



CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

AUGUST 2018

QUALITY, INTEGRITY, PROFESSIONALISM

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ABBREVIATIONS

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

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PART 1: INTRODUCTION AND METHODOLOGY

Knight, Kavanagh & Page Ltd (KKP) has been commissioned by Cannock Chase District Council (CCDC) to undertake a playing pitch strategy (incorporating outdoor sports facilities) and an indoor built facilities strategy. It is intended that these strategies will seek to support the Council and its partners in the creation of:

‘an accessible, high quality and sustainable network of sport pitches and other outdoor sports facilities that supports delivery of the Deal for the Future (promoting community self-reliance, increasing the health and wellbeing of residents and communities, providing opportunities for young people and fostering belief in the District) through increased participation by all residents, at all levels of play, from grassroots to elite.’

To achieve this strategic vision, the strategies reflect the following objectives to:

- ◀ Ensure that all valuable facilities are protected for the long term benefit of sport.
- ◀ Promote a sustainable approach to the provision of playing pitches and management of sports clubs.
- ◀ Ensure that there are sufficient facilities in the right place to meet current and projected future demand.
- ◀ Ensure that all clubs have access to facilities of appropriate quality to meet current needs and their longer term aspirations.

This report presents a supply and demand assessment of playing pitch and other outdoor sports facilities in accordance with *Sport England’s Playing Pitch Strategy Guidance: An approach to developing and delivering a playing pitch strategy*. It has been followed to develop a clear picture of the balance between local supply and demand.

The guidance details a stepped approach to developing a Playing Pitch Strategy (PPS). These steps are separated into five distinct sections:

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

Stages A to C are covered in this report.

Stage A: Prepare and tailor the approach

Why the PPS is being developed

The Local Plan (Part 1) was adopted in 2014 and sets out the strategic framework for development in the District for the period 2006-2028. It contains the Core Strategy and the Rugeley Town Centre Area Action Plan. It was originally intended to supplement Part 1 with a Part 2 (site allocations) plan. However, the Council is now progressing a full review of the Local Plan instead which will allow it to incorporate significant changes which are being made to the planning system at a national level. This study will cover the period up to 2036 as a minimum, in line with the Council’s anticipated Local Plan review period.

This strategy will contribute to the Local Plan review, following advice from Sport England that the current evidence base is considered to be out of date (last updated in 2010).

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It is key that the Local Plan must be based upon robust and up-to-date evidence to be found 'sound' at examination and be adopted by the Council. One of the core planning principles of the National Planning Policy Framework (NPPF) is to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs. Paragraph 96 discusses the importance of access to high quality open spaces and opportunities for sport and recreation that can make an important contribution to the health and well-being of communities. Paragraphs 96 and 97 of the NPPF discuss assessments and the protection of "existing open space, sports and recreational buildings and land, including playing fields". A Playing Pitch Strategy will provide the evidence required to help protect playing fields to ensure sufficient land is available to meet existing and projected future pitch requirements.

The main objectives for the PPS are identified as follows:

- ◀ Identify supply/demand issues for sport and recreation provision across the District.
- ◀ Identify priority sports for the area based on national governing body of sport (NGB) targets and local community needs.
- ◀ Enable the accompanying Infrastructure Delivery Plan (IDP) to be kept up to date and responsive to needs including developer contributions/informing CIL Regulation 123 List, where appropriate and in compliance with CIL Regulations.
- ◀ Support external funding bids to assist the delivery of sports and recreation facilities in the District where there is evidence of need and further investment.
- ◀ Contribute to achieving a sound Local Plan.
- ◀ Provide evidence in relation to Rugeley particularly related to the recent closure of the Power Station. This site, which straddles the boundary between Lichfield and Cannock Chase districts is now being promoted for mixed use development and the Council has jointly produced a Supplementary Planning Document for the site with Lichfield District Council.

Local context

Cannock Chase Corporate Plan: 2018-2023

The priorities for the new Corporate Plan are 'Promoting Prosperity' and 'Community Wellbeing'. These interlink and reinforce each other with a view to improving opportunities, wellbeing and quality of life of communities in Cannock Chase.

Promoting prosperity has seven key objectives which include:

- ◀ Creating a positive environment in which businesses in the District can thrive.
- ◀ Establishing McArthurGlen Designer Outlet Cannock as a major visitor attraction and maximising the benefits it will bring to the District.
- ◀ Improving housing choice.
- ◀ Increasing the skills levels of residents and the amount of higher skilled jobs in the District
- ◀ Creating strong and diverse towns centres to attract additional customers and visitors
- ◀ Increasing access to employment opportunities
- ◀ Commencing regeneration of the Rugeley Power Station site

The strategic priorities for improving health and wellbeing are:

- ◀ Opportunities for healthy and active lifestyle
- ◀ Sustaining safe and secure communities
- ◀ Supporting vulnerable people
- ◀ Promoting active and healthy lifestyles

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This Corporate Plan is about looking ahead and identifying key priorities for the District over the next five year period (2018 - 2023). The new Corporate Plan is backed up by two new investment funds - the District Investment Fund for improving skills, infrastructure and business growth; plus the Housing Investment Fund to support a major expansion of high quality social housing in the District.

The Council, working with relevant public, private and voluntary sectors partners, will develop more detailed strategies and plans which will bring to life the priority commitments in this new Corporate Plan.

Health and Wellbeing in Cannock Chase

Chase Better Health is a partnership approach between Cannock Chase District Council, Staffordshire County Council and Cannock Chase Clinical Commissioning Group which seeks to shape and build Cannock Chase's healthy future, by supporting the improvement of health and wellbeing outcomes for residents of the District. In particular Chase Better Health seeks to strive for communities within Cannock Chase that are prosperous, healthy, independent, safe, thriving and cohesive. Its key priorities are identified below.

Areas for action	<ul style="list-style-type: none"> ◀ Start well ◀ Grow well ◀ Age well ◀ End well
Enable	Commissioning that supports people to keep healthy through their individual actions and through the support of people around them
Re-enable	Commissioned services to ensure the proportion of the population that experience episodes of poorer health or those that are at increased risk of becoming ill are given timely, proportionate and effective support to prevent an escalation of problems and ensure a return to wellbeing and independence
Public health priorities	<ul style="list-style-type: none"> ◀ Wider determinants ◀ Health improvement ◀ Health promotion ◀ Healthcare public health

The Mission for Chase Better Health is to embrace the big opportunity to shape and build Cannock Chase's healthy future by working together to support residents and communities to take control of their health and wellbeing.

The vision for the wider partnership is that Cannock Chase will be a place where people have the opportunity to enhance their quality of life and achieve economic prosperity.

The goals are to:

- ◀ Reduce health inequalities through targeted intervention.
- ◀ Enable people to live independent lives.
- ◀ Empower people to make healthy life choices.
- ◀ Improve quality of life for vulnerable people.
- ◀ Improve communication and access to information, help and support.

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The future of Cannock Chase; Partnerships Communication Strategy

The Local Strategic Partnership for the District is The Chase Community Partnership. CCDC is committed to developing close and strong working relationships with partners and local communities to deliver high quality services. It has a proven track record of effective partnership working and has a key role to play in the Chase Community Partnership. This comprises 17 organisations across Cannock Chase and Staffordshire, all working together at a local level to deliver improved public services for all.

The Communications Strategy aims to enhance the Partnership's Vision which is that: *"Cannock Chase will be a place where people have improved opportunities to enhance their quality of life and achieve economic prosperity"*.

The three Partnership priorities are - to:

- ◀ Increase economic prosperity - more jobs, better skills, training and education.
- ◀ Improved health - better health status and healthier lifestyles.
- ◀ Community safety - more people feel safer.

The purpose for effective communications will help the people of Cannock Chase District understand the Partnership and the ambitions of the Local Partnership Plan.

A co-ordinated and comprehensive approach to communications will:

- ◀ Raise the profile of the Partnership working together and its associated work.
- ◀ Help to promote the area of Cannock Chase District as a whole.
- ◀ Gain community support for the work of the Partnership and help it meet its community involvement goals.
- ◀ Help to build community confidence/ reassurance and improve public perception.

All Partnership member organisations and individuals have a key role in supporting effective communications and in delivering key messages. It seeks to build on current communication activity that is already in place and aims to maximise on the effective inter-agency approach in driving the Partnership forward.

Rugeley Power Station

Rugeley Power Station closed operations in June 2016. It was the last functioning power station in the West Midlands. Cannock Chase and Lichfield district councils are the joint planning authorities for the land as it straddles both areas.

The sports and social club subsequently closed down and has been vacant from summer 2017 onwards. With regard to sport and leisure provision, the land within the Power Station contained:

- ◀ 1 x adult football pitch
- ◀ 1 x cricket pitch (nine grass wickets)
- ◀ 2 x tennis courts
- ◀ 1 x bowling green
- ◀ An 18 hole golf course

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Rugeley Power Station Development Brief Supplementary Planning Document (adopted February 2018) was jointly produced by CCDC and Lichfield District Council to guide future redevelopment of the site. The overall aim is to create a well-designed mixed-use development which incorporates market housing, affordable housing, self-build housing, employment provision, education provision and open space, sport and recreational facilities. It is envisaged that the new development will become a popular residential neighbourhood and place of work, creating a network of pedestrian and cycle routes and open spaces which connect the site with the surrounding area.

The site comprises of 139 hectares of land, (55 hectares in Cannock Chase District and 84 hectares in Lichfield District) and is roughly rectangular in shape. A report by the two authorities, entitled The Rugeley Power Station Development Brief Supplementary Planning Document, proposes developing the land for a minimum of 800 homes, employment uses and power/storage production. As noted, the supporting infrastructure will include a school, open space, play facilities and public art.

The loss of this provision would need to be re-provided, in line with both Sport England and National Planning Policy Framework.

Sport Across Staffordshire and Stoke-on-Trent (SASSOT)

SASSOT is the county sports partnership (CSP) which incorporates Cannock Chase. Its team provides services to partners involved with the delivery of sport, physical education and active recreation. The following is a brief overview of its stated services and programmes:

- ◀ Engaging with and supporting partners to develop their sport, PE and active recreation plans and programmes.
- ◀ Supporting volunteers and coaches.
- ◀ Supporting club development.
- ◀ Providing local insight and evidence of need for the development of programmes and facilities.
- ◀ Supporting the promotion of community sport and active recreation programmes.
- ◀ Advice on Safeguarding young people and vulnerable adults in sport.
- ◀ Equality and disability sport.
- ◀ Management of Satellite Clubs, Aiming High Inspire Multi Sport Club programmes.
- ◀ Supporting the development and delivery of Level 3 School Games Sports Festivals, Primary School PE and Sport premium.

Scope

The scope of the PPS will focus geographically on all local provision, including both public and private ownership and control in relating to club, education and industrial ownership, as follows:

- ◀ Cricket pitches
- ◀ Football pitches
- ◀ Artificial Grass Pitches (AGPs)
- ◀ Hockey AGPs
- ◀ Rugby union pitches

Pitch sports will be assessed using the guidance set out in Sport England's Playing Pitch Strategy Guidance: An approach to developing and delivering a playing pitch strategy.

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Outdoor sports

- ◀ Tennis
- ◀ Bowls
- ◀ Athletics
- ◀ Golf

Outdoor sports will be assessed using Sport England's Assessing Needs and Opportunities Guidance (2014). Non-pitch outdoor sports require a different methodology to assess demand and supply to that used for pitch sports.

Management arrangements

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

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

Study area

Cannock Chase District covers over seven thousand hectares on the northern fringe of the West Midlands conurbation, extending through the Cannock Chase Area of Outstanding Natural Beauty (AONB) to the River Trent flood plain in the north. Walsall Metropolitan Borough Council and the Staffordshire Districts of Lichfield, Stafford and South Staffordshire border the District.

Since 2011, Cannock Chase has formed part of both the Greater Birmingham and Solihull Local Enterprise Partnership (along with Birmingham, Bromsgrove, East Staffordshire, Lichfield, Redditch, Solihull, Tamworth and Wyre Forest) plus the Stoke-on-Trent and Staffordshire Local Enterprise Partnership.

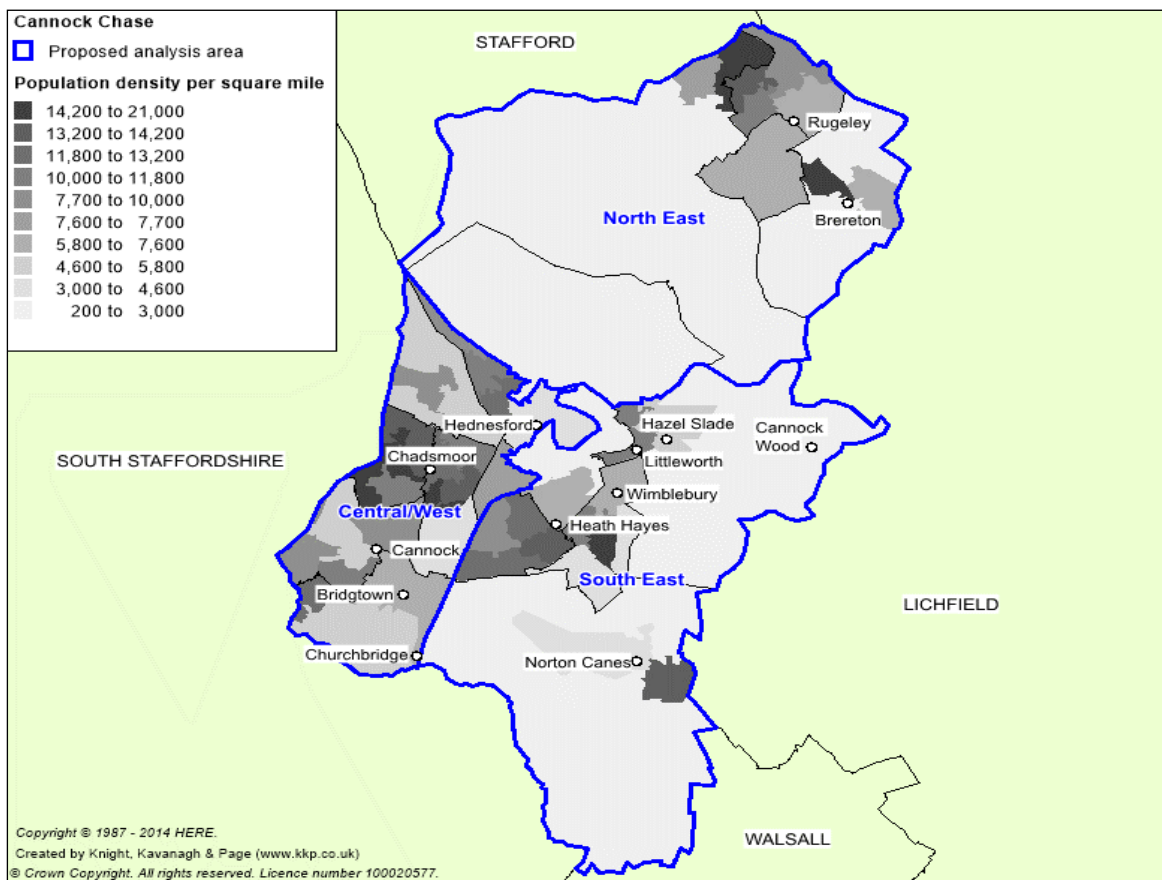
Given that 60% of the District is designated Green Belt, it is a crucial feature of the District's overall character. Cannock Chase is a designated Area of Outstanding Natural Beauty (AONB). As well as being an amenity for local people it also attracts many visitors. The Council provides a range of formal parks (four of which have achieved national (Green Flag) standard plus play areas and open spaces.

The study will report on a Districtwide basis and by three distinct sub-geographical catchment areas, generally reflecting the main urban areas in the North East (Rugeley), Central/West (Cannock and Hednesford) and South East (Norton Canes, Heath Hayes and Rural). However, these will only be applied as relevant to the sport and where demand warrants it, for example, for football due to its size and spread of facilities across the District.

It should be noted that settlements within analysis areas have been grouped in the natural movement of residents to access sporting provision; therefore residents in Norton Canes are considered more likely to travel to access provision in Heath Hayes, than to Cannock or Rugeley; and vice versa.

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Figure 1: Study area and catchment areas



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

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

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

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

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

¹ www.sportengland.org>Facilities and Planning> Planning Applications

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

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

Quantity

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

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

Accessibility

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

- ◀ **Community use** - provision in public, voluntary, private or commercial ownership or management (including education sites) recorded as being available for hire and currently in use by teams playing in community leagues.
- ◀ **Available but unused** - provision that is available for hire but are not currently used by teams which play in community leagues; this most often applies to school sites but can also apply to sites which are expensive to hire.
- ◀ **No community use** - provision which as a matter of policy or practice is not available for hire or used by teams playing in community leagues. This should include professional club sites along with some semi-professional club sites where play is restricted to the first or second team.
- ◀ **Disused** – provision that is not being used at all by any users and is not available for community hire either. Once these sites are disused for five or more years they will then be categorised as 'lapsed sites'.
- ◀ **Lapsed** - last known use was more than five years ago (these fall outside of Sport England's statutory remit but still have to be assessed using the criteria in paragraph 96 of the National Planning Policy Framework).

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

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Quality

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

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

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

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

Gather demand information and views

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

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

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

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

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

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

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

The response rates of such consultation are as follows:

Sport	Total number	Number responding	Response rate	Methods of consultation
Football clubs	49	33	67%	Face to face/online survey/telephone
Football teams	180	143	81%	
Football leagues	4	3	75%	Face to face/telephone
Cricket clubs	3	3	100%	Online survey
Rugby union clubs	2	2	100%	Face to face/telephone
Hockey clubs	2	2	100%	Face to face
Tennis clubs	3	3	100%	Online survey
Athletics clubs	4	2	50%	Online survey
Golf clubs	2	0	0%	Online survey
Secondary schools	7	7	100%	Face to face/telephone
Primary/SEN schools	29	16	55%	Online survey/telephone
Parish/Town Council	8	6	75%	Online survey

Future demand

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

Population growth

The resident population in Cannock Chase is recorded as 98,534 (based on ONS 2016 mid-year estimates). By 2036 (in line with the Local Plan review period), the District's population is projected to increase by 5,558 or 6% to 104,092 (ONS 2014-based projections²).

For the purposes of the Assessment Report it has been agreed to use ONS figures to calculate population growth in Cannock Chase as this is the most accurate reflection of growth which is able to be broken down to the team generation rate age groups.

On this basis, ONS 2014-based projections have been used as the Government advised to revert to using the 2014 figures ONS-based projections when setting housing need as it better reflects the likely population growth than the most up to date figures (ONS 2016 based projections).

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

² Data Source: ONS 2014-based projections 2014-2039. Released: 25 May 2016

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

Other information sources used to help identify future demand include:

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

Stage C: Assess the supply and demand information and views

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

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

Understand the situation at individual sites

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

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

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

Develop the current picture of provision

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

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

Develop the future picture of provision - scenario testing

Modelling scenarios to assess whether existing provision can cater for unmet, displaced and future demand is made after the capacity analysis. This will also include, for example,

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removing sites with unsecured community use to demonstrate the impact this would have if these sites were to be decommissioned in the future. Scenario testing occurs in the strategy report and therefore does not form part of the assessment report.

Identify the key findings and issues

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

The following sections summarise the local administration of the included outdoor sports facilities in Cannock Chase District. Each provides a quantitative summary of provision and a map showing the distribution of facilities. It also provides information about the availability of facilities to/for the local community and the governing body of each sport and regional strategic plan (where they exist). Local league details are provided in order to outline the competitive structure for each sport. The findings of club consultation and key issues for each sport are summarised.

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PART 2: FOOTBALL

2.1: Introduction

The organisation primarily responsible for the development of football in Cannock Chase is Staffordshire FA, although some clubs in the District do affiliate to Birmingham FA. Both CFAs are responsible for the administration, in terms of discipline, rules and regulations, cup competitions and representative matches, development of clubs and facilities, volunteers, referees, coaching courses and delivering national football schemes.

This section of the report focuses on the supply and demand for grass football pitches. Part 6 captures supply and demand for third generation pitches (3G pitches) which are the preferred AGP (artificial grass pitch) surface type for football. In future, it is anticipated that there will be a growing demand for the use of 3G pitches for competitive football fixtures, especially to accommodate mini and youth football.

Consultation

In addition to face to face consultation with key clubs, an electronic survey was sent to all football clubs playing in Cannock Chase. Consultation (either through a survey or face to face interview) represents a 67% club response rate and 81% team response rate. The results are used to inform key issues within this section of the report. The following clubs were consulted with face to face:

- ◀ Brereton Lions FC
- ◀ Brereton Social FC
- ◀ Brereton Social Youth FC
- ◀ Cannock Town Juniors
- ◀ Creswell Wanderers FC
- ◀ Creswell Wanderers (Adult) FC
- ◀ Heath Hayes FC
- ◀ Heath Hayes Juniors FC
- ◀ Hednesford Town FC
- ◀ Hednesford Town Girls FC
- ◀ Hednesford Town Newlands FC
- ◀ Hednesford Town YDS
- ◀ Lea Hall Girls FC
- ◀ Lea Hall Youth FC

Local football leagues were also consulted with to gauge local football participation trends, as well as providing overviews of pitch/site quality. The following football leagues were also consulted with:

- ◀ Cannock Chase Sunday League
- ◀ Lichfield & District Recreational League
- ◀ Mid Staffs Junior League

2.2: Supply

The audit identifies a total of 72 grass football pitches across 40 sites in Cannock Chase, with 62 pitches across 33 sites identified as being available for community use on some level, whilst ten pitches at seven sites are unavailable for community use. Eighteen of the sites are considered single pitch sites³. The seven sites that are unavailable for community use are all education sites.

