft | Some dedicated parking | There is a pathway but issues gaining access to pegs due to steps | 25 | - |
| Telford Angling Association | Priorslee Flash | Carp (Common/Mirror), Roach, Perch, Tench, Bream and Pike | 1ft – 6ft | Some parking on the road leading up to site | Issues with mud and short walk to pegs | 20 | - |
| Telford Angling Association | Randlay Pool | Carp (Common/Mirror), Roach, Perch, Tench, Bream, Gudgeon and Pike | 2ft – 14ft | Some parking close by but a short walk is required | Issues getting to the pool unless using the blue badge carparking | 10 | Small parking area at the site for blue badge holders |
| Telford Angling Association | River Severn | Barble, Roach, Bream, Chubb, Pike, Perch, Gudgeon, Dace, Bleak, Rudd, Eel and Carp (in low numbers) | 1ft – 15ft | Parking at the various locations along the river (Dale End Park / Buildwas / Sheep Field / Lego Blocks / Power Station). | Issues walking to pegs and sodden ground during high water levels | N/A | Some carparking is pay and disable and can get busy due to Ironbridge tourist attractions |
| Telford Angling Association | Tee Lake | Carp (Common/Mirror), Roach, Perch, Tench and Pike | 2ft – 6ft | No dedicated parking | Terrain is flat but issues for people who use mobility aids | 22 | - |
| Telford Angling Association | Trench Pool | Carp (Common/Mirror), Roach, Perch, Tench, Bream and Pike | 1ft – 8ft | Some dedicated parking | There is a pathway but issues gaining access to pegs due to steps | 25 | - |
| Telford Angling Association | Wide Waters | Carp (Common/Mirror/Crucian), Roach, Perch, Gudgeon, Rudd and Bream | 2ft – 8ft | Dedicated carparking for the site | Terrain is flat but issues for people who use mobility aids | 21 | - |
| Thomas Telford Angling Club | Leegomery Pools | - | - | - | - | - | - |

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Each site varies in multiple ways including accessibility (disability/parking etc), species of fish, size of stock, depth of water and number of Pegs provided. For reference a Peg is a pre-defined area on the bank of the water where an individual can fish from.

As an example, the species of fish at Big Apley include carp (common/mirror/ghost/crucian), roach, perch, gudgeon and bream. It has a depth of one to five ft, has 34 pegs and is relatively disabled accessible. In comparison, the species of fish at Blue Pool are carp (common/mirror), roach, bream, tench, pike, perch and catfish. The depth of the pool ranges for one to 18 ft with ten pegs. The site is generally inaccessible for users with a disability unless you have special parking permits.

All things considered, given the number and variety of locations, in addition to the rules and regulation each stakeholder enforces which protect the sites, the overall quality of provision is good.

Telford Angling Association does not have any access to changing rooms or toilets at any of its sites. It has an aspiration to carry out coaching for junior members which requires the hiring of rooms.

Regarding issues, it states quality varies across all sites with fish death being a key problem linked to pollution in the water within Telford. It is actively trying everything to improve this situation. This is proving so problematic that it is struggling to give attention to enhancing its surroundings. Access to sites is generally standard with some weed overgrowth which is not too challenging, however, Little Apley Pool is known to have worsened in quality.

The Association plans to obtain long leases on some of its sites in order to keep developing and improving their quality, although it does not provide specifics.

Demand

Due to the nature of the sport, in addition to the lack of consultation findings, it is difficult to specifically quantify the levels of demand within Telford & Wrekin. As mentioned, individuals often have to hold a rod licence and permit/membership/day ticket to fish. With multiple venues, managed by multiple stakeholders, one individual may have several memberships/permits for different location, depending on where they prefer to fish.

With the above being said, Sport England's Segmentation Tool enables an analysis of the percentage of adults which currently and would like to participate in Angling. This data indicates that 2,036 people presently take part in the sport in Telford & Wrekin with another 363 suggesting they would like to but 'are not currently doing so'. This represents approximately 1% of the current population of the Authority.

Telford Angling Association indicates it has between 1,500 and 2,000 members (including senior, junior and disability). The organisation is run by volunteers. As discussed, it does not have access to suitable ancillary provision with aspirations for it to provide somewhere to allow women and girls to change in order to increase membership.

Supply and demand analysis

Given the number of angling locations across Telford & Wrekin when compared to the amount of demand (roughly 1% of the population) there is considered to be a suitable amount of provision.

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Therefore, the onus is on the protection of these sites and assistance to be provided, where possible, to the relevant stakeholders (Dawley Angling Society, Telford Angling Association and Thomas Telford Angling Club) to ensure their quality and accessibility.

In addition, it is important to consider how to make sites more accessible for people with disabilities and the potential are establishing better car parking and ancillary provision (toilets/changing, particularly for accommodating women and girls) at well used locations.

16.2: American football

Introduction

American football in the UK is governed and administered by the British American Football Association (BAFA). This covers both contact and flag activity.

Adult contact teams play within the BAFA National League or the BAFA Women's National League and play home and away fixtures per the regular season with a playoff system to follow for those which qualify. Junior contact football is played as a full 11v11 format league season for U19s, whilst U16s contact football is played as a 5v5 format with full equipment and tackling based across a series of day tournaments as part of a festival structure.

Flag football is the fastest growing format of the game not only in Great Britain, but also across the world, with professional leagues such as the American Flag Football League and the newly established NFL Flag starting to spring up. It is a high-octane, non-contact version of American football, where tackles are made by pulling off flags which all players wear on their hips. There are multiple formats and variations globally, but in Great Britain the predominant format is 5v5 aligning with the current International Federation of American Football competition format.

Consultation

Attempts were made to consult with Shropshire Revolution, the only club in the authority, however, it was unresponsive. As a result, online research and non-technical assessments were used to guide this section.

Supply

There is one dedicated American football pitch in Telford & Wrekin located at Oakengates Leisure Centre (Northern Analysis Area – TF2 7AB). The pitch is rated as standard quality and is in the infield of the onsite athletics track. Shropshire Revolution use this pitch for its competitive demand however it also occasionally uses the 3G pitch at Telford College (Northern Analysis Area – TF1 2NP) to meet some of its non-contact training demand.

As the grass pitch is located in the infield of the athletics track, it is also used for throw events from Telford AC which can cause some issues surrounding quality (divots etc). Furthermore, in order to avoid issues regarding access the Telford AC generally uses the site midweek and on Saturdays, with only occasional usage on Sundays for League competitions. These events are held when Shropshire Revolution are playing away.

Demand

Shropshire Revolution has one adult men's contact team playing in the NFC 1 Midlands which play on Sunday afternoons at Oakengates Leisure Centre. The Club also trains on Sundays at Telford College (3G) during the off season.

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Supply and demand analysis

It is considered that there is sufficient supply to meet the demand for American football in Telford & Wrekin for both competitive and training demand. As a result, it is essential that Shropshire Revolution continues to have access to the provision at Oakengates Leisure Centre and Telford College to meet its demand. In addition, where possible the grass pitch at the former site should be improved to continue to cater for American football demand as well as demand from athletics (throw events).

16.3: Baseball and softball

Introduction

Baseball Softball UK (BSUK) is the development agency for baseball and softball in the UK. BSUK has aligned its strategic goals to Sport England's Uniting the Movement, an initiative concentrated on increasing the sporting activity levels across under-represented communities, in the hope of securing investment for 2022-2027. Since 2000, BSUK has provided services to the sports' governing bodies, the British Baseball Federation and British Softball Federation with the aim of developing and increasing the levels of participation, skill and achievement in baseball and softball. This occurs at both junior and adult levels, from school and grassroots through to domestic adult clubs up to the Great Britain national teams. Baseball, the more commonly known of the two sports, is played between two teams of nine players, both of which, alternate between batting and fielding across nine innings. In contrast, two forms of softball exist: slow pitch and fast pitch.

Consultation

Telford Baseball Club, the only club in the authority, completed an online survey resulting in a 100% response rate. In addition, online research and non-technical assessments were used to guide this section.

Supply

There is one dedicated baseball diamond located in Telford & Wrekin which is located at The Meadow Recreation Ground (Southern Analysis Area). The diamond is rented to Telford Baseball Club by the Council with tenure considered secure. The wider playing field site is also used for football in the winter season.

The baseball provision is rated as poor quality based upon information gathered with the Club stating a need to improve the playing field surface and backstop area. Provision has also suffered from unofficial usage which has damaged the playing surface with tyre marks, littering and holes. The overall quality is believed to have become much poorer overall since last season. Ancillary provision on site is limited with only a car park available for use, it states aspirations for changing rooms and access to toilet facilities in the future.

The booking process does not meet the Clubs current requirements as it has no option to hire a baseball field as the provision it currently uses is allocated as a 'Cricket pitch'. Further to this, it indicates that funding has been difficult to obtain both through the Council and external parties (BSUK) with current improvements currently being funded by the volunteers at the Club. As an example, it states approval for any alterations through the Council can be difficult to obtain with it still awaiting having a larger permanent backstop.

Although not included within the remit of the PPORS it should be noted that Telford Baseball Club also uses Abraham Darby Sports and Leisure Centre (Southern Analysis Area) and Telford Langley School (Southern Analysis Area) for indoor training.

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Demand

As mentioned, there is one dedicated baseball club in Telford & Wrekin, Telford Baseball Club, which plays out of The Meadow Recreation Ground. The Club has one men's, and one women's team named the Giants and the 26ers, respectively. The latter team is the only women's baseball team in the West Midlands. Each team plays on Sundays and train on Tuesdays (18:00 to 20:00).

In total, the Club reports having 20 male, seven female and five junior (U18s) members. Senior participation has roughly stayed the same over the past three years with juniors increasing within the same time period. It has plans to increase participation across the different demographics.

Supply and demand analysis

With the above taken into consideration, it is considered that Telford Baseball Club can accommodate all demand for the sport across the Telford & Wrekin, however, there is a need to improve the quality of provision on the site. The development of some form of changing rooms / toilets would benefit the Club in addition to other users of the site (football). Additionally, there is a need to assist in improving the quality of the baseball diamond and surrounding playing field area, including but not limited to establishing a larger permanent backstop. Improvements are also needed regarding the booking system to establish a bespoke Baseball categorisation at relevant costings.

16.4: Rounders

Rounders England is the national governing body for the sport of rounders in England. Its key role is to co-ordinate a development network, working through local delivery partners that provides a pathway and opportunities for aspiring players to progress to whatever level of play is right for them. In addition, it provides information about the game, run coaching and umpiring courses, tournaments, sell resources and promote the sport at all levels.

Based on evidence from online research the following sites have one or more rounders pitches regularly marked.

- ◀ Site ID 35 – Madeley Academy (Southern Analysis Area).
- ◀ Site ID 45 – Newport C. E Junior School (Newport Analysis Area).
- ◀ Site ID 47 – Newport Girls High School Academy Trust (Newport Analysis Area).
- ◀ Site ID 67 – St Lawrence CE VC Primary School (Newport Analysis Area).
- ◀ Site ID 68 – St Patrick's Catholic Primary School (Northern Analysis Area).
- ◀ Site ID 69 – St Peter and St Paul Catholic Primary School (Newport Analysis Area).
- ◀ Site ID 78 – The Burton Borough School (Newport Analysis Area).
- ◀ Site ID 88 – Wrekin College Sports Centre (Northern Analysis Area).

The abovementioned sites are used for curricular and extracurricular rounders activities including events operated by the Telford & Wrekin School Sports Partnership. There is no known external rounders league operating within the Authority with any community-based demand taking place in leagues in the neighbouring authority of Shropshire.

Supply and demand analysis

In conclusion, current supply of rounders pitches is sufficient to cater for current demand and offers sufficient capacity to accommodate curricular and extracurricular demand. Any external demand is catered for within the neighbouring authority of Shropshire.

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Supply and demand summary

- Given the number of Angling locations across Telford & Wrekin when compared to the amount of demand (roughly 1% of the population) there is a suitable amount of provision.
- It is considered that there is sufficient supply to meet the demand for American football in Telford & Wrekin for both competitive and training demand. As a result, it is essential that Shropshire Revolution continues to have access to the provision at Oakengates Leisure Centre and Telford College to meet its demand.
- It is considered that Telford Baseball Club can accommodate all demand for the sport across the Telford & Wrekin, however, there is a need to improve the quality of provision on the site.
- Current supply of rounders pitches is sufficient to cater for current demand and offers sufficient capacity to accommodate curricular and extracurricular demand.

Supply summary

- A total of 21 angling pool venues are used across Telford & Wrekin.
- Given the number and variety of angling locations, in addition to the rules and regulation each stakeholder enforces which protect the sites, the overall quality of provision is considered to be good.
- There is one dedicated American football pitch in Telford & Wrekin located at Oakengates Leisure Centre (Northern Analysis Area – TF2 7AB). The pitch is rated as standard quality and is in the infield of the onsite athletics track.
- There is one dedicated baseball diamond located in Telford & Wrekin which is located at The Meadow Recreation Ground (Southern Analysis Area). The diamond is rented to Telford Baseball Club by the Council with tenure considered secure. The baseball provision is rated as poor quality.
- Eight sites are identified as providing one or more rounders pitches in Telford & Wrekin.

Demand summary

- Telford Angling Association indicates it has between 1,500 and 2,000 members (including senior, junior and disability).
- Shropshire Revolution American Football has one adult men's contact team playing in the NFC 1 Midlands which play on Sunday afternoons at Oakengates Leisure Centre. The Club also trains on Sundays at Telford College (3G) during the off season.
- Telford Baseball Club has one men's and one women's team named the Giants and the 26ers, respectively. The latter team is the only women's baseball team in the West Midlands. Each team plays on Sundays and train on Tuesdays (18:00 to 20:00).