³ There is no additional grass pitch provision on site of either football or alternative sports.

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Table 2.1: Summary of grass pitches availability for community use

Availability for community use	Pitch type					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Yes	25	9	12	13	3	62
No	-	-	1	8	1	10
Total	25	9	13	21	4	72

Most available pitches in Cannock Chase (40%) are adult sized which is, in part, due to youth 11v11 teams playing on adult pitches. This is not ideal for youth players at U13-U16 and is not in line with the FA Youth Review. Just nine available pitches are youth 11v11 sized representing 15% of the supply considered available for community use in Cannock Chase which is low in relation to the proportion of youth teams (31 teams – 22% of all teams) which should be playing matches on this sized pitch.

Table 2.2: Summary of grass pitches by analysis area (community use)

Availability for community use	Pitch type					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Central/West	9	4	6	3	-	22
North East	8	4	3	5	-	20
South East	8	1	3	5	3	20
Total	25	9	12	13	3	62

Adult pitches are evenly distributed throughout Cannock Chase District with each analysis area having at least eight pitches available for community use. Conversely, the South East Analysis Area is the only area to have mini 5v5 pitches available for community use. Overall, however, the supply of grass football provision is even, with the Central/West Analysis Area having two more pitches available for community use (22 pitches) than the North East and South East analysis areas (20 pitches each).

In accordance with the FA Youth Review, U17 and U18 teams can play on adult pitches. The FA's recommended pitch size for adult football is 100x64 metres. Please refer to the table below for more detail on football pitch sizes:

Table 2.3: FA recommended grass/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

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Future supply

It is reported that The Hart School (Lower School) site is due to close, which would result in the loss of three youth pitches (two youth 11v11 and one youth 9v9). These pitches are currently used by Lea Hall Youth FC and Lakeside FC. Should the site close and the pitches become unavailable, then current users of the site would be required to relocate to alternate local venues. This concern was reported by Lea Hall Youth FC, with the Club having three teams based at the site. It should be noted that discussions are ongoing regarding this matter.

Heath Hayes FC report aspirations to sell its current home ground; with a view to then use those funds to establish a full size 3G pitch on Heath Hayes Park, whilst also securing a long term lease agreement with the Council, which owns the site; for said pitch and multiple grass pitches that the Club would also maintain. It is understood that the current landowners of Heath Hayes FC would gift the funds to the Club to allow developments at Heath Hayes Park to take place.

Hednesford Town FC is exploring the possibility of installing a 3G pitch at Keys Park, in place of the current adult pitch contained within the stadium. The Club report that this is in early stages of discussion and comes as a consequence of Hednesford Town Newlands FC and Hednesford Town Girls FC having growing demand, which is difficult to accommodate within the local area. The Club reports that Birmingham FA, to whom the Club affiliates, has told it to provide greater proof of need and that match funding would be required.

Since 2016, flood defence system development at Hagley Playing Fields has meant the temporary loss of a two adult football pitches. The site is owned by Staffordshire County Council and previously had both rugby union and football pitches marked out. Reports are that the site should return to operation in time for the 2019/20 season, resulting the re-supply of two adult pitches.

As part of previous planning permission granted for the establishment of a full size 3G pitch at 5's Pavilion and Sports Ground, a youth sized grass pitch was also to be created on the site. Despite the establishment of the 3G pitch, the grass pitch has never been created, with insufficient space available on site for either a youth 9v9 or a youth 11v11 pitches. The area is also insufficient to accommodate a mini 7v7 pitch, but a mini 5v5 pitch could adequately fit on site.

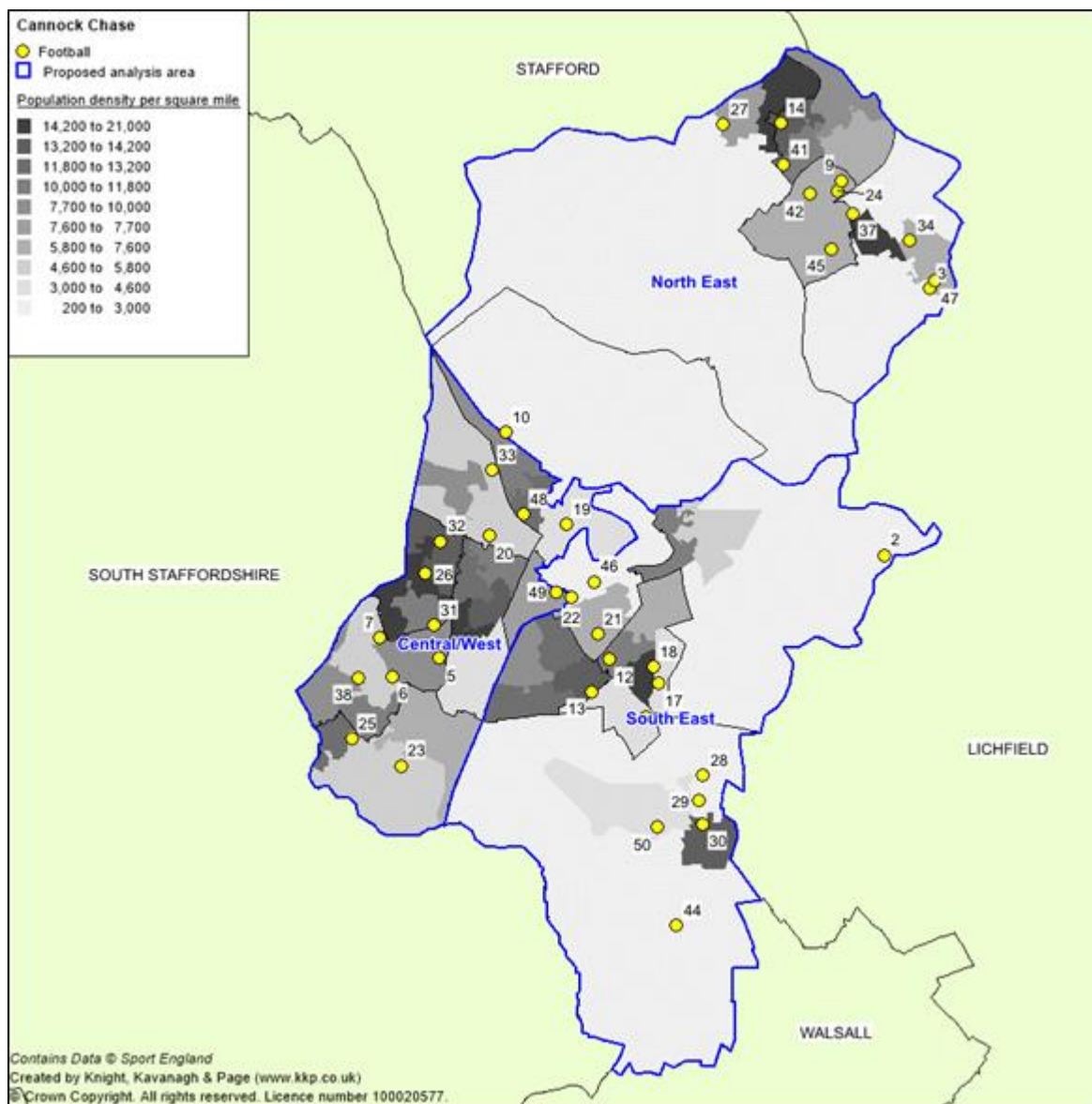
Upon the commencement of the 2018/19 season an additional adult pitch will be marked at Cannock Stadium. The pitch was provided in previous seasons, however, due to site developments it was decided that, for the long term benefit, the third pitch on site would not be marked for the 2017/18 season, providing the pitch the opportunity to receive required remedial work, preventing a decline in pitch quality. It is reported by the District Council that this pitch will return for community use.

Disused provision

The closure of Rugeley Power Station and its associated sports & social club in 2017, resulted in the loss of an adult, grass, football pitch. Following the closure of the site the pitch ceased to be maintained and became unavailable for community use. Any development of the site should seek to re-provide the pitch within its current locale, servicing local demand.

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Figure 2.1: Map showing grass football pitches in Cannock Chase District.



Pitch quality

The quality of football pitches in Cannock Chase has been assessed via a combination of non-technical assessments (as determined by The FA) user consultation and any available FA PIP reports to reach and apply an agreed rating. Percentage parameters used for the non-technical assessments were as follows;

- ◆ Poor = 0-49.9%
- ◆ Standard = 50-79.9%
- ◆ Good = 80%+

As such, each pitch within Cannock Chase has a quality rating of good, standard or poor. Pitch quality is primarily influenced by the carrying capacity of the site; often pitches are over used and lack the required routine maintenance work necessary to improve drainage and subsequent quality. Pitches which receive little to no ongoing repair or post-season remedial work will be assessed as poor, therefore limiting the number of games able to take place each week without it having a detrimental effect on quality.

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Conversely, well maintained pitches which are tended to regularly are likely to be of a higher standard and capable of taking a number of matches without a significant reduction in surface quality.

Table 2.4: Summary of football pitch quality (community use pitches)

Pitch type	Good	Standard	Poor
Adult	1	15	9
Youth 11v11	-	8	1
Youth 9v9	-	9	3
Mini 7v7	-	13	-
Mini 5v5	-	3	-
Total	1 (2%)	48 (77%)	13 (21%)

The pitch quality ratings determined through a combination of non-technical assessments and user feedback show most pitches available for community use (77%) are rated as standard quality, with 21% rated as poor and only one pitch as good, equating to just 2%.

In general, club consultation indicates varying degrees of change in pitch quality over the previous three years. Of responding clubs, 68% report no significant difference, compared to 13% that report worsening pitch quality and 19% that report improving pitch quality.

The most common factors attributed to pitch improvements in Cannock Chase are the quality of maintenance being undertaken by either clubs or the Council, whilst poor drainage or significant unofficial use is true for pitches that of worsening in quality. Specific comments relating to pitch conditions at individual sites can be seen in the table below. The comments are from a combination of club feedback and site assessment information.

Table 2.5: Summary of pitch quality comments

Site ID	Site name	Analysis area	Comments
3	Brereton Sports and Social Club	North East	Poor site drainage.
10	Cotswold Road	Central/West	Uneven pitch that needs levelling, but generally the site is ok.
17	Heath Hayes Park	South East	Poor drainage and unofficial use of the site both contribute to the poor quality of pitches available.
19	Hednesford Park	Central/West	Broken glass on site is a regular occurrence, whilst the pitches also have poor drainage. The pitches would be standard quality if only maintenance was assessed.
21	Keys Park	South East	The pitch would be good quality but there are some issues with the drainage in one corner. This should be rectified prior to the 2018/19 season.
30	Norton Canes Recreation Ground	South East	Good maintenance but drainage and official use of the site lowers the quality.
41	The Hart School (Lower School)	North East	Poor drainage at times but the site is of better quality than the Upper School site.

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Nationally, private sites (e.g. sports clubs) typically offer better quality facilities than Council parks/playing fields and school pitches. In general, such sports clubs tend to have dedicated ground staff or volunteers working on pitches and the fact that they are often secured by fencing prevents unofficial use. However, in Cannock Chase there appears to be no noticeable difference between the quality of these two pitch ownership types. Private site hire is often at full cost recovery.

The cost of self-maintenance can be limited by funds or equipment available and consequently some clubs may not be able to carry out the required level of maintenance each year, instead targeting specific areas of the pitch or times of the year, sometimes not every season.

FA Pitch Improvement Programme (PIP)

With quality of grass pitches becoming one of the biggest influences on participation in football, the FA has made it a priority to work towards improving quality of grass pitches across the country. This has resulted in the creation of the FA Pitch Improvement Programme (PIP). As part of the PIP, grass pitches identified as having quality issues undergo a pitch inspection from a member of the Institute of Groundsmanship (IOG). There are no reports of PIP inspections having taken place in Cannock Chase.

Ancillary facilities

Cannock Chase District Council manages and operates 12 football pitch sites, of which, seven are accompanied by changing provision. Changing facilities remain a key issue at football sites whether they are managed by the Council, sports clubs or community organisations. Some of the facilities are described as poor quality by users and some responding clubs state they do not have access or have demand for greater access to changing rooms or increased quantity to sufficiently cater for the number of pitches onsite. Clubs mention sites which are of poor quality having issues with the interior of the buildings rather than the exterior, with common references made to changing rooms needing modernisation and refurbishment.

Specific comments from clubs received relating to the ancillary facilities at these sites can be seen in the table below.

Table 2.6: Summary of ancillary facilities quality comments

Site ID	Site name	Management	Analysis area	Comments
3	Brereton Sports & Social Club	Sports Club	North East	Poor quality ancillary facilities that require significant refurbishment.
6	Cannock Park	Local Authority	Central/West	Three changing rooms of standard quality, with communal showers and toilets. The overall ancillary facilities require some refurbishment to modernise and improve the quality.
16	Heath Hayes FC	Sports Club	South East	Ancillary facilities on site meet minimum league requirements but are not considered fit for purpose, with insufficient electrical supply, inadequate car parking and no connection to main sewers.
17	Heath Hayes Park	Local Authority	South East	The number of changing rooms available is adequate to serve the number of pitches on

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Site ID	Site name	Management	Analysis area	Comments
				site, but the quality of both the interior and exterior of the changing rooms is poor quality and requires improvement.
21	Keys Park	Sports Club	South East	Good quality ancillary facilities but would ideally have an extra officials' changing room for female match officials. The stadium does not have mains utilities but will once a housing development is complete on part of the land.
24	Lea Hall Sports & Social Club	Community Organisation	North East	Changing rooms are considered adequate at present, given that mini and junior teams tend to not to use them, but they will require refurbishment in the future to improve quality.
27	Mount Road	Local Authority	North East	No changing rooms or toilets on site which can be an issue, but the car parking on site is considered adequate.
30	Norton Canes Recreation Ground	Local Authority	South East	The number of changing rooms is inadequate to serve all pitches on site as one is currently used for storage. The cost of hiring the changing rooms is steadily increasing without a caretaker maintaining or opening the building, with the clubs being provided with keys to then clean and open the site each week.
31	Old Fallow Road	Local Authority	Central/W est	No parking on site is inconvenient resulting in street parking.
44	Yates Sports & Social Club	Community Organisation	South East	Good quality ancillary facilities, the only thing that is missing is a dedicated medical room.

Car parking

Through consultation, only Old Fallow Road is identified as having inadequate car parking on site, with other sites considered to have appropriate car parking either on site or nearby.

FA's Safeguarding Operating Standards

Staffordshire FA (SCFA) is now required to comply with FA safeguarding operating standards. As part of this, SCFA recognises and advocates all football pitches require, as a minimum, access to toilet facilities for players for safeguarding and health & safety purposes. Furthermore, it is expected that pitch providers work in partnership with site users to ensure that the associated changing room and toilet requirements are accessible. Though SCFA strives to obtain this as a minimum requirement across its administrative areas, it is key to acknowledge that it does not have ownership or influence over all sites used for affiliated football and whilst it is able to influence and support site provision through partnership working (especially with local authorities), it is not directly able to do so at all sites such as those which may be privately operated.

Security of tenure

The majority of teams in Cannock Chase play on Council managed pitches and are therefore considered to be secure for at least the next three years as part of the Council's continued sports and leisure provision offering. Of clubs responding to consultation, 14 note that pitches are rented from the Council for match demand.

Schools and academies generally state their own hire policies and are more likely to restrict levels of community use. The seven sites that are unavailable for community use are all education sites.

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Reasons for not allowing community use vary. The most common example is that the schools want to protect pitches for curricular and extra-curricular purposes due to existing quality issues. Other reasons may include staffing issues, health and safety issues and a lack of profitability. Moreover, some schools which allow community use do so without providing security of tenure, meaning they could cease to allow use at any point.

Some clubs in Cannock Chase either own the freehold or have long term lease agreements in place at their home venue. Lea Hall Youth & Girls FC and Brereton Social both own home venues due to being part of larger organisations.

Hednesford Town FC also has security of tenure, with the Club having a long term lease agreement with a holding company called Hednesford Town Football Club Limited, which it set up to secure both the Club and the site against potential financial difficulties, should they occur in the future. The lease agreement in place provides the Club with secure tenure at Keys Park.

Heath Hayes FC has a lease agreement in place with two landowners that own the Club's home ground. It is understood that the lease agreement is not formalised at this time but that all parties are seeking to change this imminently. Until the lease agreement is formalised the Club is not considered to have security of tenure. Minimum league requirements for clubs competing at Step 6 of the pyramid, as Heath Hayes FC does, states that clubs are required to have security of tenure at home venues. Despite this not being the case for Heath Hayes FC it is understood that the League accepts the terms of the current agreement.

Brereton Town FC rents its primary home venue from the Council on an annual basis but has a lease agreement in place for the footprint of the clubhouse facility. These two arrangements mean that the Club's use of the pitch is not secure but the ongoing use of the clubhouse will remain. During consultation the Club did note that it would be keen to lease the pitch from the Council, long term, provided that improvements could be made to the pitch quality, along with a potential perimeter fence to prevent unofficial use. This was caveated by the acknowledgement that given the pitch's presence within a public park the likelihood of a fence being erected would be minimal.

2.3: Demand

At the start of the 2017/18 season, there are a total of 140 teams identified as playing competitive football matches or training within Cannock Chase. This consists of 39 men's, one women's, 51 youth boys', six youth girls' and 43 mini soccer teams.

However, not all of these teams are considered to be based in the District for matches, with 52 teams utilising pitches outside of the District either as part of central venue leagues, or to access pitches in other local authorities. This is explored in detail further in the section.

Table 2.7: Summary of teams currently playing or training in Cannock Chase

Analysis area	No. of teams playing					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Central/West	16	15	10	9	6	56
North East	11	13	8	8	8	48
South East	13	3	8	4	8	36
Cannock Chase	40	31	26	21	22	140

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The majority of demand is based in the Central/West Analysis Area (56 teams), with the South East Analysis Area having the lowest demand figures (36 teams). The largest format of demand is from adult teams despite local adult leagues reporting that there has been a decline in the number of teams participating in respective leagues. Despite this, there has been a reported increase in participation amongst local, central venue, vets leagues.

Of the 88 teams identified as playing matches in Cannock Chase, 79 teams are recorded as consistently playing home matches on grass pitches during 2017/18 season. The remaining nine teams are recorded as playing on 3G pitches according to the FA affiliation data 2017/18 season and club consultation.

Table 2.8: Summary of football team demand in Cannock Chase

Age group	Number of teams playing on grass	Number of teams playing on 3G
Senior Men's (16-45) ⁴	40	2
Senior Women's (16-45)	1	-
Youth Boys (10-15)	30	1
Youth Girls (10-15)	5	-
Mini-Soccer Mixed	3	6
Total	79	9

Of the mini soccer played in Cannock Chase, most (66%) is played on 3G pitches, with two teams based at 5's Pavilion and Sports Ground and four at Cardinal Griffin Catholic College; 34 other mini teams access 3G venues outside of Cannock Chase as part of central venue leagues.

National League System

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

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

In Cannock Chase, there are no professional clubs which play within the Football League system, however, there are two teams which play within the National League System.

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

Team	League	Level
Heath Hayes FC	Midland Football League – Division One	Step 6
Hednesford Town FC	Evo-Stik League – Premier Division	Step 3

⁴ For the purposes of demand U17 and U18 teams are considered to require adult pitches, though it should be noted that these age groups affiliate to their respective County FA as junior teams.

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Competing just below the football pyramid structure, Brereton Social FC is one promotion away from competing at Step 7 and subsequently having to comply with minimum ground requirements; similarly, Cannock United FC is two promotions away from Step 7. At present only, the former would meet minimum ground requirements for that level, with Cannock United FC not having security of tenure in place.

A common issue for clubs entering the pyramid is changing facilities. For Step 7 football (ground grading H), changing rooms must be a minimum size of 18 square metres, exclusive of shower and toilet areas. The general principle for clubs in the football pyramid is that they have to achieve the appropriate grade by March 31st of their first season after promotion, which therefore allows a short grace period for facilities to be brought up to standard. This, however, does not apply to clubs being promoted to Step 7 (as they must meet requirements immediately).

Hednesford Town FC competes at Step 3 of the football pyramid and fully complies with minimum ground requirements. The Club would not have an issue if it were to be promoted to National League North (Step 2), with Keys Park meeting minimum ground requirements for that level of football.

As mentioned earlier, Heath Hayes FC does meet minimum ground requirements for Step 6 of the football pyramid but would struggle to comply if the Club was to be promoted. It acknowledges that ground grading has been lenient in the past; hence the Club's aspirations to sell the ground and relocate to a purpose built facility.

Burton Junior Football League (BJFL)

The Burton Junior Football League (BJFL) is a large mini and youth football league which encompasses Cannock Chase and incorporates clubs in surrounding local authorities such as East Staffordshire, North West Leicestershire, Derbyshire Dales, South Derbyshire, Derby and Lichfield.