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APPENDIX 1: SPORTING CONTEXT

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

National context

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

Department of Culture, Media and Sport Get Active: A Strategy for the Future of Sport and Physical Activity (2023)

The previous Government published its new strategy for sport in August 2023. The 2015 government sport strategy, Sporting Future: A New Strategy for a More Active Nation, was a fundamental re-framing of sport and physical activity in the UK. It set out five outcomes delivered by sport and physical activity:

- ◀ Physical wellbeing
- ◀ Mental wellbeing
- ◀ Individual development
- ◀ Social and community development
- ◀ Sustainable economic development

This new strategy builds on the foundations of Sporting Future and retains these five outcomes at its core. In order to measure its success in producing outputs which accord with these aims it has also adopted a series of three core priorities, with seven indicators to achieve these priorities as follows:

- ◀ **Being unapologetically ambitious in making the nation more active**
 - ◀ Ensuring everyone is focused on increasing physical activity, meaning fewer inactive children, and narrowing the gap on inactivity where groups are not being reached, with visible progress across the country by 2030
 - ◀ Focusing on evidence, data and metrics
 - ◀ Setting the future direction for facilities and spaces where people can be active
- ◀ **Making sport and physical activity more inclusive and welcoming for all that everyone can have confidence that there is a place for them in sport**
 - ◀ Helping the sector to be welcoming to all
 - ◀ Improving how issues and concerns are dealt within the sector
- ◀ **Moving towards a more sustainable sector that is more financially resilient and robust**
 - ◀ Supporting the sector to access additional, alternative forms of investment
 - ◀ Working towards a more environmentally sustainable sector

Delivering against these priorities will help create a more active nation and a more sustainable sport sector. These aims are complementary; greater participation, stronger governance and confidence in the sector will help to drive investment, which in turn helps to attract new audiences. The vision is to make sport and physical activity accessible, resilient, fun and fair, for now and the years to come – for the benefit of individuals and the country.

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Sport England Uniting the Movement: Our 10-year vision to transform lives and communities through sport (2021-2031)

Sport and physical activity makes people happier and healthier, and movement is the lens through which we can make that happen. It does the same thing for our communities, with life-changing, sustainable benefits that have huge economic and social value. That's why Sport England wants sport and physical activity to be recognised as essential to help overcome these national challenges.

The Strategy recognises the need to invest in sport and physical activity through NGBs, other sports bodies and local sports clubs, organisations and community groups to increase engagement for different groups as part of our core purpose. It states that there is now a need to go further in promoting movement in general as the means to unlock sport and activity for some people.

Tackling inequalities

There are deep-rooted inequalities in sport and physical activity, which means that there are people who feel excluded from being active because the right options and opportunities aren't there. These inequalities are at the very core of the Uniting the Movement.

Sport England plans on having a laser focus on tackling inequalities in all that it does, because providing opportunities to people and communities that have traditionally been left behind, and helping to remove the barriers to activity is vitally important.

National Planning Policy Framework (2024)

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

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

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

Paragraph 104 sets three criterion that ensures existing open space, sports and recreational buildings and land, including playing fields and formal play spaces, should not be built on unless:

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

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

The FA National Football Facilities Strategy (2018-28)

The Football Association's (FA) National Football Facilities Strategy (NFFS) provides a strategic framework that sets out key priorities and targets for the national game (i.e., football) over a ten-year period.

The Strategy sets out shared aims and objectives it aims to deliver on in conjunction with The Premier League, Sport England and the Government, to be delivered with support of the Football Foundation.

These stakeholders have clearly identified the aspirations for football to contribute directly to nationally important social and health priorities. Alongside this, the strategy is clear that traditional, affiliated football remains an important priority and a core component of the game, whilst recognising and supporting the more informal environments used for the community and recreational game.

Its vision is: *"Within 10 years we aim to deliver great football facilities, wherever they are needed"*

£1.3 billion has been spent by football and Government since 2000 to enhance existing football facilities and build new ones. However, more is needed if football and Government's shared objectives for participation, individual well-being and community cohesion are to be achieved. Nationally, direct investment will be increased – initially to £69 million per annum from football and Government (a 15% increase on recent years).

The NFFS investment priorities can be broadly grouped into six areas, recognising the need to grow the game, support existing players and better understand the different football environments:

- ◀ **Improve 20,000 Natural Turf pitches**, with a focus on addressing drop off due to a poor playing experience;
- ◀ **Deliver 1,000 3G AGP 'equivalents'** (mix of full size and small sided provision, including MUGAs - small sided facilities are likely to have a key role in smaller / rural communities and encouraging multi-sport offers), enhancing the quality of playing experience and supporting a sustainable approach to grass roots provision;
- ◀ **Deliver 1,000 changing pavilions/clubhouses**, linked to multi-pitch or hub sites, supporting growth (particularly in women and girls' football), sustainability and providing a facility infrastructure to underpin investment in coaching, officials and football development;
- ◀ **Support access to flexible indoor spaces**, including equipment and court markings, to support growth in futsal, walking football and to support the education and skills outcomes, exploiting opportunities for football to positively impact on personal and social outcomes for young people in particular;
- ◀ **Refurbish existing stock** to maintain current provision, recognising the need to address historic under-investment and issues with refurbishment of existing facilities;
- ◀ **Support testing of technology and innovation**, building on customer insight to deliver hubs for innovation, testing and development of the game.

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

The FA: Inspiring Positive Change Through Football (2024-28)³⁴

The FA launched its new Strategy which aims to 'take English football forward, with clear focus on the biggest opportunities and challenges that need to be addressed'.

To achieve this, eight key strategic priorities are identified which include four 'Game Changer' objectives and four 'Drivers' objectives as detailed below. The strategy also outlines how The FA's plans to achieve these objectives.

Game Changers:

- ◀ Win tournaments
 - ◀ Develop pathways
 - ◀ Support elite players
 - ◀ Enhance environments
 - ◀ Collaborate and influence
- ◀ A game free from discrimination
 - ◀ Boost representation
 - ◀ Drive more inclusion
 - ◀ Tackle discrimination
- ◀ Equal opportunities for women & girls
 - ◀ Increase school participation
 - ◀ Increase club participation
 - ◀ Enhance women's competitions
 - ◀ Support female coaches and referees
- ◀ Transform the pitch landscape
 - ◀ Sustain and grow high-quality grass pitches
 - ◀ Deliver new 3G pitches
 - ◀ Support inclusivity accessibility and environmental sustainability of facilities

Drivers:

- ◀ Thriving community clubs
 - ◀ Develop club opportunities
 - ◀ Support the current and future generation of club leaders
 - ◀ Equip clubs to add long-term value to local communities
- ◀ World-class FA cups
 - ◀ Broaden commercial appeal
 - ◀ Evolve the Adobe Women's FA Cup format
- ◀ Participant led
 - ◀ Place participants at the centre of decision making
 - ◀ Create flexible models to meet participants needs
 - ◀ Provide digital tools to improve experiences
- ◀ Progressive governance
 - ◀ Support integration of women's and girls' football
 - ◀ Support governance of the NLS
 - ◀ Support our County Football Associations (CFAs)

The FA: Reaching Higher (2024-28)³⁵

The FA's 2020-2024 strategy, 'Inspiring Positive Change', coincided with record growth across the sport, with more women and girls playing, coaching, officiating and supporting the flourishing professional game than ever before.

³⁴ [FA Strategy 2024-2028: The Football Association](#)

³⁵ [The FA Womens & Girls Football Strategy 2024-28](#)

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This strategy aims to build on the success achieved to date and strives to continue working to unlock the full potential of the women's and girls' game. The strategy outlines four strategic priorities as seen below.