The League has grown in participation in the last three years and uses two locations (The Pingle Academy and John Port Spencer Academy) in South Derbyshire as central venues for its U10s age group. The remaining demand (U7s to U9s and U11 to U12s) is located at central venues in neighbouring authority East Staffordshire. Any team above U12s which is participating in the BJFL must be located at a club's 'home ground' in order to play home and away fixtures. Three teams from Cannock Chase participate in the BJFL, all representing Lakeside FC and playing at Shobnall Leisure Centre (East Staffordshire) as a central venue.

Mid Staffs Junior Football League (MSFL)

The Mid Staffs Junior Football League (MSJFL) was formed in 1996, having previously been called the Rugeley and District Boys League. The League encompasses mini and junior teams from Stafford, Cannock Chase, Stoke and Wolverhampton. It operates on a central venue basis for mini football, two of which, are within Cannock Chase (5's Pavilion and Sports Ground and Cardinal Griffin Catholic College); At both of these sites 3G pitches are utilised. Once teams are considered junior teams then, similarly to the BJFL, they must be located at a club's 'home ground' in order to play home and away fixtures. Six clubs, providing 19 teams are displaced as part of the League structure to central venues outside of Cannock Chase predominantly accessing sites in Walsall.

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Lichfield & District Recreation League (LDRL)

The Lichfield & District Recreational League caters for teams from U7 to U18, with a catchment area covering Bridgnorth, Wolverhampton, Cannock Chase, Lichfield and Walsall. Unlike the MSJFL and BJFL, it operates on a home and away basis, with the League assisting clubs with venues if they are unable to arrange their own. The League has a strong relationship with Lichfield Council which it utilises to provide some clubs with home venues, rather than the local authority that the Club is based in. 30 teams from Cannock Chase based clubs participate in the League, with 12 of those teams accessing pitches outside of the District. The League reports that a lack of youth 9v9 pitches in some areas, including Cannock Chase, means that it is helping clubs to access sites with this provision.

Walsall Junior Youth League (WJYL)

The Walsall Junior Youth League operate central venue sites for mini leagues, with junior football required to access provision on a home and away basis, arranged by each club. Cannock Chase based clubs have 21 teams playing in the League, 16 of which, are displaced outside of the District to access provision. Four of the 16 clubs access provision outside of the District out of choice, such as, Brereton Town Juniors, Cannock Town Juniors and Hednesford Town Newlands. The remaining 12 teams are all of mini ages and therefore attend central venue sites.

Midland Junior Premier League (MJPL)

The Midland Junior Premier League is an FA Charter Standard League operating in the Central region. The league consists of one division at each age group from U10 to U16, plus an U18 league. At the time of writing there are five Cannock Chase District based teams competing in the divisions. The League operates on a home and away basis, with cup competitions following the conclusion of the traditional league structure in April. As part of league rules clubs are required to provide match venues with separate, secure changing and washing facilities both teams and match officials; as well as, post-match hospitality for players, club officials and league representatives.

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 clubs in Cannock Chase report any unmet demand present.

Latent demand is demand that evidence suggests may be generated from the current population should clubs have access to more or better pitches. Lakeside Juniors FC report that if there were more pitches available locally then it would be able to field an additional U8 (mini 5v5) and U9 (mini 7v7) teams. Other Rugeley based clubs, Lea Hall Juniors and Brereton Town Juniors also note that additional teams could potentially be created with an increase of youth 9v9 pitches in the Area but did not specify how many teams this could generate.

Displaced/exported demand

Displaced or exported demand refers to Cannock Chase 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.

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As previously stated, a number of Cannock Chase based clubs have teams accessing central venue league sites for match provision as part of league rules. In addition to the aforementioned mini and junior leagues, one team representing Brereton Social FC and one from Hednesford Town Girls FC, access central venue provision as part of the Staffs FA Vets League and the Staffordshire Girls and Ladies League, respectively.

Due to the nature of youth and mini teams being displaced as a result of league central venues, these teams have not been included in the following tables, as the same number of teams will continue to be displaced each season, due to the respective leagues locating outside of the study area.

In total 16 teams are displaced as a result a lack of provision in the District; nine utilising youth 11v11 pitches and seven accessing youth 9v9 provision. Accumulatively this equates to eight match equivalent sessions of match demand.

Table 2.10: Teams displaced due to a lack of provision

Club	Displaced demand	Match equivalent sessions per week
Abbot Bromley FC	Youth 11v11 x 2	1
	Youth 9v9	0.5
Hednesford Town Newlands FC	Youth 11v11	0.5
Huntington Harriers FC	Youth 11v11 x 2	1
	Youth 9v9	0.5
Milford Athletic FC	Youth 11v11 x 3	1.5
	Youth 9v9	0.5
Norton Canes FC	Youth 11v11	0.5
	Youth 9v9 x 4	2

Clubs also access provision outside of Cannock Chase for training demand, with 30 teams training at sites outside of the District. From consultation it is considered that these teams choose to access AGPs outside of the District out of preference with no clubs expressing an aspiration to return to Cannock Chase to access supply.

Almost half of those teams (14) represent Creswell Wanderers FC which is based at Cannock Cricket & Hockey Club in South Staffordshire although the vast majority of its players are from Cannock Chase District. Despite this, the Club is not considered displaced as teams utilise the site for both match and training demand and this is unlikely to change in the future.

Future demand

Future demand can be defined in two ways, through participation increases and using population forecasts. Team generation rates (TGRs) are used below as the basis for calculating the number of teams likely to be generated in the future based on population growth up to 2036⁵.

⁵ TGRs are based on population forecasts to 2028 which is in line with Cannock Chase Local Plan timeframe.

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Table 2.11: Team generation rates (District wide level)

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group	Predicted future number of teams (2036)	Additional teams that may be generated from the increased population
Senior Men's (16-45)	18,393	39	472	18,005	38.2	0
Senior Women's (16-45)	18,189	1	18189	17,221	0.9	0
Youth Boys' (12-15)	2,243	27	83	2,333	28.1	1
Youth Girls' (12-15)	2,059	4	515	2,146	4.2	0
Youth Boys' (10-11)	1,117	24	47	1,108	23.8	0
Youth Girls' (10-11)	1,053	2	527	1,022	1.9	0
Mini-Soccer Mixed (8-9)	2,311	21	110	2,117	19.2	0
Mini-Soccer Mixed (6-7)	2,322	22	106	2,125	20.1	0

When TGRs are applied to individual analysis areas a more detailed representation of where exactly the predicated growth will occur emerges. It is considered that although this figure may be lower than when applied District wide, it provides a more accurate depiction of future teams, with some participation growth being insufficient to establish new teams and therefore being assimilated in to existing playing squads.

Applying TGRs to specific analysis areas in Cannock Chase District does not forecast the creation of any additional teams; with participation increases in each Analysis Area being assimilated within existing playing squads.

Team generation rates (TGRs) are based exclusively on future population forecasts and do not account for societal factors or changes in the way people may wish to play sport. Similarly, TGRs cannot account for specific targeted development work within certain areas or focused towards certain groups, such as NGB initiatives or coaching within schools. For example, there is a focus on developing girl's football both within Cannock Chase and nationally which is likely to lead to more girls' teams in the future and therefore increased demand for pitches.

It is important to note that there has been a recent decrease nationally in participation at adult level and that the number of FA affiliated adult teams playing competitive football has dropped. Similarly, there has been a decline in the number of youth players making the transition from youth football to adult leagues.

Participation increases

A number of clubs highlight plans to increase the number of teams for next season, totalling a requirement for a further 7.5 match equivalent sessions across different pitch types.

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Table 2.12: Summary of future demand reported by clubs

Club	Analysis area ⁶	Future demand	Match equivalent sessions per week	Pitch type	Grass, 3G or displaced
Brereton Town Juniors FC	North East	2 x Mini (U7)	1	Mini 5v5	Displaced
		1 x Mini (U9)	0.5	Mini 7v7	Displaced
Brereton Town Ladies FC	North East	1 x Youth (U16)	0.5	Youth 11v11	Grass
Brereton Social FC	North East	4 x Mini (U7)	2	Mini 5v5	Displaced
Cannock Town Juniors FC	Central/West	1 x Mini (U7)	0.5	Mini 5v5	Displaced
Heath Hayes FC	South East	1 x Adult (Women's)	0.5	Adult	Grass
Hednesford Town FC	South East	1 x Adult (U21)	0.5	Adult	Grass
Hednesford United Girls	South East	1 x Mini (U7)	0.5	Mini 5v5	Displaced
Lakeside Juniors FC	North East	1 x Mini (U7)	0.5	Mini 5v5	Displaced
Lea Hall Juniors FC	North East	2 x Mini (U7)	1	Mini 5v5	Displaced

As seen in the table above, 5.5 match equivalent sessions of potential future mini 5v5 football will be created by clubs next season. Adding teams at this age group can be easier for clubs given the lower number of players required to form teams. This also helps create sustainability within the Club, introducing younger players each season.

Including both TGRs and club aspirations, the total amount of future demand across Cannock Chase District equates to one match equivalent session on adult pitches; 0.5 match equivalent sessions on youth 11v11 pitches; 0.5 match equivalent sessions on mini 7v7 pitches; and 5.5 match equivalent sessions on mini 5v5 pitch types; although much of this demand will be displaced out of the District as part of central venue leagues, as shown in Table 2.12.

Therefore, 1.5 match equivalent sessions of future demand will need to be accommodated on grass pitch provision, 0.5 of which will be on a youth 11v11 sized pitch.

It is important to note that TGRs are based on population figures and cannot account for specific targeted development work within certain areas or focused towards certain groups, such as NGB initiatives or coaching within schools. For example, the FA has committed to doubling women's and girl's football participation by 2020. In 2017 to assist in obtaining this goal, and in partnership with SSE, it has introduced SSE Wildcats Centres.

⁶ Analysis area refers to where respective clubs are nominally based, however, due to the location of central venue leagues some future teams will be displaced out of the District.

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SSE Wildcats Centres

SSE Wildcats Centres work with County FA qualified coaches to deliver local weekly sessions, which provide opportunities for girls aged five to 11 to develop fundamental skills and experience football in a safe and fun environment. There are already 200 established centres which delivered the SSE Wildcats pilot in 2017, with a further 800 centres to be in place for 2018. As part of the expansion process, organisations extending beyond affiliated clubs to include other providers or community groups were invited to apply in late 2017 to become one of the new centres. All organisations delivering Wildcats centres receive a £900 start-up grant and 30 branded footballs in their first year of running the programme to help develop and increase girl's participation.

There are two Wildcat Centres in the District, located at 5's Pavilion and Sports Ground (3G) and Staffordshire University Academy (grass). The former centre is being led by Inspiring Healthy Lifestyles, whilst the latter is being run by Midland Soccer Academy.

In light of both FA aspirations to double female participation in football through its Game Changer strategy and the establishment and foreseen future effect of the SSE Wildcats programme, it is likely that the growth in affiliated women's and girl teams may exceed that shown through TGRs, however, at present to what extent is not quantifiable.

2.4: Capacity analysis

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

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

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

Table 2.14 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
Overused	Play exceeds the level the site can sustain

The level of pitch usage is recorded in match equivalent sessions per week (MES). For football, pitches relate to a typical week within the season and one match per week equates to one match equivalent session per week if it occurs every week or more typically 0.5

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match equivalent sessions per week if it occurs every other week (i.e. reflecting home and away fixtures).

Informal use

Where information is known, informal and unofficial use of pitches has been factored into current play. It must be noted, however, that informal use of these sites is not recorded and it is therefore difficult to quantify on a site-by-site basis. Instead, it is recommended that open access sites be protected through an improved maintenance regime and through retaining some spare capacity to protect quality.

Education sites

To account for curricular/extracurricular use of education pitches it is likely that use additional to recorded community use will need to be factored into the total current weekly usage. 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 extent of use added is typically dependent on the level of play, the number of pitches onsite and whether there is access to an AGP elsewhere onsite allowing rotation and protection of impact on grass pitches.

Table 2.14 shows community usage of available pitches. Where not overlaid as a result of community use, school sites are considered to have no spare capacity to accommodate further community use based on assumed curricular and extracurricular activity beyond the level of community use shown in Table 2.14. School sites which are available for community use but currently do not have any external use have been accredited one match equivalent session per week, per pitch, to indicate use for curricular and extracurricular activity as opposed to being completely unused.

Tenure at school sites is generally considered to be unsecure given the nature of rental with no formal community use or service level agreement (SLA) currently in place. No teams playing at school sites, either on grass or artificial pitches, are reported to have secure tenure through long term/formal community use agreements.

Table 2.13: Summary of youth and adult teams playing at school sites across Cannock Chase District

Site ID	Site name	Club	Level of demand	Grass or 3G?
5	Cannock Chase High School	Heath Hayes FC (Juniors)	0.5 MES (9v9)	Grass
			1.5 MES (11v11)	Grass
7	Cardinal Griffin College	Cannock Town Juniors	0.5 MES (9v9)	Grass
			0.5 MES (11v11)	Grass
		Hawkins Sports Juniors	0.5 MES (5v5)	3G
			0.5 MES (7v7)	3G
		Hednesford Town Newlands	0.5 MES (11v11)	Grass
			0.5 MES (Adult)	Grass
		Hednesford United Girls	0.5 MES (9v9)	Grass
		Stafford Rangers Juniors	0.5 MES (7v7)	3G
		Stafford Town Juniors	0.5 MES (7v7)	3G
			0.5 MES (9v9)	Grass
Wryley Vets	0.5 MES (Adult)	Grass		
Wryley Juniors	0.5 MES (9v9)	Grass		
22	Kingsmead School	Hawkins Sports Juniors	0.5 MES (11v11)	Grass
25	Longford School	Heath Hayes FC	0.5 MES (5v5)	Grass (7v7)

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Site ID	Site name	Club	Level of demand	Grass or 3G?
			1 MES (7v7)	Grass
			0.5 MES (9v9)	Grass
28	Norton Canes High School	Mocefa FC	0.5 MES (Adult)	Grass
33	Cannock Town Juniors	Pye Green Valley Primary	0.5 MES (9v9)	Grass
37	St Joseph's Catholic Primary School	Brereton Town Juniors	0.5 MES (9v9)	Grass
41	The Hart School (Lower School)	Lakeside	0.5 MES (9v9)	Grass
		Lea Hall Youth	0.5 MES (9v9)	Grass
		Lea Hall Youth	1 MES (11v11)	Grass
42	The Hart School (Upper School)	AFC Castle	0.5 MES (Adult)	Grass
		Lakeside	1 MES (11v11)	Grass (Adult)
47	Hob Hill CE/Methodist Primary School	Brereton Social Youth	0.5 MES (11v11)	Grass

Peak time

Peak time demand for adult and mini 7v7 football pitches is Sunday morning. Both youth 11v11 and youth 9v9 pitches have a peak time of Sunday afternoon, which negates any potential issues, such as kick-off time clashes on adult pitches which are over marked for junior and mini football, or child welfare issues at sites where there are not sufficient changing facilities to service all pitches, as junior and mini teams require exclusive changing and shower areas which need to be carefully coordinated and managed.

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Table 2.14: Football pitch capacity analysis

Site ID	Site name	Analysis area	Community use availability	Management	Security of tenure ⁷	Pitch type	Pitch size	No. of pitches	Agreed quality rating	Current play (MES)	Site capacity ⁸ (MES)	Capacity balance ⁹	Comments
2	Beaudesert Sports Field and Recreation Ground	South East	Yes	Local Authority	Secure	Adult		1	Standard	0	2	-2	Pitch has two MES of potential capacity.
2	Beaudesert Sports Field and Recreation Ground	South East	Yes	Local Authority	Secure	Mini	(7v7)	1	Standard	0	4	-4	Pitch has four MES of potential capacity.
3	Brereton Sports and Social Club	North East	Yes	Sports Club	Secure	Adult		1	Standard	2.5	2	0.5	Pitch is overplayed by 0.5 MES.
5	Cannock Chase High School	Central/West	Yes	School	Unsecure	Youth	(11v11)	2	Standard	3.5	4	-0.5	Pitch has 0.5 MES of potential capacity.
5	Cannock Chase High School	Central/West	Yes	School	Unsecure	Youth	(9v9)	1	Standard	1.5	2	-0.5	Pitch has 0.5 MES of potential capacity.
6	Cannock Park	Central/West	Yes	Local Authority	Secure	Adult		1	Poor	0.5	1	-0.5	Pitch has 0.5 MES of potential capacity.
6	Cannock Park	Central/West	Yes	Local Authority	Secure	Youth	(11v11)	1	Poor	3	1	2	Pitch is overplayed by two MES.
7	Cardinal Griffin Catholic College	Central/West	Yes	School	Unsecure	Adult		1	Standard	2	2	-	Pitch is at capacity.
7	Cardinal Griffin Catholic College	Central/West	Yes	School	Unsecure	Youth	(11v11)	1	Standard	2	2	-	Pitch is at capacity.
7	Cardinal Griffin Catholic College	Central/West	Yes	School	Unsecure	Youth	(9v9)	1	Standard	3	2	1	Pitch is overplayed by one MES.
9	Churchfield Primary School	North East	No	School	Unsecure	Mini	(7v7)	1	Standard	1	4	-3	Pitch has three MES of potential capacity.
10	Cotswold Road	Central/West	Yes	Local Authority	Secure	Adult		1	Standard	1	2	-1	Pitch has one MES of potential capacity.
12	Five Ways Primary School	South East	Yes	School	Unsecure	Mini	(7v7)	1	Standard	1	4	-3	Pitch has three MES of potential capacity.
13	Gorsemoor Primary School	South East	Yes	School	Unsecure	Mini	(7v7)	1	Standard	1	4	-3	Pitch has three MES of potential capacity.
13	Gorsemoor Primary School	South East	Yes	School	Unsecure	Youth	(11v11)	1	Standard	1	2	-1	Pitch has one MES of potential capacity.
14	Green Lane	North East	Yes	Local Authority	Secure	Adult		2	Poor	1	2	-1	Pitch has one MES of potential capacity.
14	Green Lane	North East	Yes	Local Authority	Secure	Youth	(9v9)	1	Poor	1	1	-	Pitch is at capacity.
16	Heath Hayes FC	South East	Yes	Sports Club	Secure	Adult		1	Standard	2.5	2	0.5	Pitch is overplayed by 0.5 MES.
17	Heath Hayes Park	South East	Yes	Local Authority	Secure	Adult		1	Poor	0.5	1	-0.5	Pitch has 0.5 MES of potential capacity.
17	Heath Hayes Park	South East	Yes	Local Authority	Secure	Youth	(9v9)	1	Poor	1	1	-	Pitch is at capacity.
18	Heath Hayes Primary Academy	South East	No	School	Unsecure	Mini	(7v7)	1	Standard	1	4	-3	Pitch has three MES of potential capacity.
19	Hednesford Park	Central/West	Yes	Local Authority	Secure	Adult		1	Poor	1	1	-	Pitch is at capacity.
19	Hednesford Park	Central/West	Yes	Local Authority	Secure	Youth	(9v9)	1	Poor	0.5	1	-0.5	Pitch has 0.5 MES of potential capacity.
20	Hednesford Valley High School	Central/West	No	School	Unsecure	Mini	(7v7)	1	Standard	1	4	-3	Pitch has three MES of potential capacity.
21	Keys Park	South East	Yes	Sports Club	Secure	Adult		1	Standard	1	2	-1	Pitch has one MES of potential capacity.
22	Kingsmead School	South East	Yes	School	Unsecure	Adult		1	Standard	1.5	2	-0.5	Pitch has 0.5 MES of potential capacity.
22	Kingsmead School	South East	Yes	School	Unsecure	Youth	(9v9)	1	Standard	1	2	-1	Pitch has one MES of potential capacity.
23	Laburnum Avenue	Central/West	Yes	Local Authority	Secure	Adult		1	Standard	0	2	-2	Pitch has two MES of potential capacity.
24	Lea Hall Sports and Social Club	North East	Yes	Community Organisation	Secure	Mini	(7v7)	1	Standard	0	4	-4	Pitch has four MES of potential capacity.
24	Lea Hall Sports and Social Club	North East	Yes	Community Organisation	Secure	Youth	(11v11)	1	Standard	2	2	-	Pitch is at capacity.
25	Longford School	Central/West	Yes	School	Unsecure	Mini	(7v7)	1	Standard	2.5	4	-1.5	Pitch has 1.5 MES of potential capacity.
25	Longford School	Central/West	Yes	School	Unsecure	Youth	(9v9)	1	Standard	1.5	2	-0.5	Pitch has 0.5 MES of potential capacity.
26	Moorhill Primary School	Central/West	No	School	Unsecure	Mini	(7v7)	1	Standard	1	4	-3	Pitch has three MES of potential capacity.
27	Mount Road	North East	Yes	Local Authority	Secure	Adult		1	Standard	0.5	2	-1.5	Pitch has 1.5 MES of potential capacity.
28	Norton Canes High School	South East	Yes	School	Unsecure	Adult		2	Poor/Standard	2.5	3	-0.5	Pitch has 0.5 MES of potential capacity.
29	Norton Canes Primary Academy	South East	Yes	School	Unsecure	Mini	(5v5)	1	Standard	1	4	-3	Pitch has three MES of potential capacity.
29	Norton Canes Primary Academy	South East	Yes	School	Unsecure	Mini	(7v7)	1	Standard	1	4	-3	Pitch has three MES of potential capacity.

⁷ Unless local information suggests otherwise it can be assumed that the availability of all pitches in Council, town and parish Council and sports club ownership will be secure.

⁸ Based on pitch quality The FA recommends a maximum number of match equivalent sessions to be accommodate per pitch type. Please refer to Section 2.4 for the full breakdown.

⁹ Red indicates overplay, green indicates potential spare capacity and amber indicates at capacity.

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Site ID	Site name	Analysis area	Community use availability	Management	Security of tenure ⁷	Pitch type	Pitch size	No. of pitches	Agreed quality rating	Current play (MES)	Site capacity ⁸ (MES)	Capacity balance ⁹	Comments
29	Norton Canes Primary Academy	South East	Yes	School	Unsecure	Youth	(9v9)	1	Standard	1	2	-1	Pitch has one MES of potential capacity.
30	Norton Canes Recreation Ground	South East	Yes	Local Authority	Secure	Adult		1	Standard	1.5	2	-0.5	Pitch has 0.5 MES of potential capacity.
31	Old Fallow Road	Central/West	Yes	Local Authority	Secure	Adult		1	Standard	1.5	2	-0.5	Pitch has 0.5 MES of potential capacity.
32	Cannock Stadium	Central/West	Yes	Local Authority	Secure	Adult		2	Standard	2.5	4	-1.5	Pitch has 1.5 MES of potential capacity.
33	Pye Green Valley Primary	Central/West	Yes	School	Unsecure	Youth	(9v9)	1	Standard	1.5	2	-0.5	Pitch has 0.5 MES of potential capacity.
34	Ravenhill Park	North East	Yes	Local Authority	Secure	Adult		1	Standard	1.5	2	-0.5	Pitch has 0.5 MES of potential capacity.
37	St Joseph's Catholic Primary School	North East	Yes	School	Unsecure	Mini	(7v7)	2	Standard	2	8	-6	Pitch has six MES of potential capacity.
37	St Joseph's Catholic Primary School	North East	Yes	School	Unsecure	Youth	(9v9)	1	Standard	1.5	2	-0.5	Pitch has 0.5 MES of potential capacity.
38	St Luke's C of E Primary School	Central/West	Yes	School	Unsecure	Mini	(7v7)	2	Standard	2	8	-6	Pitch has six MES of potential capacity.
38	St Luke's C of E Primary School	Central/West	Yes	School	Unsecure	Youth	(9v9)	1	Standard	1	2	-1	Pitch has one MES of potential capacity.
41	The Hart School (Lower School)	North East	Yes	School	Unsecure	Youth	(11v11)	2	Standard	3	4	-1	Pitch has one MES of potential capacity.
41	The Hart School (Lower School)	North East	Yes	School	Unsecure	Youth	(9v9)	1	Standard	3	2	1	Pitch is overplayed by one MES.
42	The Hart School (Upper School)	North East	Yes	School	Unsecure	Adult		3	Poor	4.5	3	1.5	Pitches are overplayed by one MES.
44	Yates Sports and Social Club	South East	Yes	Community Organisation	Secure	Adult		1	Good	1	3	-2	Pitch has two MES of potential capacity.
45	Chase View Primary school	North East	Yes	School	Unsecure	Mini	(7v7)	2	Standard	2	8	-6	Pitch has six MES of potential capacity.
46	St Peter's CE Primary school	South East	Yes	School	Unsecure	Mini	(5v5)	2	Standard	2	8	-6	Pitch has six MES of potential capacity.
46	St Peter's CE Primary school	South East	Yes	School	Unsecure	Mini	(7v7)	1	Standard	1	4	-3	Pitch has three MES of potential capacity.
47	Hob Hill CE/Methodist (VC) Primary school	North East	Yes	School	Unsecure	Youth	(11v11)	1	Standard	1.5	2	-0.5	Pitch has 0.5 MES of potential capacity.
48	West Hill Primary school	Central/West	No	School	Unsecure	Mini	(5v5)	1	Standard	1	4	-3	Pitch has three MES of potential capacity.
48	West Hill Primary school	Central/West	No	School	Unsecure	Mini	(7v7)	1	Standard	1	4	-3	Pitch has three MES of potential capacity.
48	West Hill Primary school	Central/West	No	School	Unsecure	Youth	(9v9)	1	Standard	1	2	-1	Pitch has one MES of potential capacity.
49	St Josephs Catholic primary	South East	No	School	Unsecure	Mini	(7v7)	2	Standard	2	8	-6	Pitch has six MES of potential capacity.
50	Jerome Primary School	South East	No	School	Unsecure	Mini	(7v7)	1	Standard	1	4	-3	Pitch has three MES of potential capacity.

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Spare capacity

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

Over marked pitches which are used and exhibit potential spare capacity have not been considered available to accommodate further play in order to protect pitch quality, given the nature of repeated and sustained use over a short period of time.

Where there is potential spare capacity exhibited at school sites beyond current community use, this has not been included due to the significant additional use during the week by schools for curricular, extracurricular and competitive sport.

Match equivalent sessions

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

At this stage, match equivalent sessions do not equate to the number of pitches which are required/surplus. For example, an Analysis Area might show three match equivalent sessions of spare capacity but you would need to cross reference back to individual sites to determine where the spare capacity originates from. If it is spread across a number of sites then there is minimal spare capacity within the site which may be required to accommodate strategic reserve. If the spare capacity is on one pitch then it might indicate a need to create a different type of pitch to address a deficiency. This will be fully determined and recommendations will be made accordingly within the Strategy and Action Plan.

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Table 2.15: Actual spare capacity

Site ID	Site name	Analysis area	Community use availability	Pitch type	Pitch size	No. of pitches	Security of tenure	Agreed quality rating	Site capacity (MES)	Capacity balance	Match equivalent sessions available in peak period	Comments
2	Beaudesert Sports Field and Recreation Ground	South East	Yes	Adult		1	Secure	Standard	2	-2	1	One MES of actual spare during the peak period.
2	Beaudesert Sports Field and Recreation Ground	South East	Yes	Mini	(7v7)	1	Secure	Standard	4	-4	1	One MES of actual spare during the peak period.
5	Cannock Chase High School	Central/West	Yes	Youth	(11v11)	2	Unsecure	Standard	4	-0.5	2	Actual spare capacity not considered due to the unsecure nature of the site.
5	Cannock Chase High School	Central/West	Yes	Youth	(9v9)	1	Unsecure	Standard	2	-0.5	0.5	Actual spare capacity not considered due to the unsecure nature of the site.
6	Cannock Park	Central/West	Yes	Adult		1	Secure	Poor	1	-0.5	0.5	0.5 MES of actual spare during the peak period.
9	Churchfield Primary School	North East	No	Mini	(7v7)	1	Unsecure	Standard	4	-3	1	Actual spare capacity not considered due to the unsecure nature of the site.
10	Cotswold Road	Central/West	Yes	Adult		1	Secure	Standard	2	-1	0	No actual spare capacity during the peak period.
12	Five Ways Primary School	South East	Yes	Mini	(7v7)	1	Unsecure	Standard	4	-3	1	Actual spare capacity not considered due to the unsecure nature of the site.
13	Gorsemoor Primary School	South East	Yes	Mini	(7v7)	1	Unsecure	Standard	4	-3	1	Actual spare capacity not considered due to the unsecure nature of the site.
13	Gorsemoor Primary School	South East	Yes	Youth	(11v11)	1	Unsecure	Standard	2	-1	1	Actual spare capacity not considered due to the unsecure nature of the site.
14	Green Lane	North East	Yes	Adult		2	Secure	Poor	2	-1	1	One MES of actual spare during the peak period.
17	Heath Hayes Park	South East	Yes	Adult		1	Secure	Poor	1	-0.5	0.5	0.5 MES of actual spare during the peak period.
18	Heath Hayes Primary Academy	South East	No	Mini	(7v7)	1	Unsecure	Standard	4	-3	1	Actual spare capacity not considered due to the unsecure nature of the site.
19	Hednesford Park	Central/West	Yes	Youth	(9v9)	1	Secure	Poor	1	-0.5	1	One MES of actual spare during the peak period.
20	Hednesford Valley High School	Central/West	No	Mini	(7v7)	1	Unsecure	Standard	4	-3	1	Actual spare capacity not considered due to the unsecure nature of the site.
21	Keys Park	South East	Yes	Adult		1	Secure	Standard	2	-1	1	One MES of actual spare during the peak period.
22	Kingsmead School	South East	Yes	Adult		1	Unsecure	Standard	2	-0.5	0.5	Actual spare capacity not considered due to the unsecure nature of the site.
22	Kingsmead School	South East	Yes	Youth	(9v9)	1	Unsecure	Standard	2	-1	1	Actual spare capacity not considered due to the unsecure nature of the site.
23	Laburnum Avenue	Central/West	Yes	Adult		1	Secure	Standard	2	-2	1	One MES of actual spare during the peak period.
24	Lea Hall Sports and Social Club	North East	Yes	Mini	(7v7)	1	Secure	Standard	4	-4	1	One MES of actual spare during the peak period.
25	Longford School	Central/West	Yes	Mini	(7v7)	1	Unsecure	Standard	4	-1.5	0	No actual spare capacity during the peak period.
25	Longford School	Central/West	Yes	Youth	(9v9)	1	Unsecure	Standard	2	-0.5	1	Actual spare capacity not considered due to the unsecure nature of the site.
26	Moorhill Primary School	Central/West	No	Mini	(7v7)	1	Unsecure	Standard	4	-3	1	Actual spare capacity not considered due to the unsecure nature of the site.
27	Mount Road	North East	Yes	Adult		1	Secure	Standard	2	-1.5	0.5	0.5 MES of actual spare during the peak period.
28	Norton Canes High School	South East	Yes	Adult		2	Unsecure	Poor/Standard	3	-0.5	1.5	Actual spare capacity not considered due to the unsecure nature of the site.

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Site ID	Site name	Analysis area	Community use availability	Pitch type	Pitch size	No. of pitches	Security of tenure	Agreed quality rating	Site capacity (MES)	Capacity balance	Match equivalent sessions available in peak period	Comments
29	Norton Canes Primary Academy	South East	Yes	Mini	(5v5)	1	Unsecure	Standard	4	-3	1	Actual spare capacity not considered due to the unsecure nature of the site.
29	Norton Canes Primary Academy	South East	Yes	Mini	(7v7)	1	Unsecure	Standard	4	-3	1	Actual spare capacity not considered due to the unsecure nature of the site.
29	Norton Canes Primary Academy	South East	Yes	Youth	(9v9)	1	Unsecure	Standard	2	-1	1	Actual spare capacity not considered due to the unsecure nature of the site.
30	Norton Canes Recreation Ground	South East	Yes	Adult		1	Secure	Standard	2	-0.5	0.5	0.5 MES of actual spare during the peak period.
31	Old Fallow Road	Central/West	Yes	Adult		1	Secure	Standard	2	-0.5	0	No actual spare capacity during the peak period.
32	Cannock Stadium	Central/West	Yes	Adult		2	Secure	Standard	4	-1.5	0	No actual spare capacity during the peak period.
33	Pye Green Valley Primary	Central/West	Yes	Youth	(9v9)	1	Unsecure	Standard	2	-0.5	0.5	Actual spare capacity not considered due to the unsecure nature of the site.
34	Ravenhill Park	North East	Yes	Adult		1	Secure	Standard	2	-0.5	0	No actual spare capacity during the peak period.
37	St Joseph's Catholic Primary School	North East	Yes	Mini	(7v7)	2	Unsecure	Standard	8	-6	2	Actual spare capacity not considered due to the unsecure nature of the site.
37	St Joseph's Catholic Primary School	North East	Yes	Youth	(9v9)	1	Unsecure	Standard	2	-0.5	0.5	Actual spare capacity not considered due to the unsecure nature of the site.
38	St Luke's C of E Primary School	Central/West	Yes	Mini	(7v7)	2	Unsecure	Standard	8	-6	2	Actual spare capacity not considered due to the unsecure nature of the site.
38	St Luke's C of E Primary School	Central/West	Yes	Youth	(9v9)	1	Unsecure	Standard	2	-1	1	Actual spare capacity not considered due to the unsecure nature of the site.
41	The Hart School (Lower School)	North East	Yes	Youth	(11v11)	2	Unsecure	Standard	4	-1	1.5	Actual spare capacity not considered due to the unsecure nature of the site.
44	Yates Sports and Social Club	South East	Yes	Adult		1	Secure	Good	3	-2	0	No actual spare capacity during the peak period.
45	Chase View Primary school	North East	Yes	Mini	(7v7)	2	Unsecure	Standard	8	-6	2	Actual spare capacity not considered due to the unsecure nature of the site.
46	St Peter's CE Primary school	South East	Yes	Mini	(5v5)	2	Unsecure	Standard	8	-6	2	Actual spare capacity not considered due to the unsecure nature of the site.
46	St Peter's CE Primary school	South East	Yes	Mini	(7v7)	1	Unsecure	Standard	4	-3	1	Actual spare capacity not considered due to the unsecure nature of the site.
47	Hob Hill CE/Methodist (VC) Primary school	North East	Yes	Youth	(11v11)	1	Unsecure	Standard	2	-0.5	0.5	Actual spare capacity not considered due to the unsecure nature of the site.
48	West Hill Primary school	Central/West	No	Mini	(5v5)	1	Unsecure	Standard	4	-3	1	Actual spare capacity not considered due to the unsecure nature of the site.
48	West Hill Primary school	Central/West	No	Mini	(7v7)	1	Unsecure	Standard	4	-3	1	Actual spare capacity not considered due to the unsecure nature of the site.
48	West Hill Primary school	Central/West	No	Youth	(9v9)	1	Unsecure	Standard	2	-1	1	Actual spare capacity not considered due to the unsecure nature of the site.
49	St Josephs Catholic primary	South East	No	Mini	(7v7)	2	Unsecure	Standard	8	-6	2	Actual spare capacity not considered due to the unsecure nature of the site.
50	Jerome Primary School	South East	No	Mini	(7v7)	1	Unsecure	Standard	4	-3	1	Actual spare capacity not considered due to the unsecure nature of the site.

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The table below summarises actual spare capacity by analysis area and by pitch type.

Table 2.16: Actual Spare capacity summary

Analysis area	Actual spare capacity (match equivalent sessions per week)				
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
Central/West	1.5	-	1	-	-
North East	1.5	-	-	1	-
South East	3	-	-	1	-
Total	6	-	1	2	-

There are nine match equivalent sessions of actual spare capacity (i.e. at peak time) located across 10 sites and 12 pitches. Any actual spare capacity at unsecured sites has been discounted as the long-term existence of those pitches cannot be relied upon in the future.

The majority of the actual spare capacity is available on adult pitches, with youth 9v9 and mini 7v7 format pitches having one and two match equivalent sessions, respectively. There is no actual spare capacity available during the peak period on either youth 11v11 or mini 5v5 pitch types.

The South East Analysis Area has the largest amount of actual spare capacity (four match equivalent sessions), whilst both the Central/West and North East analysis areas have 2.5 match equivalent sessions of actual spare capacity respectively.

Overplay

Overplay occurs when there is more play accommodated on a site than it is able to sustain (which can often be due to the low carrying capacity of the pitches). Overplay on football pitches in Cannock Chase amounts to 6.5 match equivalent sessions over six sites and eight pitches. Overplay on adult pitch amounts to 2.5 match equivalent sessions of the total, with youth 11v11 and youth 9v9 pitches both having two match equivalent sessions of overplay each. Overplay can also be as a result of training sessions which take place on the pitches during the week, which can also cause damage to the pitch and reduce spare capacity.

Table 2.17: Overplay on football pitches

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Match equivalent sessions per week
3	Brereton Sports and Social Club	North East	Adult	1	0.5
6	Cannock Park	Central/West	Youth 11v11	1	2
7	Cardinal Griffin Catholic College	Central/West	Youth 9v9	1	1
16	Heath Hayes FC	South East	Adult	1	0.5
41	The Hart School (Lower School)	North East	Youth 9v9	1	1
42	The Hart School (Upper School)	North East	Adult	3	1.5
Total				8	6.5

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Three of the overplayed sites are education sites, with curricular and extra-curricular demand contributing to the use of pitches. Notably, only one council owned/managed site is considered overplayed, by a total of two match equivalent sessions. The two remaining sites are both privately owned and managed.

Overplay is most prevalent in the North East Analysis Area, with five pitches overplayed by a combined three match equivalent sessions. The Central/West Area has three match equivalent sessions of overplay across two pitches, whilst the South West has one pitch overplayed by 0.5 match equivalent sessions.

2.5: Supply and demand analysis

Having considered supply and demand, the tables below identify the overall spare capacity in each of the analysis areas for the different pitch types, based on match equivalent sessions. Future demand is based on Team Generation Rates (TGRs) which are driven by population increases and club development plans (shown in Table 2.12).

Table 2.18: Supply/demand balance of adult pitches

Analysis area	Actual spare capacity	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Future total
Central/West	1.5	-	1.5	-	1.5
North East	1.5	2	0.5	-	0.5
South East	3	0.5	2.5	1	1.5
Total	6	2.5	3.5	1	2.5

Across Cannock Chase District there is available capacity of 3.5 match equivalent sessions per week on adult pitches, although the North East Analysis Area does show a current shortfall of 0.5 match equivalent sessions.

When future demand is considered, the current available capacity reduces to 2.5 match equivalent sessions, with the in the South East Analysis Area reduced to accommodate two additional senior teams. The shortfall displayed in the North East Analysis Area is not exacerbated.

Table 2.19: Supply/demand balance of youth 11v11 pitches

Analysis area	Actual spare capacity	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Future total
Central/West	-	2	2	-	2
North East	-	-	-	0.5	0.5
South East	-	-	-	-	-
Total	-	2	2	0.5	2.5

There is a current shortfall totalling two match equivalent sessions on youth 11v11 pitches in Cannock Chase District. This shortfall is evident in the Central/West Analysis Area only with the North East and South East areas both displaying equilibrium between supply and demand. This does not remain the case when future demand is considered, with the overall shortfall increasing to 2.5 match equivalent sessions per week; and a shortfall developing in the North East Analysis Area. Supply in the South East remains sufficient although to actual spare capacity is evident.

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Table 2.20: Supply/demand balance of youth 9v9 pitches

Analysis area	Actual spare capacity	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Future total
Central/West	1	1	-	-	-
North East	-	1	1	-	1
South East	-	-	-	-	-
Total	1	2	1	-	1

Across Cannock Chase District, there is a shortfall of one match equivalent session on youth 9v9 pitches, with both the Central/West and North East analysis areas displaying current overplay. The actual spare capacity in the Central/West Analysis Area negates this overplay, resulting in the Area being at capacity.

With neither TGRs nor clubs reporting the future creation of youth 9v9 teams it is likely that the current situation will remain, with a shortfall of one match equivalent sessions.

Table 2.21: Supply/demand balance of mini 7v7 pitches

Analysis area	Actual spare capacity	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Future total
Central/West	-	-	-	-	-
North East	1	-	1	-	1
South East	1	-	1	-	1
Total	2	-	2	-	2

There are currently two match equivalent sessions of actual spare capacity on mini 7v7 pitches in Cannock Chase District. Both the North East Analysis Area and South East Analysis Area provide this; with none of the analysis areas having any overplay.

The current status remains when future demand is considered, with the one mini 7v7 team that clubs aspire to establish likely to be displaced outside of the District to access central venue leagues.

Current supply of mini 5v5 pitches is considered sufficient throughout the District, in all analysis areas. This remains intact when future demand is considered, with any future demand likely to be displaced out of the District as part of central venue leagues.

The current shortfalls on youth 9v9 and youth 11v11 pitches will be exacerbated if The Hart School (Lower School) site does close resulting in the loss of two youth 11v11 pitches and a youth 9v9 pitch, all of which are standard quality. This would then increase future shortfalls by one match equivalent session on youth 11v11 pitches and two match equivalent sessions on youth 9v9 pitches.

However, there is potential to resolve this via the reconfiguration of some sites; particularly if mini football continues the national trend to move towards increased utilisation of 3G pitches and central venues.