1. **Build and Protect the Uniqueness of the Women's Game:** Continue to honour the history of women's football and recognise those who have contributed towards making it so unique, whilst ensuring the distinct qualities and unique culture of the women's game are valued and protected.
2. **Win a Major Tournament:** Continue to be world-leaders both on and off the pitch, developing players and building an inclusive talent pathway system to make football more equal and accessible at every level of the game, ensuring the England pathway and teams represent society.
3. **Build Robust, High-Quality Competition:** Create compelling competition structures and support clubs to develop to the appropriate level within the game, while enabling people to grow and develop within The FA's competition structures.
4. **Deliver Equal Opportunities for Women and Girls to Play:** Sustain growth in schools whilst tackling inequalities. Continue to grow the number of female teams and deliver vibrant league offers whilst extending and enhancing the sessional football offer. The ambition is for 90% of schools to deliver equal access for girls to play football in key stages two and three.

There are five golden threads which weave through each of the four strategic priorities and across all levels of the women's and girls' game, which will be instrumental for delivering the next phase of growth by 2028:

1. **Female Health and Wellbeing:** Develop the game to support women and girls with their health and wellbeing needs, providing them with environments in which they can thrive.
2. **Safeguarding:** Support the evolution of an ever-safer culture across the women's and girls' game.
3. **Refereeing:** Grow and nurture a new generation of referees who are representative of our society.
4. **Coaching:** Support and develop brilliant coaches capable of unleashing every player's potential in a safe and inclusive game.
5. **Diversity and Inclusion:** Ensure the game is more reflective of our society.

Inspiring Generations – Cricket's Game-wide Strategy (2025 – 28)^[1]

In October 2024 the ECB released its updated strategy Inspiring Generations – Cricket's Game-wide Strategy (2025 – 28). Cricket in England and Wales has seen transformative growth since the publication of its previous strategy Inspiring Generation (2020-24). Its new strategy represents an evolution of its plans, however, many of its previous themes are still relevant. Its main purpose is to say 'Cricket is a game for me' through its vision:

- ◀ To become the most inclusive team sport
- ◀ To grow and unite the game
- ◀ Lead the game through global transformation

It aims to obtain this vision through six key objectives

- ◀ Make cricket diverse, inclusive and accessible
- ◀ Transform Women's and Girl's cricket

^[1]<https://resources.ecb.co.uk/ecb/document/2024/10/22/19a925d7-3c92-4a36-8e7bf49cb470377f/ECB-Inspiring-Generations-2025-2028.pdf>

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

- ◀ Connect communities through play
- ◀ Inspire through winning England teams
- ◀ Support a thriving and sustainable men's and women's professional game
- ◀ Win the battle for attention

Underpinning these six ambitions are a series of enablers that cut-across multiple areas of the game, alongside Cricket's Core Values.

The Rugby Football Union Strategy 2021 Onwards

Through the strategy, the RFU aims to enrich lives, introduce more people to rugby union and develop the sport for future generations. The goal is to achieve this by strengthening and uniting rugby union in England and producing consistently winning England teams.

Eight key strategic priorities are identified with all investment decisions aligned to these. The strategy also outlines the RFU's core activities which form the backbone of its business operations and services to the game.

The priorities include four 'Game Objectives' and four 'Driving Objectives' as detailed below.

Game Objectives:

- ◀ Enjoyment – enable positive player experiences on and off the field
- ◀ Winning England – create the best possible high-performance system for England Rugby
- ◀ Welfare – enhance player welfare to protect and support the wellbeing of players
- ◀ Flourishing rugby communities – support clubs to sustain and grow themselves and to reflect society

Driving Objectives:

- ◀ Diversity & Inclusion – drive rugby union in England to reflect the diversity of society
- ◀ Understand – build a deep understanding of players, volunteers and fans to shape the future of the game
- ◀ Connect – connect with and grow the rugby community and create exceptional experiences
- ◀ Commercial and operational excellence – ensure a sustainable and efficient business model delivered by an inspired workforce

England Hockey Strategy (2023 – 2028)

England Hockey's Facilities Strategy can be found [here](#).

Aiming to make hockey more noticeable, relevant, and accessible to all, England Hockey have launched their new strategy 'Creating a Future for Our Game Together' on 3rd October. The new strategy is a continued effort to re-engage with the current hockey community and to reach out to potential newcomers to introduce them to hockey.

Underpinning the strategy and of importance to the hockey community are four values, "collaborate inclusively, care for people and places, play with spirit win with grace and resilient in everything we do".

The strategy is the culmination of two years consultation with various stakeholders across the sport and larger sporting sector. Hockey will be guided by five key objectives over the next five years.

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1. Lead Positive Change: to create and champion positive change within the community by broadening and widening the engagement of the sport and making it more ethnically and culturally diverse.
2. Meaningful Growth: to make sure that our sport thrives and grows into the future, we want to nurture a love of hockey within a more diverse group of young players and communities to reflect society.
3. Drive Visible Impact: to produce and release high-quality, engaging content that shares the love of the game, captures the passion, builds a deep connection and amplifies the voices of the hockey community with new and existing participants.
4. Responsible Leadership: to provide forward thinking, compassionate and inclusive leadership. Leadership that fosters trust within physically and psychologically safe environments and which puts players, the community and sustainability at heart of every decision.
5. Inspirational International Success: inspirational club and national teams delivering podium success in Europe and on the world stage, underpinned by a thriving talent system and domestic game.

The strategy aligns with Sport England's 'Uniting the movement' strategy and UK Sport's Powering Success, Inspiring Impact' strategic plan.

Rugby Football League – National Community Facilities Strategy (2024 – 2030)

The RFL has developed a new National Facilities Strategy which will guide investment into the game from 2024 through to 2030. The proposed investment package aligned to the Strategy will not only transform facilities, but also bolster the sport's social impact, reinforcing its position as a vital part of the nation's sporting and social fabric.

The four focus areas of the Strategy are:

- ◀ **Security of Tenure** – allowing clubs to plan for the long-term
- ◀ **Accessible and Inclusive Facilities** – providing suitable facilities for all and creating safe spaces for the wider community
- ◀ **Adequate and Appropriate Pitch Provision** – investment both in playing surfaces, and in upskilling a volunteer workforce to maintain them
- ◀ **Sustainability** – both environmental and financial

The Strategy will deliver on the four focus areas by delivering against a set of five recommendations which are set within the Strategy and are detailed below. These recommendations reflect the wider strategic aspirations across the sport and are for the RFL to work to deliver.

- ◀ **Focus Community Clubs**
 - ◀ Ensure the RFL has sufficient capacity and resource to deliver the recommendations identified within this Strategy to support its community clubs.
 - ◀ Ensure all community clubs have the knowledge and resource to provide good quality grass pitches.
 - ◀ Supporting clubs to have good quality changing and social facilities which can support the scale of need at each club. These must be inclusive for all participants and benefit target user groups such as women and girls' participants.
 - ◀ Ensure clubs can accommodate a sustainable operational programme for clubhouses to ensure the longevity of provision.
 - ◀ Work with clubs and key partners to increase the number of clubs with secured tenure of their club facilities.