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Football – grass pitch summary

- ◀ **Current and future supply of football pitch provision can sufficiently accommodate demand in Cannock Chase across adult, mini 7v7 and mini 5v5 pitch, with a current shortfall for both youth 11v11 and youth 9v9 pitches.**
- ◀ **When accounting for future demand shortfalls are exacerbated on youth 11v11 and youth 9v9 pitches.**
- ◀ The audit identifies a total of 72 grass football pitches across 40 sites in Cannock Chase, with 62 pitches across 33 sites identified as being available for community use on some level. The ten pitches, across seven sites that are unavailable for community use are all located at education sites.
- ◀ Most available football pitches in Cannock Chase (39%) are adult sized, in part due to youth 11v11 teams playing on adult pitches.
- ◀ The potential closure of The Hart (Lower School) site could result in the loss of two youth 11v11 pitches and a youth 9v9 pitch.
- ◀ Both Heath Hayes FC and Hednesford Town FC have aspirations to establish 3G pitches on sites in the District.
- ◀ The pitch quality ratings determined through a combination of non-technical assessments and user feedback show most (77%) pitches available for community use are rated as standard quality, with 21% rated as poor and only one pitch as good, equating to just 2%.
- ◀ Cannock Chase District Council manages and operates 11 football pitch sites, of which, seven are accompanied by changing provision.
- ◀ Through consultation, clubs indicate that car parking at Old Fallow Road is inadequate with other sites considered to have appropriate car parking either on site or nearby.
- ◀ Brereton Town FC reports aspirations to acquire a long-term lease of its home pitch in line with the current lease agreement it has for the ancillary facilities on the same site.
- ◀ In total there are 140 teams identified as playing competitive football matches or training within Cannock Chase. This consists of 39 men's teams, one women's team, 51 youth boys' teams, six youth girls' teams and 43 mini soccer teams.
- ◀ Due to the presence of a number of central venue mini and junior leagues to which Cannock Chase clubs affiliate, the majority of displaced demand will remain consistent in the future. There is, however, 6.5 match equivalent sessions of actual spare capacity of displaced demand that would prefer to be based within the District.
- ◀ Including both TGRs and club aspirational the total amount of future demand across Cannock Chase equates to one match equivalent session on adult pitches, 0.5 match equivalent sessions on mini 7v7 pitch type and 5.5 match equivalent session on mini 5v5 pitches.
- ◀ There are nine match equivalent sessions per week of actual spare capacity (i.e. at peak time) located across ten sites on 12 pitches. Any actual spare capacity at unsecured sites has been discounted from any totals as the long-term existence of those pitches cannot be relied upon in the future.
- ◀ Overplay on football pitches in Cannock Chase amounts to 6.5 match equivalent sessions per week over six sites and eight pitches.

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PART 3: CRICKET

3.1: Introduction

Staffordshire Cricket (SC) serves as the governing and representative body for cricket across Cannock Chase. Its aim is to promote the game at all levels through partnerships with professional and recreational cricketing clubs, and other appropriate agencies.

Senior cricket is typically played on Saturdays, however; there is some play both on Sundays and midweek when teams typically play in short format competitions. There are also a number of cricket leagues which service teams in Cannock Chase. Some of the main senior leagues include:

- ◀ South Staffs County League (SSCL)
- ◀ Birmingham & District Premier Cricket League (BDPCL)
- ◀ Lichfield Sunday Cricket League (LSCL)

The youth league structure in Cannock Chase tends to be club-based matches which are played midweek or on Sunday mornings dependant on age group. There is usually no conflict with access to squares and any midweek matches are usually played on different nights, whilst Sunday morning matches are played before senior matches in the afternoon. The main leagues for junior cricket are the Staffordshire County Youth Cricket League

Consultation

There are three cricket clubs servicing Cannock Chase District; each was given the opportunity for consultation via an online survey, with all clubs completing the survey and therefore representing a 100% response rate.

3.2: Supply

In total, there are two grass cricket squares located in Cannock Chase across two sites. In addition, there are two squares located at Cannock Cricket and Hockey Club, in neighbouring South Staffordshire but servicing demand from Cannock Chase. All squares are available for community use and are currently used by local clubs.

Non-turf pitches (NTPs)

The ECB highlights that NTPs which follow its TS6 guidance on performance standards are suitable for high level, senior play and are considered able to take 60 matches per season although this may include training sessions where on occasions mobile nets may be used as a practice facility.

The ECB Get the Game On campaign¹⁰ is focused on increasing participation and reducing the number of matches cancelled in order to keep people interested and playing. During the campaign's inaugural year in 2015 there were 6% more games played nationally with 5% less matches cancelled. Use of NTPs for league cricket may present a way forward to fulfilling more fixtures and use of NTPs for league cricket may increase in future.

¹⁰ <http://getthegameon.co.uk/>

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Table 3.1: Summary of NTPs

Site ID	Site	Number of NTPs	Position
4	Cannock and Rugeley Colliery Cricket Club	1	Square
29	Norton Canes Primary Academy	1	Standalone
38	St Luke's C of E Primary School	1	Standalone
46	St Peter's CE Primary School	1	Standalone
53	Cannock Cricket and Hockey Club (South Staffordshire)	3	Square
59	Rugeley Cricket Club	1	Square

In total, there are eight non-turf pitches (NTPs) servicing Cannock Chase. Of which, four are located accompanying natural turf squares at club sites and three are standalone based at school sites.

It should be noted that those education sites with NTPs are all primary school sites and are subject to minimal educational demand. The NTP at Norton Canes Primary Academy is considered poor quality by the School.

Table 3.2: Summary of cricket provision

Site ID	Site	Number of squares	Community use?	Number of wickets	
				Grass	Non-turf
4	Cannock and Rugeley Colliery Cricket Club	1	Yes	12	1
53	Cannock Cricket and Hockey Club (South Staffordshire)	2	Yes	22	2
				13	1
59	Rugeley Cricket Club	1	Yes	12	1

Future supply

Rugeley CC reports that it has been granted planning permission for change of use for a field adjacent to its home ground. This will convert the field to a second cricket square, which the Club will then lease from the private land owner.

Disused provision

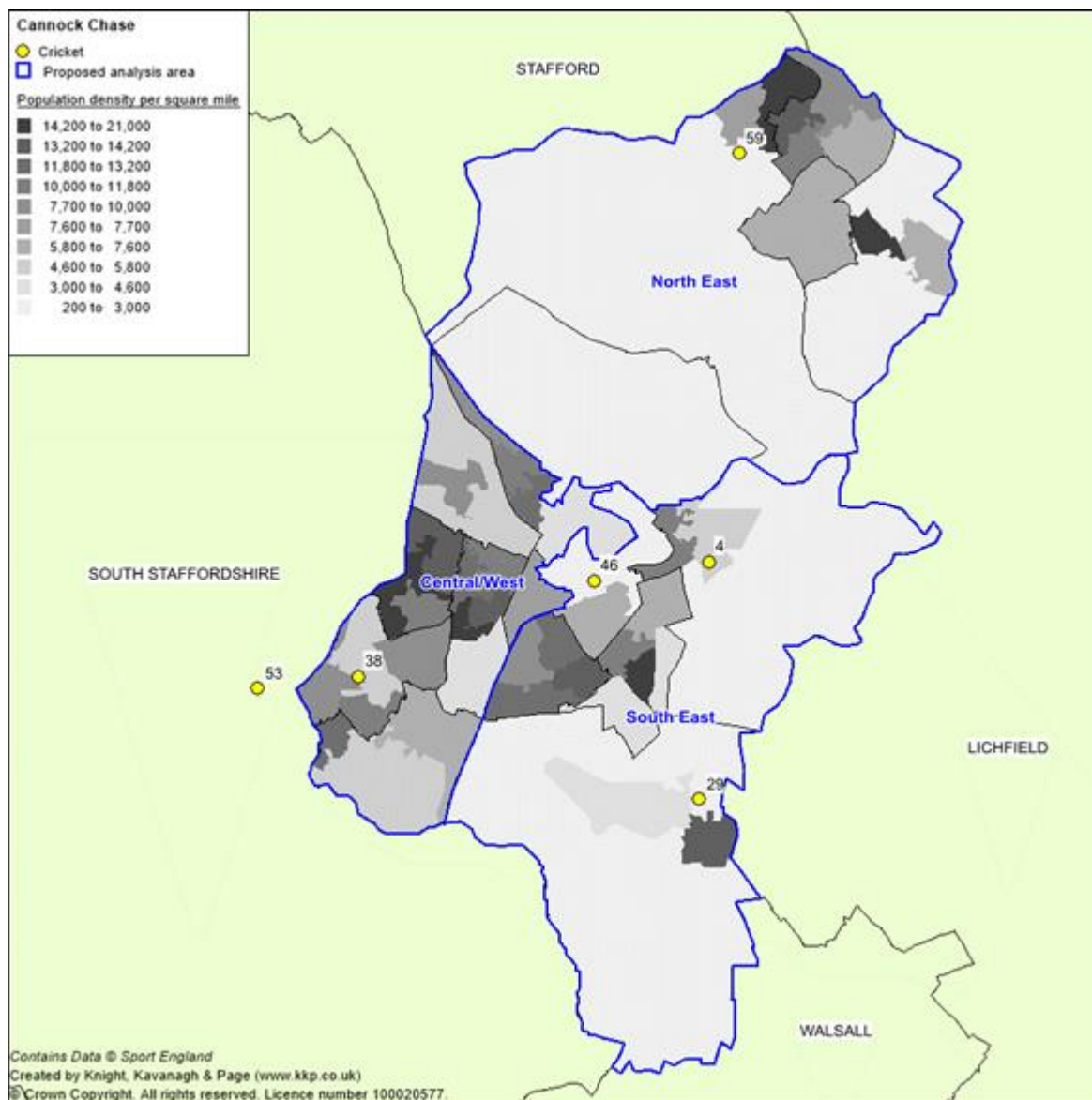
Beaudesert Sports Field and Recreation Ground was previously accessed by, the now folded, Cannock Wood CC, as recently as 2016, meaning that there was previously a cricket square maintained on the site. The site is owned by Cannock Chase District Council and is protected by Fields in Trust, to be retained as playing fields.

Cannock Wood CC was still operating as a club as recently as 2017 but did not host any fixtures at its home venue during this season. Since, the Club has ceased to operate and the maintenance of the site as a cricket pitch has also halted.

It should be noted that prior to the closure of the site, there was a grass turf cricket square at Rugeley Power Station consisting of nine wickets. This supply was available for community use, along with accompanying clubhouse and changing facilities.

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Figure 3.1: Map showing cricket pitches servicing Cannock Chase District demand.



Quality

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

Pitch quality ratings determined by non-technical quality assessments and user feedback found that all squares accessed by Cannock Chase clubs are considered good quality.

Despite all pitches considered to be good quality overall; each club does report issues with respective home venues. C&R Hawks CC reports that there are frequent issues with dog fouling and litter on the outfield which the Club have to take time to clear up prior to each session.

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All three clubs also report that outfield is generally uneven as a result of either insect infestations; or, in the case of Cannock CC, from football pitches being marked on throughout the winter months adversely impacting on the evenness of the site.

All three clubs in Cannock Chase report that sites are maintained by the clubs and that this is not considered to be an issue in relation to sustaining pitch quality.

Security of tenure

Cannock CC which forms part of the overarching Cannock Cricket and Hockey Club owns its home ground and the freehold to the site meaning it has secure tenure. It should be noted that the overarching sports club is now insolvent and is in the process of being wound up. In order to clear outstanding debts, the Club is seeking to sell the clubhouse facility for the development of apartments¹¹. Remaining funds would then be reinvested back into facilities for each sport. The tenure of Cannock CC is not expected to be affected by the proposed developments. Given the financial issues facing the overarching sports club (Chase Park) then the site should be considered at risk, potentially leaving Cannock CC without a home venue, requiring provision within Cannock Chase District.

Both C&R Hawks CC and Rugeley CC lease their home venues; with the latter not considered to have security of tenure at present.

C&R Hawks CC leases its home venue from the Coal Industry Social Welfare Organisation (CISWO), with the length of the agreement having 25 years remaining. In the terms of the agreement the Club is responsible for both the management and maintenance of the site.

Rugeley CC leases its home venue but is not considered to have security of tenure. The Club's lease agreement is with a private land owner and is a one year rolling agreement and as such this does not provide the Club with long term security of tenure. The Club recently agreed a new lease agreement, the terms of which are currently unknown. It is reported by Rugeley CC that the agreement will be a 15 year rolling lease which will provide it with security of tenure, enabling the Club to secure ECB funding. The higher the amount the longer the required lease agreement. Considering this the ECB notes that a 25 year agreement would be ideal. The new lease agreement will also incorporate the new cricket pitch in the field adjacent.

Ancillary facilities

Quality and access to required match day ancillary facilities varies between times of play; for example, senior teams playing at weekends typically need to access clubhouse and kitchen facilities to provide teas, whereas for junior and senior matches played midweek this is often not required and more emphasis is on access to suitable changing facilities.

Two clubs rate the ancillary facilities they use to be good quality, whilst Cannock CC reports ancillaries to be of standard quality; however, each site does have some issues.

It is understood from consultation that the clubhouse at Cannock Cricket and Hockey Club is due to be sold, with a new clubhouse facility to be built; which will have an adequate number of changing rooms to serve all pitches on site; as well as a large social space for pot-match functions. Current car parking on site is considered adequate, whilst

¹¹ At the time of this report planning permission has not been granted for this by South Staffordshire District Council.

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there have been no reported incidents of vandalism. The proposal includes extending the existing cricket pavilion on site, whilst a new hockey clubhouse would be established on site.

C&R Hawks CC report that the ancillary provision at its home ground is of good quality, with adequate changing and car parking provision throughout busy periods.

There are no reported issues at Rugeley CC, with the Club considering ancillary provision to be of good quality.

Training facilities

Access to training facilities is important, particularly for pre-season/winter training. Only Rugeley CC reports demand for fixed cricket nets to allow training to take place away from the match square.

Both C&R Hawks CC and Cannock CC are currently satisfied with training facilities available to each club. Rugeley CC, however, reports ambitions to have fixed location cricket nets onsite to allow training to take place away from the match square.

3.3: Demand

Demand at cricket clubs in Cannock Chase is substantial with all clubs fielding at least two senior teams and a minimum of two junior teams.

Table 3.4: Summary of team demand in Cannock Chase

Club name	Number of competitive teams			
	Senior men	Senior women	Junior boys	Junior girls
Cannock CC	6	-	8	-
C&R Hawks CC	4	-	3	-
Rugeley CC	4	1	3	-
Total	14	1	14	-

There are 15 senior and 14 junior teams playing competitive matches across the three clubs, totalling 29 cricket teams.

Women's and girls' cricket are a national priority and there is a target to establish two girls' and one women's team in every local authority over the next five years. 8-10% of the Whole Sport Plan funding is focused around women and girls and talent ID. Rugeley CC currently has the only women's team in the District, whilst none of the three clubs has a dedicated junior girls' teams.

Up until the end of last season there was an additional club operating in Cannock Chase District. Cannock Wood CC was based at Beaudesert Sports Field and Recreation Ground, fielding one senior men's team in its final season. It is believed that the remaining demand from this club has been assimilated within the playing squads of other remaining clubs.

Participation trends

The National Player Survey (NPS) conducted over the past three years by the ECB reveals that the nature of participation in traditional league cricket is currently suffering a

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decline, although this is being offset by a rapid increase in non-traditional formats (such as LMS and T20 competitions), which are shorter, quicker formats of the game and are referenced further on in this report.

This trend in Cannock Chase is contrary to national findings as there is evidence of stability for men's open age and substantial growth in junior teams.

Table 3.5: Change in the number of teams over the previous three years

Team type	Clubs response		
	Increased	Decreased	Stayed the same
Men's open age	-	33%	67%
Women's open age	33%	-	67%
Junior	67%	-	33%

Future demand

Team generation rates (TGRs) are used as the basis for calculating the number of teams likely to be generated in the future based on population growth. However, in this instance, TGRs do not forecast the likely creation of any additional teams in Cannock Chase.

Further to TGRs there are also plans and strategies to increase the number of teams at some formats beyond what current population trends suggest. For example, female growth at women's and girls' age groups is relatively small, however there are planned increases in activity around female participation through both Allstars Cricket and a programme of softball cricket which are likely to reflect in growth above levels shown through TGRs.

Table 3.6 shows a summary of quantified club aspirations for future demand. Cannock CC reports that there are no formal club plans to establish new teams, however, should participation increase then that will be accommodated within existing playing squads.

Table 3.6: Summary of future demand (club aspirations)

Club	Future demand (teams)			
	Senior men	Senior women	Junior	Total
Cannock CC	-	-	-	-
C & R Hawks CC	-	-	-	-
Rugeley CC	1	1	2	4
Total	1	1	2	4

Senior men's teams competing at peak time (Saturday) currently play an average of ten home matches each season, so on the basis that new teams will participate at peak time this increase equates to a requirement for approximately ten additional adult match sessions per season (0.5 additional match sessions per week at peak time) to accommodate a new team.

For senior women's teams the average number of home matches representing six match sessions per season to accommodate a new women's team, with peak time considered to be Sunday.

Junior boys' teams play an average of five home matches per season representing a further requirement for approximately ten junior boys' match sessions per season to

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accommodate proposed new teams junior cricket takes place midweek and can therefore take place over a number of evenings.

Overall there is predicted future demand totalling 26 match equivalent sessions per season to be accommodated at Rugeley CC as the only club to report aspirations to grow; neither Cannock CC nor C&R Hawks CC aspire to create additional teams.

All Stars Cricket

In partnership with the ECB and Chance to Shine cricket clubs in Cannock Chase 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

All three cricket clubs servicing Cannock Chase District demand ran All Stars Cricket sessions in both 2017 and 2018. Cannock CC has 41 participants, C&R Hawks had 12 and Rugeley CC had ten participants.

Chance to Shine

Chance to Shine is a national charity which aims to educate young people and teach them vital life skills through cricket. Since 2005 the Charity's school programme has helped combat the decline of participation in cricket, especially in state schools. In Cannock Chase, it works in partnership with local schools to engage both girls and boys to play and learn through engagement. This is achieved through but not limited by teacher training, club/school partnership and curricular/extracurricular coaching. These schools currently participate in the Chance to Shine Programme:

- ◀ Bridgtown Primary School
- ◀ Cannock Chase High School
- ◀ Chadsmoor Community Infants and Nursery School
- ◀ Churchfield CofE Primary School
- ◀ Five Ways Primary School
- ◀ Gorsemoor Primary School
- ◀ Hednesford Valley High School
- ◀ St Luke's CofE Primary School
- ◀ St Peter's CofE Primary School

Displaced demand

Displaced or exported demand refers to Cannock Chase 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. In the same manner, it also refers to demand imported from other local authorities into the District.

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Although Cannock CC is based outside of the District, the majority of its playing members are Cannock Chase residents and as such it is considered a Cannock Chase club. Given the Club's ownership of its home venue in South Staffordshire, the Club is happy with this arrangement and it is unlikely to change for the foreseeable future and is therefore not considered to be displaced.

A senior men's team representing C&R Hawks CC also plays out of the District for home games due to a lack of peak time capacity at the Club's home venue. The team utilises a square at Hawkins Sports and Social Club (South Staffordshire), with the site considered the Club's secondary venue. Again, the Club is happy with this arrangement and it is unlikely to change for the foreseeable future and is therefore not considered to be displaced.

Similarly, Rugeley CC also has a senior men's team displaced out of the District, with the Club's 3rd XI men's team accessing provision at Longdon Cricket Club (Lichfield) for pitch provision on Saturdays. The Club will be unable to access Longdon Cricket Club in 2019 but will have a second square available at its home venue in a few seasons, subject to finances, given that planning permission has been granted for change of use of an adjacent field. Given this, the ECB reports that it is likely that, unless an alternative secondary venue can be found, Rugeley CC will lose its 3rd XI men's team.

Unmet demand

Unmet demand is existing demand that is not able to access sufficient 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. There is no recorded unmet demand for cricket in Cannock Chase.

Peak time demand

An analysis of match play identifies peak time demand for senior cricket as Saturdays, with ten senior teams (67%) playing on this day. There is a level of demand for Sunday cricket, with five teams (33%) playing on this day, however, this is minimal.

For junior cricket, peak time demand is considered to be midweek, although four teams (29%) do play on a Sunday. It should therefore be noted that midweek cricket has the potential to be spread across numerous days Monday to Friday (though some time will be required for square preparation/repair and training) and as a result squares have greater capacity to carry junior demand providing the pitches are not overplayed.

3.4: Capacity analysis

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

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To help calculate square capacity, the ECB suggests that a good quality natural turf wicket should be able to take five matches per season per natural turf wicket (adults). This information 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

Education sites

To account for curricular/extra-curricular use of education pitches it is likely that use additional to recorded community use will need to be factored into the total current weekly usage. 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 extent of use added is typically dependent on the level of play and the number of grass cricket pitches onsite.

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

Table 3.7: Grass cricket square capacity

Site ID	Site name	Security of tenure	Community use availability	Teams/groups accommodated	Quality rating ¹²	Number of pitches	Number of natural turf wickets	Actual play (MES per season)	Capacity (MES per season) ¹³	Capacity rating (MES per season)
4	Cannock and Rugeley Colliery Cricket Club	Secure	Yes	C&R Hawks CC	Good	1	12	46	60	14
53	Cannock Cricket and Hockey Club	Secure	Yes	Cannock CC	Good	2	35	133	175	42
59	Rugeley Cricket Club	Secure	Yes	Rugeley CC	Good	1	12	51	60	9

¹² As derived from the non-technical site assessments (undertaken during the 2018 season).

¹³ Some squares may have wickets which cannot accommodate adult cricket due to distance from the boundaries, therefore junior use of end wickets is advocated where this may be a restrictive issue.

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

Spare capacity

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

In order to fully establish actual spare capacity, the peak period needs to be established. An analysis of match play identifies that peak time demand for grass cricket squares for senior cricket is Saturday (ten teams).

Those sites which display potential capacity of less than 10 matches per season have been excluded from the capacity analysis on the basis that they do not exhibit enough spare capacity to accommodate another senior men's club team, based on an average of 10 home matches per team each season.

Of those sites with existing community use, there are two sites which show potential spare capacity on senior grass cricket squares, totalling 56 match sessions per season.