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- ◀ Develop a dedicated funding programme which is specifically aimed at supporting clubs to gain security of tenure at their respective site.
- ◀ Highlight success stories and best practices from community clubs to inspire others and showcase the positive impact of these efforts.
- ◀ **Deliver positive social and environmental impact**
 - ◀ Support clubs through training and advice on how to promote facilities for non-rugby league purposes.
 - ◀ Work with Active Partnerships across England to enable higher usage and activation of rugby league assets for non-rugby league activity.
 - ◀ Prioritise clubs for wellbeing hubs which may offer the widest social benefit (relative to local need) – particularly those in high deprivation areas.
 - ◀ Use the activation of club facilities as a prerequisite to capital funding for club house improvements / new development.
 - ◀ Collaborative working with sports partners and key agencies
- ◀ **Collaborative working with sports partners and key agencies**
 - ◀ Ensure continued working with Sport England and National Governing Bodies of other sports to capitalise on shared investment opportunities.
 - ◀ Work with the Football Foundation to maximise Multi-Sport funding opportunities – utilising the framework provided in this Strategy as the baseline of shared investment.
 - ◀ Work closely with Active Partnerships in areas with high club densities to establish opportunities for pitch access via the Open School Facilities programme.
- ◀ **Technological solutions**
 - ◀ Ensure the RFL gathers greater levels of information from clubs via affiliation. To include (e.g.) security of tenure information and an integrated self-assessment audit of community facilities.
 - ◀ Continue expanding the use and application of PitchPower so all clubs can self-assess provision and support clubs to make positive contributions to improving the quality of grass pitches.
 - ◀ Promote technological solutions which progress clubs into being more sustainable, energy efficient and ensure their long-term viability as community assets.
 - ◀ Create a platform or resource hub where clubs can access information on funding opportunities, facility management, and sustainable operational practices.
- ◀ **Working with Charitable Community Organisations and Wheelchair Rugby League**
 - ◀ Develop an investment package to support the operational delivery of professional club foundation led wheelchair activity focusing on storage and logistical solutions.
 - ◀ Prioritise capital investment into community club sites which also accommodate professional club foundations as tenants for community Rugby League activity.
 - ◀ Begin work on the feasibility of developing a national wheelchair centre which includes exploring partnership opportunities with other sports to maximise multisport value and return on investment.
 - ◀ Consult with professional club foundations, where possible, to understand the need for 3G access and work to ascertain sufficient access hours during peak times of need.

LTA – Tennis Opened Up 2024-2026

The LTA's vision for 2024-2026, is Tennis Opened Up. Its mission is to transform communities through tennis, by making it relevant, accessible, welcoming, enjoyable and inspiring. The objectives of the LTA are:

- ◀ Put tennis at the heart of communities.
- ◀ Grow and diversity our audience of fans and players.
- ◀ Attract and engage the tennis workforce for the next generation.

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- ◀ Be one of the most respected nations in the world for player development.
- ◀ Secure a sustainable future for tennis in Britain.

These objectives will be delivered through six strategies: Invest, Grow, Engage, Perform, Diversity and Lead. The LTA will implement a facilities strategy with a focus on parks, covered courts, Community Indoor Tennis Centres and Padel.

England Athletics Strategic Plan – Athletics & Running: for everyone, forever – 2017 and beyond

This plan sets out England Athletics' mission, vision and strategic priorities that will direct how they work as an organisation during the coming years: what they do and how they will do it.

Vision: Make athletics and running the most inclusive and popular sport in England, led by a network of progressive clubs and organisations and supported by a sustainable, respected and trusted governing body.

For England Athletics to achieve this vision, they will focus on three values:

- Pride – taking pride in their work and demonstrating to athletes that they recognise the importance of their role in bettering athletics.
- Integrity – demonstrate integrity to earn respect and to build effective partnerships.
- Inclusivity – promote inclusivity in all their actions.

Mission: To grow opportunities for everyone to experience athletics and running, to enable them to reach their full potential.

In order to achieve their mission, England Athletics will have three strategic priorities.

1. To expand the capacity of the sport by supporting and developing its volunteers and other workforce. The target is to achieve a 6% increase every year of licensed leaders, coaches and officials.
2. To sustain and increase participation and performance levels in our sport. To achieve this, England Athletics' current targets are to increase the number of club registered athletes from (149,000 to 172,000), engage 135,000 people through the RunTogether programme and to increase athlete performance levels across all events and disciplines by 1% every year.
3. To influence participation in the wider athletics market. Their target here is to increase the number of regular athletes or runners by at least one million.

England Athletics Facility Strategy (2018 – 2025)

The purpose of this document is to set out our long term vision for athletics facilities in England. Facilities form a vital component of the overall England Athletics strategy.

The development, protection and enhancement of facilities will support our strategic plan and help England Athletics contribute to the delivery of the Department for Culture, Media and Sport's Sporting Futures: A New Strategy for Sport and Sport England's strategy Towards an Active Nation. Appropriate facilities help to attract and inspire new participants and provide the foundation and focus for a significant proportion of the England Athletics family.

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The England Athletics Strategic Plan notes that the sport increasingly needs to become financially sustainable and that a business-like and innovative approach is a vital component of its future success. Facilities are fundamental, but they are also expensive to create and to maintain. The sport therefore faces a significant challenge to develop, improve and maintain facilities, most of which are currently operated and funded by third parties.

This strategy sets out a challenge to all those involved with the delivery of the sport to be innovative and business like in the operation and development of facilities at a time of financial challenge, as it aims “To create an innovative and inspiring network of sustainable athletic facilities, with the capacity to meet both current and future demand across England”.

England Netball

In November 2021 England Netball launched a 10-year ‘Adventure Strategy’ for the game with a new brand identity for the organisation.

England Netball’s ‘Adventure Strategy’ shares a purpose-led ambition for the game, to build on the momentum the sport has seen in recent years and take it to new heights for the decade ahead.

The ‘Adventure Strategy’ outlines the intention to:-

- ◀ accelerate the development and growth of the game at every level, from grassroots to the elite,
- ◀ elevate the visibility of the sport, and
- ◀ lead a movement to impact lives on and beyond the court.

At the heart of its purpose, England Netball, with its proud and unique female foundations, will remain dedicated to increasing opportunities for women and girls to play the game as a priority, working tirelessly to address the gender participation gap in sport that has widened since the global pandemic.

Underpinned by years of engaging with and delivering netball for female communities, the organisation pledges to understand, support and nurture women and girls more deeply at every life stage, at every age.

The organisation is also committed to opening the sport to new audiences in every community, so netball better represents the rich diversity of the country it proudly represents, and ensures the sport continues to evolve and adapt to thrive in the future, helping to create a truly inclusive sport for all where everyone can belong, flourish and soar. A recent partnership announcement with England Men’s and Mixed Netball Association (EMMNA) to help develop and grow male participation in the game, supports this commitment as England Netball pledges to promote difference and embrace the opportunity to make the sport a possibility within everyone’s reach.

Transforming netball for children and young people is a strategic priority to protect the future of the sport. Working with schools and policy makers to extend physical literacy within, and after the school day with a focus on netball specific provision will pave the way for greater community participation. The organisation will accelerate the expansion of its Bee Netball programme for young children, whilst supporting teens and young women to stay in the game to keep them physically active and in the game for life.

The elite game is in focus too, with the ambition for the Vitality Roses to be the best female sports team in the world, supporting the national team to consistently win on the world stage, with an outstanding talent pathway in place to fuel sustainable successes on court, and setting new standards for netball.

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The professionalisation of the game over the next decade is a priority, focusing on growing world-leading international and domestic competitions and events, and creating more careers in the sport.

Grounded in feedback from the Netball Family, with over 3,000 members and stakeholders consulted as part of the strategic process to understand what they wanted netball to 'look like' in 2031, the plan is aspirational and ambitious and sees the organisation pledge to continue to be a trailblazer for women's sport as it embarks on its new adventure.

Facility Development

The facility development aspirations stated within the Strategy are to:-

- ◀ Take a fresh look at the spaces required to support the sport, creating accessible places in every community to allow netball to be incorporated into how and where women and girls live their lives;
- ◀ Protect, enhance, and extend the network of homes that house the sport at a local and regional level;
- ◀ Develop an elite domestic professional competition that supports full time athletes underpinned by a world class infrastructure and environments.
- ◀ For England Netball to achieve its ambitions to make the game accessible to wider audiences and in every community, it encourages Local Authorities to adopt policies within Playing Pitch Strategies and Built Facilities Strategies that:-
- ◀ Facilitates informal netball activity within neighbourhood multi use games areas for example by installing combined outdoor basketball and netball goals and art courts in Neighbourhood Equipped Areas for Play (NEAPs).
- ◀ Incorporates the cultural and health needs of women and girls within any designs for improved or new facilities.
- ◀ Protects and enhances netball facilities within all Primary and Secondary School environments so they offer a positive first experience of the sport for students and the wider community during out of school hours.
- ◀ Supports the installation of floodlights on outdoor courts to increase all year-round use.
- ◀ Facilitates the development of netball growth programmes, club training and competition within public leisure centres.
- ◀ Where appropriate, supports the development of netball homes and performance environments that enable local women and girls to pursue a career in netball as an elite athlete, official, coach or administrator.

British Crown Green Bowling Association

Please note there is no current facility guidance provided by British Crown Green Bowling Association responsible for crown green bowls in England.

<http://bcgba.org.uk/index.html>

England athletics strategy plan 2021 – 2032: Athletics and runners at the heart – creating opportunities, enhancing experiences and powering potential.

This strategy ensures a robust and clearly defined future direction for the sport which places athletics and runners at the heart of everything we will do over the 12 year period to 2032.

England Athletics overarching purpose and visions are:

Purpose: 'To inspire more athletics and runners of all abilities and backgrounds to fulfil their potential and to have a lifelong love for the sport.'

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Vision: 'For athletics to become an inclusive sport where everyone belongs and can flourish.'

At the heart of this plan, and the focal point for everything England Athletics do, are the people and communities involved in athletics across the following five areas:

1. Clubs, Club Leaders and facilities
2. Competition
3. Coaches and officials
4. Participation: young people and running
5. Talented athletes

Each has its own unique challenges and opportunities, yet also the opportunity to positively influence the success and growth of the other areas.

There are four key supporting activities that will be essential in enabling us to deliver the strategic priorities and ultimately achieve goals:

- Provide strong **leadership** that builds trust and respect by creating an open and positive culture.
- Embrace technology and reduce our environmental impact by putting **digital first** and encouraging innovation and creativity.
- Ensure greater **engagement** through sharing of high-quality insight, information and content.
- Develop **commercial minds** to maximise funding opportunities and diversify income.

Baseball/SoftballUK's Strategic Plan (2020-24)

This Strategic Plan aims to have more people playing baseball and softball in more places. Its strategic priorities to achieve this include:

- ◀ Targeted participation growth

To encourage and enable growth, working with a range of partners and organisations to reach new audiences:

- a) Coordinating a children and young people participation plan that establishes local youth leagues particularly for baseball and girls fastpitch, underpinned by strong schoolclub links.
- b) Further developing adult baseball and softball in the Higher Education and the workplace.
- c) Facilitating and enhancing playing opportunities for LGBTQ+ people, women and girls, lower socio-economic communities, BAME people and those with a disability.

- ◀ Talent development

We will build an effective and efficient talent identification and development pathway:

- a) Supporting home-grown talent from all communities, reducing financial barriers that prevent talent from blossoming.
- b) Developing and communicating clear performance pathways from grassroots to elite.
- c) Delivering regular high-quality coaching opportunities, in appropriate facilities.

- ◀ Efficient grassroots support services

Spanning baseball and softball, we will support grassroots organisations to be stronger, safer and sustainable:

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- a) Offering services that add value in safeguarding, integrity, administration, technology and marketing, through collaborative working.
- b) Coordinating UK-wide and home country development plans for baseball, and for slowpitch and fastpitch softball, spanning grassroots, talent and workforce development.
- c) Supporting grassroots organisations to become an important part of their local community.
- d) Taking a leading role in enabling the improvement and creation of appropriate local playing facilities.

- ◀ Organisational sustainability

Build the organisation and sports to be more financially sustainable, including:

- a) Increasing and diversifying our partnerships and funding sources.
- b) Realising the potential of our workforce, assets, services and relationships.
- c) Increasing funding from events, fundraising and sponsorship.

England Golf Course Planner – Strategic Direction (2021-2025)

England Golf has always had a mission to lead, support, inspire and deliver for its community of golfers, golf clubs and counties. To help enable this, its Course Planner forms the core of its strategy, with 18 guiding principles established that are designed to best position growth in the game:

- ◀ Strengthen governance in all aspects of the sport
- ◀ Deliver safeguarding throughout the golfing community
- ◀ Utilise data and technology to enhance decision making
- ◀ Drive equality and equity in everything it does
- ◀ Support golf clubs with member recruitment and retention
- ◀ Connect and engage with all golfers
- ◀ Inspire and educate golf's network of volunteers
- ◀ Increase golf's influence
- ◀ Advocate and inform on all elements of sustainability
- ◀ Drive diversity at all levels of golf
- ◀ Create more opportunities for junior and young adults
- ◀ Promote the health and wellbeing of golf
- ◀ Inspire more women and girls to play golf
- ◀ Develop greater access for disabled people
- ◀ Enthuse all golfers through relatable role models
- ◀ Communicate a positive perception change for golf
- ◀ Deliver an excellent talent development pathway
- ◀ Host best-in-class competitions for all golfers

<https://www.englandgolf.org/englandgolfstrategy/>

Rounders England's Strategic Vision 'Rounders Reconnected' (2022-2032)

This strategic plan aims to grow and develop rounders into a thriving, modern and inclusive sport that can be enjoyed by everyone. Its four points of focus include:

- ◀ Have one million people playing rounders by 2032
- ◀ Have 100,000 members by 2032
- ◀ Develop a commercially viable national league structure
- ◀ Be Commonwealth Games ready by 2032

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British Cycling Lead our Sports – Inspire our communities³⁶

British Cycling's Strategy identifies seven key priorities for cycling before the Paris Olympics in 2024. These priorities are:

- ◀ Inspiring Performances
- ◀ Grow Communities
- ◀ Engage the Next Generation
- ◀ Flagship Events
- ◀ Cycling for Everyone
- ◀ Work Together
- ◀ Equipped for Success

The seven priorities are not everything that British Cycling will do, but that can have the greatest impact over the next 36 months. The priorities are all interconnected and are cross interdependencies – achieving one strategic priority is often reliant upon achieving the other.