Table 3.8: Actual square capacity on grass cricket squares at senior peak time

Site ID	Site name	No. of squares	Capacity rating (MES per season)	MES available (Saturday)	MES available (Sunday)	Comment
4	Cannock and Rugeley Colliery Cricket Club	1	14	0	0.5	No actual spare capacity available during the peak period (Saturday) but there is capacity on Sunday for additional demand.
53	Cannock Cricket and Hockey Club	2	42	0	1	No actual spare capacity available during the peak period (Saturday) but there is capacity on Sunday for additional demand.
			56	0	28	Total

In practice, although two sites display potential spare capacity, there is no actual spare capacity available during the peak time for senior play (Saturday). The table does show that there is actual spare capacity on Sunday, with sufficient supply to accommodate a total of 28 match sessions per season.

Actual spare capacity at Cannock Cricket and Hockey Club, although currently available, may become unavailable at short notice given the Club's financial insecurity. If the site does become unavailable then actual spare capacity on Sunday will reduce to seven match equivalent sessions. It should also be noted that if the site does close then there would be a need to accommodate senior cricket demand on Saturdays (four senior men's teams) and Sundays (two senior men's teams); as well as the Club's eight junior teams playing across midweek and Sunday mornings.

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

Overplay

There are no cricket squares that are considered to be overplayed beyond their recommended playing capacity.

3.5: Supply and demand analysis

The table below explores total available spare capacity over the season, considered against total overplay and future demand identified and quantified through consultation and TGRs.

Match equivalent sessions per season for future demand has been calculated using the average number of matches played per season by the respective team type (10 matches for senior men and six matches for senior women). As previously mentioned, junior teams generally play midweek across a variety of days; consequently, spare capacity is considered to exist for junior matches both now and in the future and should be judged on a site by site basis where clubs have particular aspirations to increase the number of junior teams.

Table 3.9: Capacity of grass cricket squares (Saturday)

Analysis area	Total spare capacity (match sessions)	Demand (match sessions per season)				
		Overplay	Current total	Displaced demand	Future demand (senior)	Total
Cannock Chase	-	-	-	11 ¹⁴	16	-27

At present all current demand is being adequately accommodated on existing supply. Rugeley CC reports that its displaced demand wishes to return to the District meaning that this will impact the future total.

When future demand is also considered there will be a shortfall of 27 match sessions per season associated to Rugeley CC. However, it should be noted that part of this future demand is for the creation of a senior women's team, for which, peak time is on Sundays, when there is 0.5 match equivalent sessions of actual spare capacity expressed at the site.

Although there is no actual spare capacity available on Saturdays for additional demand to be accommodated, the presence of a senior Sunday league in the District means that any new team would need to participate at this time in order to be accommodated on existing provision.

If Cannock Cricket and Hockey Club becomes unavailable due to closure, then actual spare capacity on Sunday reduces to seven match equivalent sessions (currently 28 match equivalent sessions); and current demand (133 match equivalent sessions per season) will become unmet demand requiring access to provision within the District¹⁵.

3.6: Conclusion

¹⁴ This is the number of home matches per season by Rugeley 3rd XI; with the Club aspiring to return the team to Cannock Chase District.

¹⁵ This is of the understanding that the majority of Cannock CC members are Cannock Chase District residents.

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In summary, there is sufficient supply of cricket provision to cater for current demand; however, a shortfall is created once future and displaced demand are considered (specifically at Rugeley CC). In order for this to be accommodated on existing provision all future senior demand would need to take place outside of the peak period for senior men's cricket (Saturday). Any peak time future demand would require access to more provision, however, should the second square be developed adjacent to Rugeley CC and secure for the Club's use this would fully address the shortfall identified.

Whilst the aforementioned second square is developed at Rugeley CC, the Club's current 3rd XI and potential 4th XI will be without a dedicated home venue as neither team could be accommodated at Rugeley CC on Saturday afternoons. A solution to this is imperative to support the Club's continued growth.

Cricket summary

- ◀ **There is sufficient supply of cricket provision to cater for current demand, however, a shortfall is created once displaced and future demand is considered.**
- ◀ **In order for this to be accommodated on existing provision all future senior demand would need to take place outside of the peak period for senior men's cricket (Saturday). Any peak time future demand would require access to more provision, however, should the second square be developed adjacent to Rugeley CC and secure for the Club's use this would fully address the shortfall identified.**
- ◀ In total, there are two grass cricket squares in Cannock Chase located across two sites. In addition, there are two squares located at Cannock Cricket and Hockey Club, in neighbouring South Staffordshire but servicing demand from Cannock Chase. All grass squares are available for community use and used.
- ◀ In total, there are eight non-turf pitches (NTPs) servicing Cannock Chase demand. Of which, five are located accompanying natural turf squares at club sites and three are standalone based at school sites.
- ◀ Rugeley CC has been granted permission for a change of use of an adjacent field which will result in the creation of a second square to then be leased by the Club.
- ◀ Pitch quality ratings determined by non-technical quality assessments and user feedback found that all natural grass squares are of good quality.
- ◀ Both Cannock CC and C&R Hawks CC are considered to have security of tenure. There is a need to ensure that a long term lease agreement is signed by Rugeley CC to give the Club security of tenure.
- ◀ Consultation reports that the clubhouse facility at Cannock Cricket and Hockey Club is due to be sold, with a purpose built facility built elsewhere onsite.
- ◀ There are 15 senior cricket teams, one of which is a women's team; and 14 junior teams playing competitive matches across the three clubs, totalling 29 cricket teams.
- ◀ Both Rugeley CC and C&R Hawks CC have senior men's teams displaced to secondary venues outside of the District. C&R Hawks CC does not report aspirations to return its displaced team to the District. Rugeley CC, however, does plan to return its displaced senior team.
- ◀ Despite two sites having potential capacity totalling 56 match sessions per season, there is no actual spare capacity available during the peak period for senior men's play (Saturday).
- ◀ No pitches are considered overplayed in Cannock Chase District.

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

PART 4: RUGBY UNION

4.1: Introduction

The Rugby Football Union (RFU) is split into six areas across the country with a workforce team that covers development, coaching, governance and competitions. Cannock Chase falls within Area Five (covering much of the North West and West Midlands), with a Rugby Development Officer (RDO) and a team of Community Rugby Coaches (CRC) that deliver core programmes in schools and clubs.

Its variety of programmes, which include 15 aside, 10 aside, 7 aside, Tag and the O2 Touch programme, all aim to increase and retain participation within the game. In order to sustain and increase participation in the game facilities need to be appropriate, affordable and accessible.

Club consultation

There is one rugby union club based in Cannock Chase, Rugeley RFC, whilst Cannock RFC is based just outside of the District, with the majority of its demand coming from Cannock Chase residents. Both clubs were consulted with either face to face or via telephone representing a response rate of 100%. The results are used to inform key issues within this section of the report together with additional information provided by the RFU Development Officer for the area.

4.2: Supply

In total there are six rugby union pitches in Cannock Chase across five sites, four of which are senior sized, with the other two of junior size. In addition there are two senior pitches and a junior pitch located at Cannock RUFC, which also contribute to the local supply. There are no dedicated mini pitches in Cannock Chase. All the pitches are available for community use, but those at education sites are not currently used by community clubs.

At present, there are no World Rugby (WR) compliant 3G pitches in Cannock Chase, with the nearest pitches located at Walsall RUFC (Walsall), the University of Wolverhampton (Walsall) and Keele University (Newcastle Under Lyme). This pitches are available to local rugby union clubs and could potentially support some demand from Cannock and Rugeley rugby clubs.

The audit only identifies dedicated, line marked pitches. For rugby union pitch dimension sizes please refer to Table 4.1 below.

Table 4.1: Summary of RFU recommended pitch sizes by age group

Age	Pitch type	Maximum Pitch Dimensions (Metres)
U7	Mini	20x12
U8	Mini	45x22
U9	Mini	60x30
U10	Mini	60x35
U11	Mini	60x43
U12	Mini	60x43
U13	Junior	90x60 (Girls 60x43)
U14-U18	Senior	100x70

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

Age	Pitch type	Maximum Pitch Dimensions (Metres)
Senior	Senior	Recommended run off area 5m. Minimum in-goal length 6m.

Table 4.2: Supply of rugby union pitches (in the District)

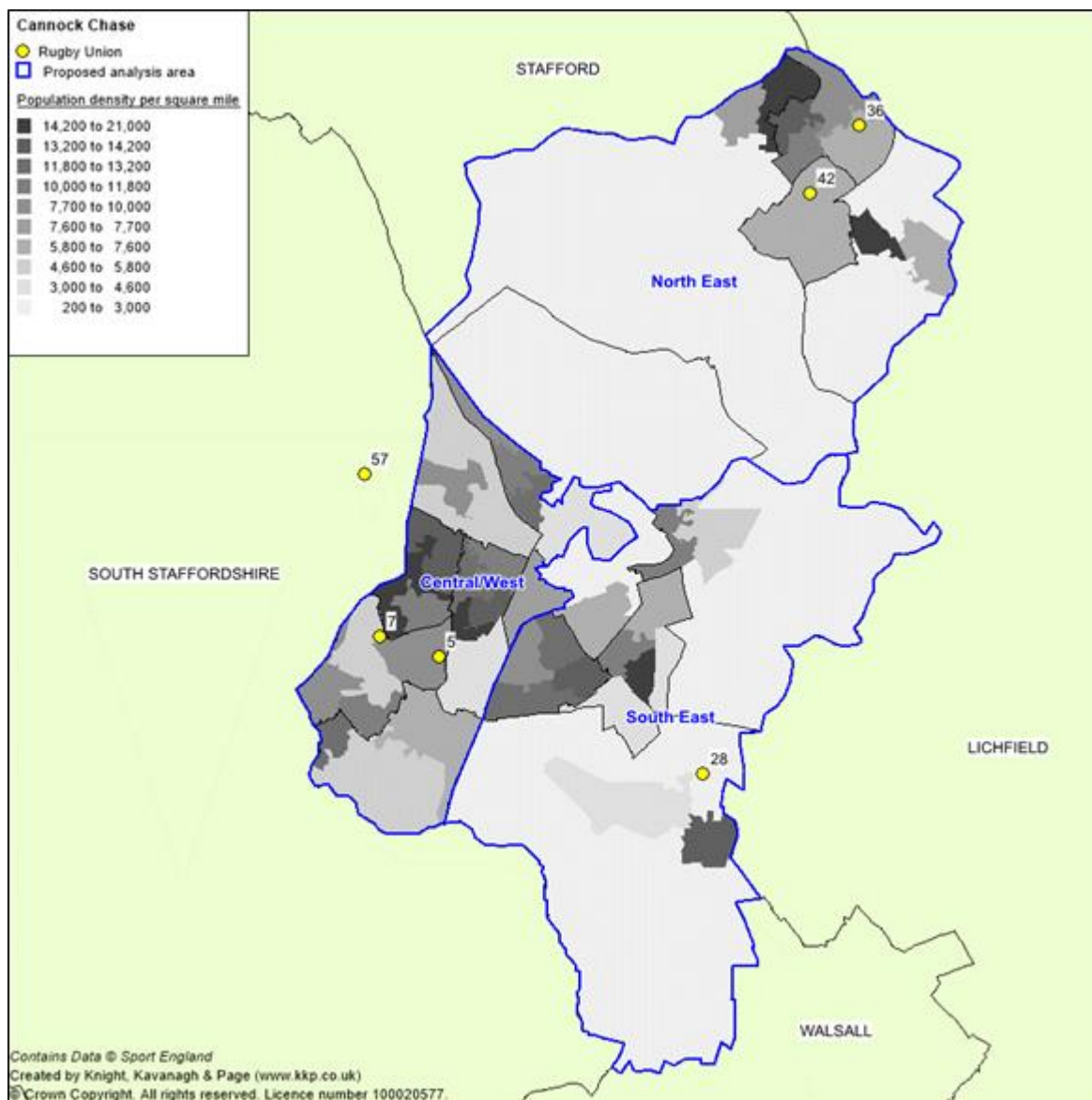
Pitch type	Availability			Total
	Yes	Yes - unused	No	
Senior	1	3	-	4
Junior	-	2	-	2
Mini	-	-	-	-
Total	1	5	-	6

Future supply

Since 2016, flood defence system development at Hagley Playing Fields has meant the temporary loss of a senior rugby union pitch which was accessed by Rugeley RFC. The site is owned by Staffordshire County Council and previously had both rugby union and football pitches marked out. Rugeley RFC reports that it should regain access to the site from the 2019/20 season, with a temporary pitch provided at The Hart School for its use for the duration of the development under the terms of the planning permission granted to the Environment Agency's work. The Club notes that if its mini and junior section continues to grow then it will require more than one rugby union pitch to be remarked on Hagley Playing Fields when it returns to use.

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

Figure 4.2: Map showing rugby union pitches servicing Cannock Chase District demand.



Ownership/management

St Augustine's Field, the home venue of Rugeley RFC, is owned by Rugeley Open Spaces Association (ROSA), a charity and limited company. The clubhouse facility on site is leased to Rugeley RFC until 2022, however, it is understood that under the terms of the agreement this should be protected for a further ten years. Also, within the terms of the lease agreement, the Club is provided with a licence to use the field as and when it wishes. Community use of the site by the Club is considered secure, however, long term security of tenure that would enable the Club to be granted NGB funding is not evident in the terms of the current agreement.

Rugeley RFC is responsible for the management and maintenance of the site but does back charge ROSA for some of the work. The Club has received assistance from the RFU in the form of groundsmen courses and £1,000 from Staffordshire RU for ground work done to enable the site to be able to accommodate all match demand.

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

Cannock RUFC leases its home venue from the Coal Industry Social Welfare Organisation (CISWO). The lease agreement has 17 years remaining meaning that the Club is considered to have security of tenure. The Club is aware that there have been two previous attempts to develop the site for housing and would seek to extend the current lease agreement if possible to secure the Club's long-term residence on the site; as well as to enable the Club to successfully apply for NGB funding. Under the terms of the Club's agreement it is responsible for the management and maintenance of the site.

The Club reports that ownership and management of the main access road to the site is disputed. With significant maintenance required to repair pot-holes, the Club has contacted Staffordshire County Council, CISWO and the Highways Agency to establish which party should fund the repairs.

Pitch quality

The criteria for assessing rugby pitch quality looks at two key elements; the maintenance programme and the level of drainage on each pitch. An overall quality based on both drainage and maintenance can then be generated.

The agreed rating for each pitch type also represents actions required to improve pitch quality. A breakdown of actions required based on the ratings can be seen below:

Table 4.3: Definition of maintenance categories

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

Table 4.4: Definition of drainage categories

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

Table 4.5: Quality ratings based on maintenance and drainage scores

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

All of the pitches assessed are considered poor quality, with low maintenance regimes inhibiting overall pitch quality. Drainage is noted not to be an issue on any of the pitches, with all sites having natural adequate drainage (D1).

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

Table 4.6: Summary of rugby union pitch quality (in the District)

Pitch type	Pitch quality		
	Good	Standard	Poor
Senior	-	-	4
Junior	-	-	2
Mini	-	-	-
Total	-	-	6

Rugeley RFC reports that the Club spends £1,000 per annum on pitch maintenance, but notes that double or triple this is required to significantly improve the pitch to a level to accommodate all of the Club's match demand. Similarly, Cannock RUFC noted that the cost of maintaining the pitches is significant, with the Club requiring new equipment to enable maintenance to improve. The Club highlighted aspirations for a new mower, tractor and spiker which is would willingly share with other local clubs; should the funds be available.

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

Table 4.7: Rugby union pitch quality ratings

Site ID	Site name	Management	Community use?	Pitch type	Non-technical assessment rating	Quality rating	Number of pitches	Comments
5	Cannock Chase High School	School	Yes - unused	Senior	M0/D1	Poor	1	A poor quality school pitch which is available for community use but is unused. The pitch receives basic maintenance but is considered to have adequate drainage.
7	Cardinal Griffin Catholic College	School	Yes - unused	Senior	M0/D1	Poor	1	A poor quality school pitch which is available for community use but is unused. The pitch receives basic maintenance but is considered to have adequate drainage.
28	Norton Canes High School	School	Yes - unused	Senior	M0/D1	Poor	1	A poor quality school pitch which is available for community use but is unused. The pitch receives basic maintenance but is considered to have adequate drainage.
36	St Augustine's Field	Sports Club	Yes	Senior	M0/D1	Poor	1	A poor quality pitch which is the home venue for Rugeley RFC, accommodating all the Club's match demand. The Club provides basic maintenance of the site due to cost, with no reported drainage issues.
42	The Hart School (Upper School)	School	Yes - unused	Junior	M0/D1	Poor	2	Two poor quality school pitch which are available for community use but is unused. The pitches were provided as agreed with in the terms of the flood defence development work at Hagley Playing Fields with a view that Rugeley RFC would use the site, however, the Club reports little to no maintenance of the pitches occurs rendering them unsuitable.
57	Cannock Rugby Club (OUTSIDE)	Sports Club	Yes	Senior	M0/D1	Poor	2	Two poor quality pitches which are the home venue for Cannock RUFC, accommodating some of the Club's match demand. The Club provides basic maintenance of the site due to cost and a lack of equipment, with no reported drainage issues.
57	Cannock Rugby Club (OUTSIDE)	Sports Club	Yes	Junior	M0/D1	Poor	1	A poor quality pitch which is the home venue for Cannock RUFC, accommodating some of the Club's match demand and all of training demand. The Club provides basic maintenance of the site due to cost and a lack of equipment, with no reported drainage issues.

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

Ancillary facilities

Ancillary facilities at St Augustine's Field are of poor quality, but Rugeley RFC considers the facility acceptable for the size of the Club. The clubhouse is a wooden building, built in the 1960s or 70s, which has had work done over the years to repair any issues. There are two small changing rooms which were previously one, but a partition wall was installed, reducing the overall size but increasing the total. Communal showers serve both the players' and officials' changing rooms, of which there is one. A bar facility exists in a hall way, with toilets on site shared between players, officials and spectators. There is no car parking on site with site users parking along the edge of the field as well as on Station Road. The Club notes that car parking is required to help the Club to grow.

Overall, Rugeley RFC's ancillary facilities require significant improvement, with the changing rooms not meeting RFU or SE standards.

Changing facilities at Cannock RUFC are of a good quality, having recently been refurbished with funding from both SE and the RFU. The site has a clubhouse; dedicated player and officials' changing rooms, with toilets; storage; and spectator toilets. Overall the facility is good quality. The Club does have ambitions to formalise the car parking; as well as aspirations to create two additional changing rooms on site if possible. It is reported by the RFU that the floodlighting on site requires improvement to enhance training sessions taking place. The lighting is fails to meet minimum specifications required to accommodate match play demand.

4.3: Demand

Competitive play

Cannock and Rugeley rugby clubs provide a total of 19 teams, only one of which is a women's team whilst there are no dedicated girls' teams in the District. There are five senior men's teams, four of which compete regularly in leagues; seven junior boys' team, with Rugeley RFC colts team the sole league participant; and six mini squads.

Cannock RUFC reports that it previously had a training group of U13 girls that moved club to Tamworth RFC at U15 age to participate in formal matches. Although there are currently no dedicated girls' team mini squads are typically mixed sex and often field several small sided teams playing a number of matches depending on availability and player numbers on match days.

Table 4.8: Summary of rugby union demand

Club	Number of rugby union teams (age groups)					
	Senior		Junior (13-17)		Mini (6-12)	Total
	Men (19+)	Women (19+)	Boys	Girls		
Cannock RUFC	3	1	5	-	3	12
Rugeley RFC	2	-	2	-	3	7
Total	5	1	7	-	6	19

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

Table 4.9: Summary of overall demand

Team play	No. of rugby union teams		
	Senior	Junior	Mini
Club leagues	5	1	-
Club friendlies/infrequent	1	6	6
University leagues	-	-	-
Total	6	7	6

Training

The junior pitch at Cannock RFC accommodates all of the Club's training demand as it is the only floodlit pitch available on site. Training totals five match equivalent sessions per week from all squads.

Rugeley RFC, however, do not have a floodlit pitch or training area on site which means that its teams hire the small sized 3G pitch at Rugeley Leisure Centre for four hours per week, which the Club reports is sufficient. As these pitches are not World Rugby compliant no contact session can take place, limiting the quality of the training sessions undertaken by the Club. At the start and ends of the season, as well as during pre-season, the Club utilises St Augustine's Field for training when daylight allows, however, this is less frequent in adverse weather.

Touch rugby

To actively encourage participation in rugby union clubs may provide alternative offers to traditional club competition. Touch rugby is one possible format which clubs can use; touch rugby is non-contact rugby sessions, during which participants compete in teams to score tries, following similar laws to traditional rugby union formats. Clubs, schools or community organisation can establish their own touch rugby sessions or can become hosts of O2 touch rugby sessions.

O2 touch rugby are 90 minutes long and combine music, fitness and rugby skills. Sessions are mixed in terms of gender, ability and age and is based on touch rugby being a social activity. Neither Cannock RUFC nor Rugeley RFC currently host touch rugby or O2 touch rugby sessions, with the nearest session of the latter located at Walton High School (Stafford) which is open to anyone over the age of 16.

Use of artificial pitches

Nationally, clubs identify the use of 3G pitches for training as a method of protecting the match pitches and providing a high quality surface for full contact practice. Competitive play continues to take place on grass pitches for the most part, with ad hoc use of 3G pitches for fixtures in the case of unsuitable pitches due to waterlogging or frost. Further detail on use of 3G pitches can be found in Part 7: Third Generation Artificial Pitches.

In December 2015, the RFU announced plans to increase the supply of available World Rugby (WR) certified pitches across the country as part of its Investment Strategy. This is to be made up of 60 pitches on rugby club sites, with a further 40 pitches on other community based sites with usage agreements securing capacity for use by local rugby clubs and groups.

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

The RFU believes increased investment into 3G pitches will allow it to sustain and grow participation in the game given increasing pressure on grass pitches, changing player expectations, competition from other sports investing in artificial pitches and changing weather conditions.

At present, there are no World Rugby (WR) compliant 3G pitches in Cannock Chase, with the nearest pitches located at the University of Wolverhampton (Walsall) and Keele University (Newcastle Under Lyme).

Future demand

Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future based on population growth up to 2036. However, in this instance, there are no teams forecasted to be created within any category, with any participation increases being accommodated within existing playing squads.

It is important to note that TGRs are based exclusively on population figures and do not account for specific targeted development work within certain areas or focused towards certain groups, such as coaching activity within schools linking to local clubs or NGB aims as part of the Targeted Work Programmes.

The RFU is actively exploring opportunities to assist with the transition between late junior years and senior rugby. This area has a strategic focus from the RFU and is being facilitated by encouraging casual play and midweek senior matches. The RFU recognises the traditional reduction in participation numbers at this time and it is hoped that by addressing the decrease and offering alternative match times then clubs may be able to retain a larger number of players.

This is not the sole focus of the RFU, which is focused on developing junior participation, based on a model of coaching sessions delivered in schools and local communities. Intentions are to form junior teams from these training groups which are linked to local schools and will use pitches at school sites, in some cases also linking to existing clubs to provide a performance pathway.

Participation increases

Future demand reported by Rugeley RFC indicates that it will re-establish a 3rd XV next season as the current colts' team exceeds the age boundary. The Club also aspires to establish two additional junior squads over the forthcoming seasons, whilst sustaining its mini section with new participants each season. Its demand will therefore increase by 1.25 match equivalent sessions for next season.

Cannock RUFC noted aspirations to add an additional mini squad next season, probably at the U7 age group. The Club also indicated that the current U17 squad will become a colts' team next season, run in conjunction with Barton under Needwood RUFC, with the team playing at Cannock RFC once every four weeks, reducing match demand to 0.25 match equivalent sessions per week. Overall demand on the pitches at the Club's home venue will remain static next season.

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

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. Latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision. Neither Cannock nor Rugeley rugby clubs report the existence of any unmet or latent demand.

Displaced demand refers to existing demand which is exported outside of the study area; whilst it also refers to any imported demand from neighbouring districts that accesses facilities within the Cannock Chase study area due to a lack of available facilities in other local authorities where such team or club is based. Although the majority of demand for Cannock RUFC is from Cannock Chase District, this demand is not considered displaced given the geographical location of the Club; along with the fact that the site is not liable to alter in the near future. Therefore, no displaced demand exists in Cannock Chase.

Education

Rugby union is traditionally a popular sport within independent schools; however, the RFU is also active in developing rugby union in local state schools through the All Schools programme launched in September 2012 which aims to increase the number of secondary state schools playing rugby union. These schools link to a local team of RFU rugby development officers (RDOs) which deliver coaching sessions and support schools to establish rugby union as part of the curricular and extracurricular programme.

Rugby within schools in Cannock Chase is minimal with some extra-curricular activity at both Cardinal Griffin Catholic College and The Hart School. Rugby union at The Hart School is reported to be minimal, with local RFU Community Rugby Coaches providing some sessions for students. The School has participated in some match activity although these were very structured games allowing students to match experience. Training activity at Cardinal Griffin Catholic College is slightly higher, with the school hosting more extra-curricular sessions, without forming formalised teams.

No extra-curricular rugby union activity occurs at Cannock Chase High School, Norton Canes High School, Kingsmead School or Staffordshire University Academy.

RFU priorities

The RFU actively works with all affiliated clubs to support growth and development of both participation and facilities. Within Cannock Chase, all clubs are supported by an area RDO. The RFU identifies the following priorities for future development of the respective clubs.

Table 4.10: Summary of RFU club priorities

Club	RFU priority
Cannock RUFC	Support the Club's summer engagement with new and returning players by providing touch rugby. The RFU will also provide coaching support for next year's colts team, which will be shared with Barton under Needwood RUFC. To improve the quality of the floodlighting on site to enhance training sessions.

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

Club	RFU priority
Rugeley RFC	Support the Club's summer engagement with new and returning players by providing touch rugby. Assist the Club's work throughout the summer period to fully establish its mini section.

In all instances where support for mini, junior and colts' rugby union teams has been identified, the RFU and the respective clubs are exploring options to provide sessions and fixtures within local schools and community organisations to further aid development

Infrequent play

The RFU has plans to encourage participants which have previously played rugby union to re-engage through participation as part of a more casual sporting offer. The league will provide opportunities for teams and players which are unable to play weekly or frequently for various reasons and will operate on an occasional basis. The league will also act as an entry point for newly created clubs and provide competitive opportunities.

4.5: 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 affect the playing experience and people's enjoyment of playing rugby. In extreme circumstances, it can result in the inability of the pitch to cater for all or certain types of play during peak and off-peak times. To enable an accurate supply and demand assessment of rugby pitches, the following assumptions are applied to site by site analysis:

All sites that are used for rugby union activity (regardless of whether this is secured community use) are included in the supply.

All competitive play takes place on senior sized pitches as there are no mini pitches in the District.

From U14 upwards, teams play 15 v15 and use a full pitch. Where mini pitches are not provided, mini (U7-12) teams play on half of a senior pitch i.e. two teams per senior pitch.

For senior and youth teams, the current level of play per week is set at 0.5 for each match played based on all teams operating on a traditional home and away basis (assumes half of matches will be played away). For mini teams, play per week is set at 0.25 for each match played across half of one senior pitch, based on all teams operating on a traditional home and away basis.

All male adult club league rugby takes place on a Saturday afternoon. U13-18 rugby generally takes place on a Sunday morning. Training that takes place on club pitches is reflected by the addition of team equivalents. Team equivalents have been calculated on the basis that 30 players (two teams) train on the pitch for 90 minutes (team equivalent of one) per night.

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

Table 4.11: Pitch capacity (matches per week) based on quality assessments

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

This guide should only be used as a very general measure of potential pitch capacity and does not account for specific circumstances at time of use and assumes average rainfall and an appropriate end of season rest and renovation programme.

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 completed in the last five years.

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Table 4.12: Rugby union provision and level of current use within Cannock Chase

Site ID	Site name	Available for community use?	Security of tenure	Pitch type	Quality rating	Number of pitches	Floodlit?	Match equivalent sessions (per week)	Site capacity (sessions per week)	Capacity rating	Comments
5	Cannock Chase High School	Yes-unused	Unsecure	Senior	Poor (M0/D1)	1	No	1	1.5	-0.5	The pitch has 0.5 MES of potential spare capacity.
7	Cardinal Griffin Catholic College	Yes-unused	Unsecure	Senior	Poor (M0/D1)	1	No	1.5	1.5	-	The pitch is at capacity from curricular & extra-curricular use.
28	Norton Canes High School	Yes-unused	Unsecure	Senior	Poor (M0/D1)	1	No	1	1.5	-0.5	The pitch has 0.5 MES of potential spare capacity.
36	St Augustine's Field	Yes	Secure	Senior	Poor (M0/D1)	1	No	2.75	1.5	1.25	The pitch is overplayed by 1.25 MES, accommodating all Rugeley RFC match demand.
42	The Hart School (Upper School)	Yes-unused	Unsecure	Junior	Poor (M0/D1)	1	No	1.5	1.5	-	The pitch is at capacity from curricular & extra-curricular use.
42	The Hart School (Upper School)	Yes-unused	Unsecure¹⁶	Junior	Poor (M0/D1)	1	No	1	1.5	-0.5	The pitch has 0.5 MES of potential spare capacity.
57	Cannock Rugby Club	Yes	Secure	Senior	Poor (M0/D1)	1	No	2.5	1.5	1	The pitch is overplayed by one MES, accommodating some match demand from Cannock RUFC.
57	Cannock Rugby Club	Yes	Secure	Senior	Poor (M0/D1)	1	No	2.25	1.5	0.75	The pitch is overplayed by 0.75 MES, accommodating some match demand from Cannock RUFC.
57	Cannock Rugby Club	Yes	Secure	Junior	Poor (M0/D1)	1	Yes	5	1.5	3.5	The pitch is overplayed by 3.5 MES, accommodating all Cannock RUFC training demand.

Most mini and junior play takes place on adult pitches and this has been added where applicable to calculate the actual play on sites. Match equivalent sessions per week for training sessions taking place on match pitches have also been added.

¹⁶ The pitch is considered unsecure, despite a formal community use agreement being in place, as its presence is not guaranteed for the minimum three years. The pitch was initially supplied as mitigation for flood defence work at Hagley Playing Field which resulted in the temporary loss of a junior rugby union pitch. The current community use agreement in place ends once the pitch at Hagley Playing Field is re-provided on site following the conclusion of development works prior to the 2019/20 season.

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The peak period

In order to fully establish actual spare capacity, the peak period needs to be established. Peak time for senior rugby union matches is Saturday afternoons and is considered such within the subsequent analysis, although junior and mini teams play on senior pitches on Sunday mornings.

Actual spare capacity

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

Pitches located at education sites which are available for community use but are currently unused are not considered to have actual spare capacity as security of use cannot be formally evidenced as guaranteed. As a consequence of this, despite three pitches showing an accumulative potential spare capacity of 1.5 match equivalent sessions per week there is no actual spare capacity on rugby union pitches of any type in Cannock Chase.

Overplay

Four pitches across two sites are overplayed, totalling 6.5 match equivalent sessions per week.

Table 4.13: Overplay summary (pitches used by community teams)

Site ID	Site name	Overplay (match equivalent sessions per week)
36	St Augustine's Field	1.25
57	Cannock Rugby Club (OUTSIDE)	5.25
	Total	6.5

The majority of overplay derives from Cannock RFC, home venue of Cannock RFC, with all three pitches on this site being overplayed. Two of those pitches accommodate all of the Club's match demand whilst the junior floodlit pitch is used exclusively for training.

St Augustine's Field is used by Rugeley RFC for all match demand, with training demand taking place off site at Rugeley Leisure Centre. If this training demand was to return to the one pitch on site the overplay would be exacerbated accumulating in a shortfall of 5.25 match equivalent sessions on the site. It should be noted that the Club elects to utilise the site for all match demand, despite having access to a junior pitch at The Hart School (Upper School) which was provided as mitigation for the temporary loss of a junior pitch at Hagley Playing Fields for the duration of site development works.

The poor quality and subsequent low carrying capacity of all overplayed pitches contributes to the level of overplay, with maintenance across all sites notably low (M0).

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4.4: Supply and demand analysis

Having considered supply and demand, the table below identifies the overall spare capacity in each of the analysis areas for senior rugby union pitches based on match equivalent sessions per week. Future demand is based on both team generation rates (TGRs) which are driven by population increases, as well as reported club development plans. Displaced demand is also considered as in the future that demand may wish to return to the District.

Table 4.14: Summary of supply and demand balance on rugby union pitches (Cannock Chase District)

Analysis area	Actual spare capacity ¹⁷	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand ¹⁸	Future total
Senior	-	1.25	1.25	1.25	2.5
Junior	-	-	-	-	-
Mini	-	-	-	-	-
Cannock Chase	-	1.25	1.25	1.25	2.5

Overall there is a requirement for 1.25 match equivalent sessions per week to eliminate current shortfalls in the District, which will increase to 2.5 match equivalent sessions if future demand is realised. All rugby union shortfalls in the District are on senior rugby union pitches given that this pitch type accommodates all match demand. There is no actual spare capacity available in the District, with potential capacity all located at unsecure education sites.

When future demand, of 1.25 match equivalent sessions, is considered the shortfall is exacerbated; with this demand coming from Rugeley RFC, which solely accesses St Augustine's Field for match demand; and therefore, has been allocated to a senior pitch.

Overplay at Cannock Rugby Club has been discounted from Table 4.14 given that it is located outside of the District. However, the site is overplayed by 5.25 match equivalent sessions per week; with all three of the pitches on site overplayed. Future demand of new teams for Cannock RFC equals the reduction in match demand at the Club's site once the current U17 team forms a colts' team with Barton under Needwood RFC and therefore does not contribute additional future demand.

4.5: Conclusion

The requirement for additional match equivalent sessions per week and accumulated overplay on pitches across rugby union sites can be attributed to the low carrying capacity of pitches in the District due to poor pitch quality. Drainage on pitches is not a noted concern of community clubs or schools, with basic maintenance regimes being the more pressing concern. Cannock RFC teams training on the Club's one floodlit pitch solely contributes to its overplay; whereas no training demand takes place on St Augustine's Field, with the site accommodating all match demand from Rugeley RFC.

¹⁷ In match equivalent sessions per week

¹⁸ Where teams currently use a specific pitch type, this has been allocated to the same pitch type ie. Mini or junior demand on a senior pitch.

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Improvements to maintenance regimes for by both clubs along with access to improved equipment would help both overplayed sites improve pitch quality and increase capacity. Of additional concern to Rugeley RFC is the quality of its ancillary facilities, which require significant improvement to allow the Club to continue to develop. A potential solution to the issues facing Rugeley RFC could be securing a long term lease agreement at Hagley Playing Fields, once the site returns to being operational; and if planning permission for a purpose built clubhouse could be gained then the site presents as a possible venue for a relocation. This would be subject to the two football pitches on the site being re-provided elsewhere within the locality of the site.

Both Cannock RUFC and Rugeley RFC would benefit from an increase and improvement in the number of floodlit pitches available to assist each club's growth ambitions.

Rugby union summary

- ◀ **Current supply is not sufficient to cater for the level of demand expressed in Cannock Chase at present, totalling a need for a further 1.25 match equivalent sessions on pitches. This is further exacerbated to create a future requirement for 2.5 match equivalent sessions.**
- ◀ In total, there are six rugby union pitches in Cannock Chase across five sites, of which four are senior sized and two junior size. In addition, there are two senior pitches and a junior pitch located at Cannock Rugby Club, which also contribute to the local supply. All pitches are available for community use in some capacity.
- ◀ At present, there are no World Rugby (WR) compliant 3G pitches in Cannock Chase, with the nearest pitches located at the University of Wolverhampton (Walsall) and Keele University (Newcastle Under Lyme).
- ◀ The Floodlit provision across the District is low. To support participation growth both clubs should have access to high quality floodlighting to allow them to train and play matches in a safe environment.
- ◀ All pitches are of poor quality, rated (M0/D1). Maintenance of pitches is considered basic, whilst drainage is not a reported issue on any of the sites.
- ◀ Ancillary facilities for Rugeley RFC are considered poor quality, whilst those servicing Cannock RUFC are of good quality, with minor issues relating to informal car parking and ownership of the access road.
- ◀ Cannock and Rugeley rugby clubs provide a total of 19 teams, only one of which is a women's team whilst there are no dedicated girls' teams in the District.
- ◀ Both clubs are considered to have security of tenure via lease agreements in the short term, although Rugeley RFC's agreement does not provide long term security of tenure which is required for NGB funding.
- ◀ None of Rugeley RFC's training demand takes place on the match pitch due to a lack of floodlighting with training relocated to the small size 3G pitch at Rugeley Leisure Centre; whilst all of Cannock RUFC's training is accommodated on the Club's one floodlit pitch.
- ◀ Future demand from both TGRs and participation growth contribute an additional 1.25 match equivalent sessions per week on pitches in the District.
- ◀ There is no actual spare capacity on rugby union pitches in the District with all potential capacity located at unsecure education sites.
- ◀ There are four pitches across two sites which are overplayed totalling 6.5 match equivalent sessions. Three of these are located at Cannock Rugby Club which is outside of Cannock Chase District; and is overplayed by 5.25 match equivalent sessions.

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PART 5: HOCKEY

5.1: Introduction

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

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

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

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

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

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

Club consultation

Although no hockey clubs are based within Cannock Chase District, it is considered that clubs based in neighbouring areas, namely Cannock HC and Lichfield HC service Cannock Chase and therefore, both clubs were consulted with via telephone consultation representing a 100% club response rate.

5.2: Supply

There are no hockey suitable AGPs located in Cannock Chase District, either full or small sized. The sites accessed by the two hockey clubs (Cannock HC and Lichfield HC), which accommodate the District's hockey demand are based in South Staffordshire and Lichfield respectively.

It is understood that there are no plans to establish any new hockey suitable AGPs in the District as local demand is being met by provision in neighbouring authorities.

Disused supply

In addition to the two water based pitches at Cannock Cricket and Hockey Club (South Staffordshire) there is a disused, full size, sand based AGP which has not been used for several years.

Quality

Table 5.2 Summary of full size hockey AGP quality accommodating demand from Cannock Chase

Site ID	Site	Number of AGPs	Surface	Quality	Year built (refurbished)
53	Cannock Cricket and Hockey Club (South Staffordshire)	2	Water based	Good	2007/2008
58	Lichfield Sports Club (Lichfield)	1	Sand dressed	Good	2008

All hockey suitable AGPs accessed by Cannock Chase demand are of good quality, with Cannock Cricket and Hockey Club having two full size pitches on site, both of which are water based. There is a full size hockey suitable AGP located at Lichfield Sports Club which is sand

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dressed. Despite the good quality of all three of the pitches, they all either exceed or are nearing their recommended ten year lifespans.

It is considered that the carpet of an AGP usually lasts for approximately 10 years (depending on levels of use), though its lifespan can be prolonged in some cases where maintenance is of particularly high quality and rigor. This is evident with both pitches at both sites, with pitches which have received dedicated levels of maintenance by the clubs that has meant they are still good quality despite their age.

Ownership/management

Cannock HC owns its home ground as part of its membership of Cannock Cricket and Hockey Club. The overarching organisation owns the site with the member clubs then agreeing to the terms of use for the site. As Cannock HC is one of the founders of the ownership model for the site the Club currently has secure tenure, however, this would change should outstanding debts be called in and access is restricted.

Security of tenure is also secure for Lichfield HC, which leases its home ground as part of Lichfield Sports Club. Similar to Cannock HC, Lichfield HC is a member of a wider sports club which has a long term lease agreement in place with St John's Trust. The current lease agreement has 45 years remaining.

Although both clubs are currently based outside of the District, without a requirement for provision within Cannock Chase; there would be demand for provision in Cannock Chase, should tenure for Cannock HC become unsecure given the Club's financial issues; risk of debt being called in; and access to Cannock Cricket and Hockey Club being restricted. Lichfield HC is not considered likely to require access to provision within the District in the near future.

Ancillary provision

Cannock HC reports that ancillary facilities on site are of poor quality and have become poorer of the last few seasons; with poor changing facilities and improved lighting required. Car parking on site is deemed adequate, although there can be issues at the beginning and ends of the season due to cricket simultaneously using the site. The Club has submitted plans to South Staffordshire Council, the local authority in which the site is located, for a new clubhouse to be built; this would be funded via the sale of the previous clubhouse facility. It should be noted that Cannock Ladies HC requires suitable clubhouse and changing provision if the team is to achieve promotion from its current league. This requirement should be met by any site development.

Lichfield HC also reports ancillary provision at its home venue to be of poor quality, with a need for an increased number of changing rooms and car parking spaces required given the multi-sport nature of the site. The Club also reports that the changing facilities require refurbishment, having been poor quality for a number of years.

5.3: Demand

Cannock HC reports that the majority of its demand travels over five miles for home matches, with the centre of the District approximately that distance from the Club's home venue.

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Demand representing Lichfield HC travels a shorter distance for home fixtures. It is therefore deduced that the majority of the hockey demand within the District is accommodated at Cannock HC, with a small proportion representing Lichfield HC.

Cannock and Lichfield hockey clubs provide a total of 46 teams as summarised in the table below. Cannock HC has 220 playing members which is less than half of the number of members that Lichfield HC has (556 members).

Lichfield HC has seen a significant increase in the number of junior members representing the Club, with multiple junior teams being entered in to local competitions. The primary club coach also provides sessions at local schools and this has resulted in a significant increase in junior participation. Senior membership at the Club has also increased, resulting in the formation of an additional women's team.

Conversely, membership at Cannock HC has reportedly decreased, with the Club reducing its number of senior teams by one. Junior membership has generally remained consistent with 66 junior members of the Club. The decrease in membership is considered to be linked to the ongoing concern for the future of the Club and the uncertain future that it faces.

Table 5.3: Summary of teams playing in Cannock Chase

Name of club	Men's	Women's	Mixed	Juniors	Members
Cannock HC	4	5	1	1	220
Lichfield HC	7	7	3	18	556
Total	11	12	4	19	776

Lichfield HC reports that due to its number of members, the Club requires access to a secondary pitch. The Club aspires to establish a second hockey suitable AGP on site, but at present this remains an aspiration.

EH Player Pathway

The Player Pathway (PP) is the junior talent development pathway. It encompasses the whole of the hockey landscape which includes club and school activity as well as the PP Development Centres (DCs). The purpose of the PP is to provide development opportunities for young people, which is fair, equitable and consistent. It is to ensure that a suitable level of coaching and competition is offered for people at the appropriate stage of their development and to maximise the chance they have of fulfilling their potential whether that potential is as a club or International player, coach or official. The PP can be accessed by playing at school, a local club or attending one of the local centres. There is one entry point into the PP centres which is at DC level. The first time a player accesses the player pathway they must enter at DC level.