For each of the priorities, the Strategy sets out the measures of success:

| Priority | Sub priority | Measures |
|----------------------------|---|--|
| Inspiring Performances | Sustain inspirational global elite cycling success | <ul style="list-style-type: none">◀ Win 10 Olympic and 15 Paralympic medals.◀ Creation of a development plan to support elite non Olympic and Paralympic disciplines.◀ Increase by 10% the number of riders in the talent pathway across ethnic communities, disability and low socioeconomic backgrounds. |
| Grow Communities | Grow and serve our cycling communities | <ul style="list-style-type: none">◀ Diversify and grow our cycling communities.◀ Grow membership from 150k to 250k.◀ Increase affiliated clubs and groups by 20% |
| Engage the Next Generation | Encourage more children and young people to make cycling a lifelong habit | <ul style="list-style-type: none">◀ Increase the number of children and young people in clubs or groups by 20%.◀ Increase by 10% the number of children and young people participating across ethnic communities, disability and low socio-economic backgrounds.◀ Increased awareness and perception of British Cycling in a younger audience through yearly tracking. |
| Flagship Events | Host world class major events to excite and inspire | <ul style="list-style-type: none">◀ Achieve major event hosting targets across disciplines.◀ Support the legacy impact of both the 2022 Commonwealth Games and the Cycling World Championships 2023.◀ Increase the opportunities for British riders to perform on home soil. |
| Cycling for Everyone | Ensure cycling is open to everyone | <ul style="list-style-type: none">◀ Put in place robust tracking and increased diversity in facilitators and governance.◀ 90% of our communities to believe cycling is an inclusive activity and a sport for them.◀ Increase participation in our sport across genders, ages, ethnicity, disability, sexual orientation and low socioeconomic backgrounds by 10%. |

³⁶ [British Cycling Lead our Sports](#)

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| Priority | Sub priority | Measures |
|----------------------|--|--|
| Work Together | Work together with everyone who makes cycling happen | <ul style="list-style-type: none">◀ A 25% increase in the percentage of cycling facilitators that feel appreciated for the work they do.◀ Retain, grow and diversify the range of partners in line with our strategic priorities. |
| Equipped for Success | Deliver our strategy effectively and efficiently | <ul style="list-style-type: none">◀ 100% increase in the diversity of the industries represented in the British Cycling partnership portfolio.◀ Grow and diversify income streams. |

APPENDIX 2: NON TECHNICAL ASSESSMENT SHEETS

Grass football pitch non-technical assessment sheet

TELFORD & WREKIN PLAYING PITCH AND OUTDOOR RECREATION STRATEGY

Cricket non-technical assessment

| Element | Rating | | | Guidance notes | Comments (use the guidance notes to help complete) | | | |
|---|--------|--------|------------|----------------|--|--------|--|--|
| About the cricket outfield | | | | | | | | |
| Grass coverage | Good | Yellow | Acceptable | Yellow | Poor | Yellow | Below the ECP basic standard | |
| Length of grass | Good | Yellow | Acceptable | Yellow | Poor | Yellow | Ideally 12mm - 25mm | |
| Evenness | Even | Yellow | Uneven | Yellow | Uneven | Yellow | Ball should roll without deviation or jump | |
| Evidence of Dog fouling/glass/stones/litter? | None | Yellow | Yes | Yellow | Immediate action required | Yellow | May also wish to refer to care strategy. If yes, refer to local authority/club manager | |
| Evidence of Unofficial use? | None | Yellow | Yes | Yellow | Immediate action required | Yellow | eg informal, general use, unhooked use, kids kickabout etc. May also wish to refer to care strategy. If yes, refer to local authority/club manager | |
| Evidence of Damage to surface? | None | Yellow | Yes | Yellow | Immediate action required | Yellow | eg from vermin/animals - rabbit, gulls and foxes etc may also wish to refer to care strategy | |
| Artificial wickets | | | | | | | | |
| Is the wicket and surrounds married in | Yes | Yellow | No | Yellow | There should be no trip points | | | |
| Evenness of wicket | Even | Yellow | Uneven | Yellow | There should be no contours in surface levels | | | |
| Stump holes | Yes | Yellow | No | Yellow | Should be no wider than a standard cricket ball | | | |
| Moss or materials in the surface | Yes | Yellow | No | Yellow | There should be none | | | |
| Rips or surface lifting | Yes | Yellow | No | Yellow | If "yes" contact club manager | | | |
| Surface worn in high traffic areas - creases | Yes | Yellow | No | Yellow | If "yes" contact club manager | | | |
| Hardness - does the ball rebound when thrown straight down? | Yes | Yellow | No | Yellow | | | | |
| Grass wickets | | | | | | | | |
| Presence of line markings | Yes | Yellow | No | Yellow | | | | |
| Evidence of rolling - is wicket smooth and uniform | Yes | Yellow | No | Yellow | | | | |
| Evidence of straight cut and height | Yes | Yellow | No | Yellow | Should be 10mm wider than a standard cricket ball / 12mm width of square | | | |
| Evidence of repair work on old wickets | Yes | Yellow | No | Yellow | | | | |
| Grass coverage (square and wickets) | Yes | Yellow | No | Yellow | Below the ECP basic standard | | | |
| Hardness - does a cricket ball thrown straight down into the surface rebound? | Yes | Yellow | No | Yellow | | | | |
| Changing/ Pavilion | | | | | | | | |
| Umpires provision | Yes | Yellow | No | Yellow | | | | |
| Toilets | Yes | Yellow | No | Yellow | | | | |
| Hot/cold water | Yes | Yellow | No | Yellow | | | | |
| Heating | Yes | Yellow | No | Yellow | | | | |
| Condition of building | Good | Yellow | Acceptable | Yellow | Requires attention | Yellow | | |
| NTP | | | | | | | | |
| Is the wicket and surrounds married in (no trip points) | Yes | Yellow | No | Yellow | | | | |
| Evenness of wicket (no contours in surface levels) | Even | Yellow | Uneven | Yellow | | | | |
| Stump holes (no wider than a standard cricket ball) | Yes | Yellow | No | Yellow | | | | |
| Moss or materials in the surface (should be none) | Yes | Yellow | No | Yellow | | | | |
| No rips or surface lifting | Yes | Yellow | No | Yellow | | | | |
| Surface worn in high traffic areas - crease | Yes | Yellow | No | Yellow | | | | |
| Hardness - does the ball rebound when thrown straight down | Yes | Yellow | No | Yellow | | | | |
| Is the steel frame/posts upright? | Yes | Yellow | No | Yellow | | | | |
| Are steel cross members detached? | Yes | Yellow | No | Yellow | | | | |
| Are all posts and net fixings in place? | Yes | Yellow | No | Yellow | | | | |
| Can a ball pass through any part of the netting? | Yes | Yellow | No | Yellow | | | | |
| Is appropriate safety/supervisory signage present? | Yes | Yellow | No | Yellow | | | | |

Rugby pitch non-technical assessment sheet

| Non Technical Visual Quality Assessment - Rugby Union Please complete one form per pitch | | | | | | | | | | | | | | | |
|---|--|---|---|---------------------|--|--|--|--------------------------------------|--|--------------------------------|--|--|----------------------------|--|---|
| Site reference | | | Site Name | | | | | | | | | | | | |
| 6 figure grid reference | | | Pitch ID(s) | | | | | | | | | | | | |
| Date of assessment | | | Pitch size | (Senior, Mini/Midi) | | | | | | | | | | | |
| Number of pitches on site | | | Are any other pitches marked out over this pitch? | | <input type="checkbox"/> | | | | | | | | | | |
| Availability | | | If yes, please indicate what pitches are overmarked? (i.e. one mini/midi pitch is overmarked on a senior pitch) in Pitch Issues | | | | | | | | | | | | |
| Community Use - used, Community Use - unused, No Community Use, Available but Unused | | | | | | | | | | | | | | | |
| Weather at time of visit | | | | | | | | | | | | | | | |
| General comments/observations | | | | | | | | | | | | | | | |
| Assessment Criteria (please rank each of the following aspects for each pitch with an 'X' in the coloured box to the right of the chosen answer) | | | | | | | | | | | | | | | |
| Qualitative information (gathered on site) | | Rating | | | | | | Guidance notes | | Comments | | | | | |
| Grass Coverage | | Good | | | Adequate | | | Poor | | | >90% = good. <80% = poor | | | | |
| Size of pitch | | Acceptable (between recommended minimum and maximum sizes) | | | Flag for further investigation (below recommended minimum size) | | | Unacceptable (above maximum size) | | | Maximum size = width 70m, goal line to goal line 100m, in goal area 22m, run offs 5m where practical. Recommended minimum size = width 68m, goal line to goal line 94m, in goal area 6m, run offs 5m where practical. | | | | |
| Length of grass | | Too Long | | | Good | | | Too short | | | Too long = >75mm. Too short = <50mm | | | | |
| Problem Areas: Evidence of glass/litter/vehicle tracks/dog fouling | | None | | | Yes - some | | | Yes lots | | | | | | | |
| GOALPOSTS | | | | | | | | | | | | | | | |
| Are goalposts installed? | | Yes | | | No | | | | | | | | | | |
| Is there any obvious danger on posts? | | Yes | | | No | | | | | | | | | | |
| Are the posts stable in the ground? | | Yes | | | No | | | | | | | | | | |
| Is the crossbar fixed securely? | | Yes | | | No | | | | | | | | | | |
| Is there evidence of rust on the posts? | | Yes | | | No | | | | | | | | | | |
| ANCILLARY | | | | | | | | | | | | | | | |
| Is the pitch floodlit? | | Yes | | | No | | | | | | | | | | |
| Is there changing accommodation for the pitch? | | Yes | | | No | | | | | | | | | | |
| Is an appropriate level of car parking available? | | Yes | | | No | | | | | | | | | | |
| Pitch maintenance (information gathered via club survey/ pitch provider consultation) - refer to the guidance notes below | | | | | | | | | | | | | | | |
| Aerated (per year) | | three or more times | | | twice | | | once | | | never | | | | |
| Sand dressed (per year) | | three or more times | | | twice | | | once | | | never | | | | |
| Fertilised (per year) | | three or more times | | | twice | | | once | | | never | | | | |
| Weed killed (per year) | | three or more times | | | twice | | | once | | | never | | | | |
| Chain harrowed | | every week | | | fortnightly | | | monthly | | | never | | | | |
| | | | | | | | | | | Pitch Maintenance Score | | | | | |
| Drainage | | Natural (inadequate) SCORE D0 | | | Natural (adequate) SCORE D1 | | | Pipe drained SCORE D2 | | | Pipe and slit drained SCORE D3 | | Unknown SCORE D0 | | Natural (adequate) = 3 or less training/match cancellations per season Natural (inadequate) = 4 or more training match cancellations per season *Based on a pipe drained system at 5m centres that has been installed in the previous eight years **Based on a slit drained system at 1m centres completed in the previous five years. |

Artificial grass pitches non-technical assessment (including third generation turf pitches)

| Non Technical Visual Quality Assessment - Artificial grass pitches | | | | | | | | |
|---|--|--|--|--|--|--|--|--|
| Site reference | | Site Name | | | | | | |
| 6 figure grid reference | | Pitch ID | | | | | | |
| Number of AGPs on site | | Pitch size | Full (i.e., 100m x 60m) | | Half (i.e., 60m x 40m) | | | |
| Availability | Community Use - used, Community Use - unused, No Community Use, Available but Unused | | | | | | | |
| Type of pitch | Long Pile 3G (65mm with shock pad) | | Medium Pile 3G (55-60mm) | | Short Pile 3G (40mm) | | | |
| | Sand Dressed | | Sand Filled | | Water based | | | |
| Assessment Criteria (please rank each of the following aspects for each pitch with an 'X' in the coloured box to the right of the chosen answer) | | | | | | | | |
| Element | Rating | | | | | Guidance notes | Site comments | |
| Age of Surface | less than 2 years | | 2-5 years | | 5-10 years | | over 10 years | |
| Evidence of moss/lichen (all surfaces) | None | | Yes - some | | | Yes - lots | | |
| Loose gravel (macadam surface) | None | | Yes - some | | | Yes - lots | | |
| Holes or rips in surface (macadam, art. grass or polymeric surfaces) | None | | Yes - some | | | Yes - lots | | |
| Grip underfoot | Good | | Adequate | | | Poor | | |
| Line markings - quality | Good | | Adequate | | | Poor | | |
| Problem Areas: Evidence of Glass/ stones/ litter | None | | Yes - some | | | Yes - lots | | |
| Problem Areas: Evidence of inappropriate use | None | | Yes - some | | | Yes - lots | | |
| Problem Areas: Evidence of damage to surface | None | | Yes - some | | | Yes - lots | If no evidence, assume none. | |
| Access for disabled players. i.e.: ramps onto courts, width of gates | Good | | Adequate | | | Poor | | |
| Condition of posts/ nets/ goals | Good | | Adequate | | | Poor | | |
| Surrounding fencing | Good | | Adequate | | | Poor | | |
| Adequate safety margins (where appropriate) | Yes - fully | | No- but adequate | | | No - not adequate | | |
| Is the AGP floodlit? | Yes | | | No | | | | |
| Is the AGP left open at all times? | Yes | | | No | | | | |
| Are there dug outs? | Yes | | | No | | | | |
| Are there youth shelters/spectator seating around AGP? | Yes | | | No | | | | |
| Is there changing accommodation for the AGP? | Yes | | | No | | | | |
| Maximum score | 93 | Scoring: | Poor Standard Good | <=50 51-79 80+ | Total Score | 0 | Potential Rating | Poor |