Development Centres (DCs) and Academy Centres (ACs)

DCs and ACs are local training centres for the U13 to U17 age groups. DCs are open to any hockey player who has been nominated by their club, school or coach, with ACs open to any player who has been nominated by a DC coach. After attending a DC, a AC is the next step on the player pathway. Included in the DCs/ACs are Goalkeeper (GK) Academies, which provide specific coaching sessions for goalkeepers. The nearest DCs to Cannock Chase District are located at Cannock Hockey and Cricket Club (South Staffordshire) and Lichfield Sports Club

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(Lichfield). These centres cover the South West and South East of Staffordshire respectively and are centres for both boys' and girls' development centres.

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Displaced demand

Displaced or exported demand refers to Cannock Chase registered teams that are currently accessing pitches outside of the local authority for home fixtures, normally because their pitch requirements cannot be met. This is usually because of pitch supply, in some cases quality issues or stipulated league requirements for access to certain facilities. In the same manner, imported demand refers to that displaced from other local authorities into Cannock Chase based on the same reasoning.

Although hockey participants from the District access supply outside of Cannock Chase, given the permanence of the two nearest clubs being based outside of the District this demand is not considered displaced.

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. Neither Lichfield nor Cannock hockey clubs identify any latent demand.

Future demand

Given that the two hockey clubs servicing Cannock Chase are located in neighbouring authorities it is not appropriate to use population data alone to calculate need.

Further to this, team generation rates cannot account for specific targeted development work within certain areas or focused towards certain groups, such as NGB initiatives or coaching within schools. For example, nationally, since 2012, hockey has seen a 65% increase in juniors taking up the sport within the club environment. This increase is expected to continue across all age groups in the future, especially given the success of Great Britain's women's team in the 2016 Rio Olympics and the anticipated legacy impact.

Though there remains a desire from EH to increase participation within the club/league based game, not all future demand may be realised entirely as new formalised teams playing at peak time. Some clubs may decide to offer pay and play opportunities to participants or offer small sided formats such in a bid to increase participation and club memberships by providing a different hockey offer.

Lichfield HC has plans to increase the number of teams representing the Club by six, with the creation of one additional senior men's team; two junior boys' teams and three junior girls' teams. The Club reports that the additional teams will play fixtures at either the Club's home venue or at local school sites.

Cannock HC did not report any aspirations to create additional teams, with any increase in participation being accommodated within the existing playing squads.

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Availability and usage

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). Using this calculation, Cannock Chase District does not have any full sized hockey suitable AGPs, but those utilised by Cannock and Lichfield hockey clubs as home venues are fully available within the peak period.

Table 5.4: Usage of hockey suitable AGPs (available for community use)

Site ID	Site	Number of AGPs	Floodlit	Community use hours in the peak period (per AGP)	Clubs/groups using the pitch (teams)	Midweek/training capacity	Match capacity	Comments
53	Cannock Cricket and Hockey Club	2	Yes	Weekday: 18 hours Weekend: 16 hours Total: 34 hours	Cannock HC	All Club training demand is accommodated on site with each of the pitches being utilised. The pitches are also subject to ad-hoc use by local football teams for midweek training demand.	All match demand for Cannock HC is accommodated on site, with no issues regarding access reported. The Club's ambitions to increase participation will not affect access issues in the future, given the number of hockey suitable AGPs on site.	Cannock HC reports that it has demand to access the site more frequently, but it is also aware that the income generated from external lets helps fund the site's ongoing maintenance.
58	Lichfield Sports Club	1	Yes	Weekday: 18 hours Weekend: 16 hours Total: 34 hours	Lichfield HC	All training demand from Lichfield HC is based at the site, with the Club reporting that it has demand to access any additional capacity on site. However, the pitch is also available for community lets, meaning that occasional use by local football teams for training demand does limit the Club's ambitions to increase use at this time.	The venue is used to accommodate all home fixtures for the Club on both Saturdays and Sundays; whilst junior tournaments are also hosted by the Club on Sundays. The Club reports that it requires additional capacity to accommodate all of its growing match demand.	The Club reports that it has demand to access a second hockey suitable AGP to accommodate increased match demand. Ideally the Club would prefer a second AGP on site but will utilise pitches at education sites as required.

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Peak time demand

Most hockey teams from the two clubs currently play on a Saturday, therefore this is considered to be the peak time for use of AGPs for competitive play. This is due to the number of senior teams that both clubs have; along with the fact that most junior teams for both clubs attend festivals at a variety of locations for match demand. Though peak time for match play is at the weekend, use for midweek training is also significant.

5.4: Supply and demand analysis

Cannock HC is considered to have sufficient supply to accommodate all its current match and training demand, with additional capacity available for both future club growth and continued external lets by other sports clubs.

Lichfield HC requires additional supply to accommodate current levels of demand, with 17 senior teams and 18 junior teams utilising the site as a home venue. Based on the 14 single-gender based teams requiring a pitch at peak time (Saturday), there is a requirement for two (rounded up from 1.75) full size, floodlit, hockey suitable AGPs based on teams playing home and away and based on a floodlit AGP being able to accommodate a maximum of four matches (eight teams) on one day.

This remains the same when accounting for the one additional senior men's team forecasted by the Club. For junior hockey, the requirement for pitches is likely to be less given that teams generally participate in hockey festivals at various locations on Sundays. Therefore, current supply of hockey suitable AGPs is considered insufficient to accommodate the current level of hockey at both peak time and midweek training demand for this club.

5.5: Conclusion

The overall supply of hockey suitable AGPs outside of the District is considered sufficient to accommodate the current level of hockey demand for both peak time matches and training requirements. Although in reality this would mean that some demand from Lichfield HC would have to access supply at Cannock HC which may not be wholly realistic.

In practical terms there is no demand for the creation of a full size hockey suitable AGP in Cannock Chase District, with both clubs considered to have security of tenure at their home venues in neighbouring authorities¹⁹. There would be demand for provision in Cannock Chase, should tenure for Cannock HC become unsecure given the Club's financial issues; risk of debt being called in; and access to Cannock Cricket and Hockey Club being restricted. Lichfield HC is not considered likely to require access to provision within the District in the near future.

The resurfacing of the hockey suitable AGPs is required in the near future, given their age; and to prevent a decline in quality.

The quality of ancillary facilities is a concern for Cannock HC, although the Club is progressing plans to establish new facilities of a good quality, capable of serving all pitches simultaneously. The number of changing rooms is an issue at Lichfield Sports Club, with the site's multi-sport offering meaning that access to changing provision is not

¹⁹ Security of tenure for Cannock HC may be removed should outstanding debts be recalled and access restricted.

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guaranteed. Lichfield HC also requires access to an additional hockey suitable AGP to accommodate all current and future demand for both weekend and midweek use.

All hockey suitable AGPs accessed by the two clubs should be protected for continued hockey use.

Hockey summary

- ◀ **The current supply of hockey suitable AGPs is considered sufficient to accommodate the current level of hockey demand for both at peak time and training requirements. Although in reality this would mean that some demand from Lichfield HC would have to access supply at Cannock HC which may not be wholly realistic.**
- ◀ **There is no demand for the creation of a full size hockey suitable AGP in Cannock Chase District, with both clubs considered to have security of tenure at their home venues in neighbouring authorities.**
- ◀ **Resurfacing of the hockey suitable AGPs is required in the near future, given their age; and to prevent a decline in quality.**
- ◀ There are no hockey suitable AGPs located in Cannock Chase District, either full or small sized. The sites accessed by the two hockey clubs, which accommodate the District's hockey demand are based in South Staffordshire and Lichfield respectively.
- ◀ All hockey suitable AGPs accessed by Cannock Chase demand are of good quality, however, all three pitches have either exceed or are nearing their recommended ten year lifespans.
- ◀ Both clubs servicing demand from Cannock Chase are considered to have security of tenure either through site ownership or leasehold.
- ◀ Combined, the two clubs provide a total of 46 teams with Cannock HC having 220 members and Lichfield HC having 556 members.
- ◀ Lichfield HC has plans to increase the number of teams representing the Club by six, with the creation of one additional senior men's team; two junior boys' teams and three junior girls' teams. Cannock HC did not report any aspirations to create additional teams.

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PART 6: THIRD GENERATION ARTIFICIAL GRASS PITCHES (3G PITCHES)

6.1: Introduction

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

Table 6.1: AGP type and sport suitability

Surface	Category	Comments
Rubber crumb	Long Pile 3G (60mm with shock pad)	Rugby surface – must comply with World Rugby type 22 and/or RFL Community Standard, requires a minimum of 60mm pile.
Rubber crumb	Medium Pile 3G (55-60mm)	Preferred football surface. Suitable for non-contact rugby union/league practice or play.
Rubber crumb	Short Pile 3G (40mm)	Acceptable surface for some competitive football.
Sand	Sand Filled	Competitive hockey and football training.
Sand	Sand Dressed	Preferred hockey surface and suitable for football training.
Water	Water based	Preferred hockey surface and suitable for football training if irrigated.

England Hockey'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) when no sand-based or water-based AGPs are available.

Competitive football can take place on 3G surfaces that have been FA or FIFA certified and a growing number of 3G pitches are now used for competitive match play at mini soccer and youth level. The recommended FA dimensions for a full sized 3G pitch are 100x64 metres with additional run off areas of three metres required on each side. Minimum playing area dimensions to meet performance standard criteria for competitive football are 90x45 metres (or 100x64 metres for FIFA sanctioned international matches), with additional run off areas of three metres required on each side. FIFA 3G pitch certification is required to host competitive adult match play at Step 3 and below, whilst for teams playing at Steps 1 or 2 pitches are required to have FIFA Pro standard certification, further information on which is included later in the section. Football training can take place on sand and water based surfaces but is not the preferred option.

World Rugby produced the 'Performance Specification for Artificial Grass Pitches for Rugby', more commonly known as 'Regulation 22' that provides the necessary technical detail to produce pitch systems that are appropriate for rugby. The artificial surface standards identified in Regulation 22 allows matches to be played on surfaces that meet the standard. Full contact activity, including tackling, rucking, mauling and lineouts can take place. All full sized World Rugby compliant 3G pitches feature on the RFU register, including expiry dates of certification²⁰. Upon registration, World Rugby compliancy is valid for two years before renewal and retesting is required.

6.2: Supply

²⁰<http://www.englandrugby.com/governance/club-support/facilities-kit-and-equipment/artificial-surfaces/artificial-grass-pitches>

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For the purposes of the PPS, full sized 3G pitches are considered as meeting minimum dimension criteria for adult football (90x45 metres not including run off areas). It should be noted that within other external documentation, the FA typically refers to 3G pitches as 3G Football Turf Pitches (FTPs).

There are two full sized 3G pitches in Cannock Chase, both of which have floodlighting and are available for community use at Cardinal Griffin Catholic College and 5's Pavilion and Sports Ground. There is also a smaller sized 3G pitches located at Rugeley Leisure Centre that is floodlit and available for community use.

Both full size 3G pitches are FA certified and can therefore be used for both match and training demand.

Table 6.2: Full sized 3G pitches in Cannock Chase

Site ID	Site name	Management	Floodlit	Dimensions ²¹ (metres)	Certification	Renewal date
1	5's Pavilion and Sports Ground	Commercial	Yes	100 x 64	FA	6/1/2020
7	Cardinal Griffin Catholic College	School	Yes	100 x 64	FA	24/8/2018

Future plans for provision

Though full sized 3G pitches are considered those which meet FA minimum pitch dimensions, it is recommended that any new 3G pitches built in future should meet FA recommended pitch dimensions so to ensure suitability for all formats of football and maximise opportunities for use.

Table 6.3: 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

²¹ Excluding run off areas. FA/FIFA Performance Standard Testing Criteria requires 3m run off areas in each direction. Some pitches of or close to minimum dimensions though compliant may not be considered to be of sufficient size to accommodate adult football matches.

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

Current proposals

As detailed in Part 2: Football, Hednesford Town FC and Heath Hayes FC both report aspirations to establish 3G pitches, either on their current home venues (Hednesford Town FC) or at new sites (Heath Hayes FC).

There are also plans to create a full size 3G pitch at Rugeley Leisure Centre in place of the small sized 3G pitch. This conversion will require resurfacing and an extension to the current footprint of the pitches. Both the Football Foundation and Staffordshire FA are exploring options with the District Council to help fund this extension.

Conversion to 3G surfaces

Since the introduction of 3G pitches and given their popularity for football, providers have seen this as a way to replace a worn sand or water based carpet and generate increased revenue from hiring out a 3G pitch to football and rugby clubs and commercial football providers. This has often come at the expense of hockey, with players now travelling further distances to gain access to a suitable pitch and many teams consequently displaced from their preferred local authority.

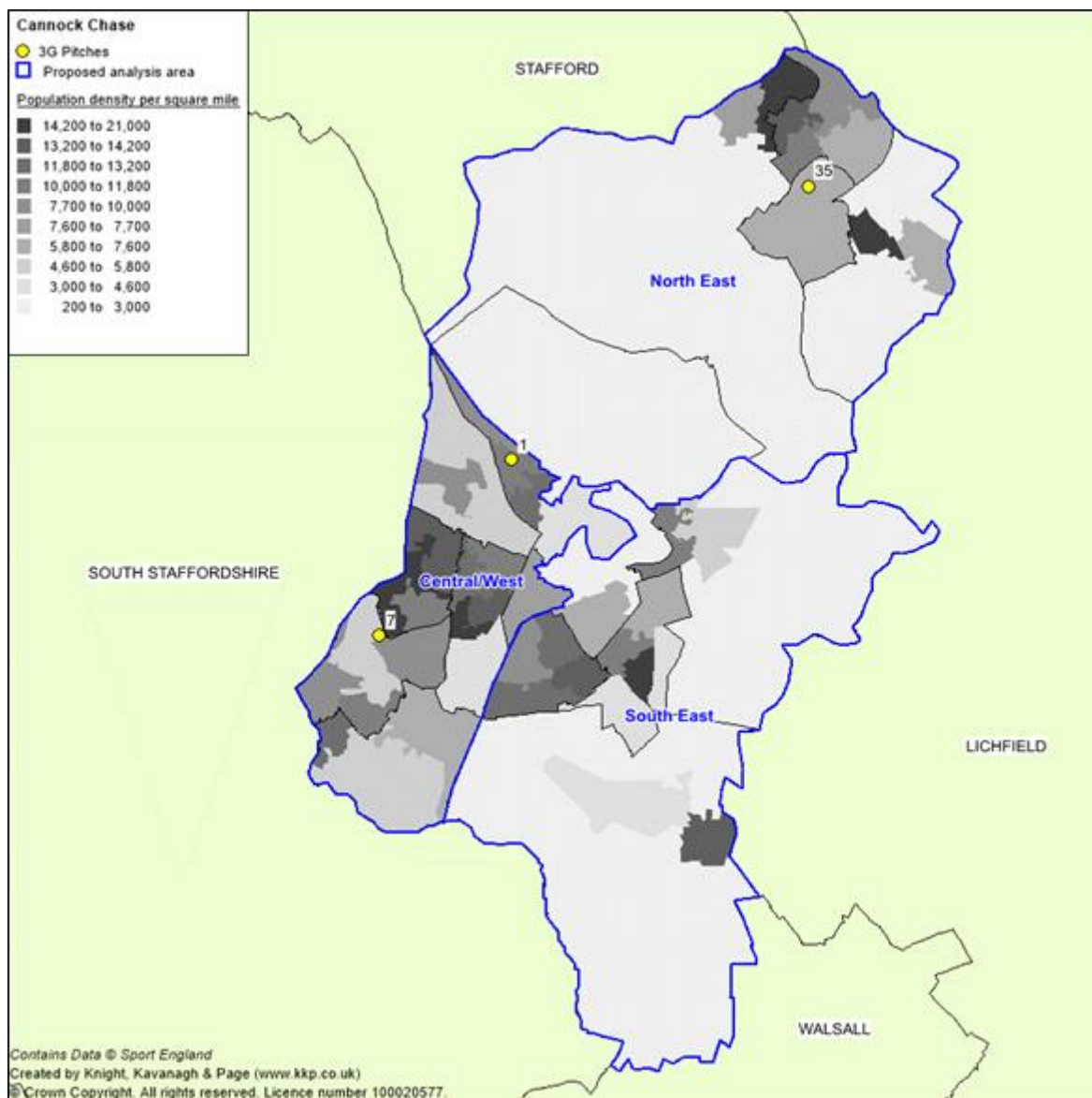
Due to its impact on hockey, it is appropriate to ensure that sufficient sand based AGPs are retained for the playing development of hockey. To that end, a change of surface will require a planning application and the applicants will need to show that there is sufficient provision available for hockey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

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

A 3G surface is limited in the range of sport that can be played or taught on it. Providers proposing a conversion should take advice from the appropriate sports' governing bodies or refer to Sport England guidance: <https://www.sportengland.org/facilities-planning/tools-guidance/design-and-cost-guidance/artificial-sports-surfaces/>

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

Figure 6.1: Map showing 3G pitches in Cannock Chase District.



6.3: Quality

The carpet of a 3G pitch is considered to have a surface life of approximately 10 years with assumed maintenance of the required standard, though its lifespan can be prolonged in some cases where maintenance is of particularly high quality and rigor.

Both full sized 3G pitches are rated as good quality and neither pitch exceeds the recommended lifespan; meaning that resurfacing is not required in the immediate future.

Table 6.4: Summary of full sized 3G pitch quality

Site ID	Site name	Year built (refurbished)	Quality
1	5's Pavilion and Sports Ground	2017	Good
7	Cardinal Griffin Catholic College	2012	Good

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

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

Pitches can also undergo FIFA testing to become a FIFA Quality pitch (previously FIFA One Star) or a FIFA Quality Pro pitch (previously FIFA Two Star), with pitches commonly constructed, installed and tested in situ to achieve either accreditation. This comes after FIFA announced changes to 3G performance in October 2015 following consultation with member associations and licenced laboratories.

The changes are part of FIFA's continued ambition to drive up performance standard in the industry and the implications are that all 3G pitches built through the FA framework will be constructed to meet the new performance criteria.

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

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

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

Availability and usage

The following table summarises the availability of full sized AGPs for community use in Cannock Chase. 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 a week (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00).

Table 6.5: Summary of 3G availability and usage

Site ID	Site name	Floodlit?	Quality ²²	Total number of hours available for community use during peak period	Football usage	Rugby union usage	Other sports club usage	Spare capacity
1	5's Pavilion and Sports Ground	Yes	Good	Weekday: 18 hours Weekend: 16 hours Total: 34 hours	85%	-	5%	10%
7	Cardinal Griffin Catholic College	Yes	Good	Weekday: 18 hours Weekend: 16 hours Total: 34 hours	85%	-	5%	10%
35	Rugeley Leisure Centre (small size)	Yes	Standard	Weekday: 18 hours Weekend: 16 hours Total: 34 hours	56%	12%	-	68%

Spare capacity

The table above indicates both full size pitches have available capacity to accommodate additional demand. The majority of spare capacity on each pitch is on Sunday (midday to 5pm) which is undesirable times for clubs to use for training but suitable for competitive match play and can be utilised; or one Friday evenings (5pm to 7pm) which is undesirable for training given its proximity to matches taking place.

There is also capacity available on the small sized 3G pitch at Rugeley Leisure Centre, however, the size of the pitch restricts its use by local football teams.

²² Quality is assessed via a combination of non-technical assessments carried out by KKP but also take account of user views and opinions.

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

6.4: Demand

Football

There are 52 Cannock Chase based teams which consistently play competitive club football on 3G pitches, representing 37% of all teams. Many mini teams play on 3G pitches as part of the various mini football leagues which clubs from the District participate in, where matches are played on a central venue basis on small sized pitches on full sized 3G pitches, including at both Cardinal Griffin Catholic College and 5's Pavilion and Sports Ground.

Access to affordable floodlit training facilities is a key issue for most clubs in Cannock Chase, particularly those with a large number of youth and mini teams. Access to affordable 3G provision is also a priority for the FA as many multi team junior clubs have various teams training across various venues in the District and neighbouring authorities. Many pitches both full sized and small sized operate commercial small sided football leagues which limit availability for club training; the pitch at 5's Pavilion, for example, is utilised three times per week for a small sided leisure league.

The majority of clubs responding to the online survey report demand for additional training facilities. Of the 30 clubs that stated a demand for additional training facilities, 19 specifically stated a need for increased use of 3G pitches within Cannock Chase. Not only is it difficult for teams to access sufficient capacity but those at some large clubs are spread across a number of venues where they can manage to find available timeslots including on small sized 3G pitches.

Rugby union

Present use of 3G pitches for rugby union solely extends to training. Rugeley RFC utilise the small sized 3G pitch at Rugeley Leisure Centre for training demand. However, given the pitches lack of WR certification, training is limited to non-contact sessions.

Future demand

Population increases anticipated within the District are expected to generate additional demand for sports facilities, particularly 3G pitches which are used by a number of different sports for both matches and training. The PPS findings should be used to guide the development of any new sporting provision which may include the creation of additional pitches, new ancillary facilities or new sites to best accommodate both the newly generated demand and current requirements. Increases in population as a result of proposed housing growth and the subsequent equivalent demand generated for playing pitch provision are explored through scenario testing in the Stage D Strategy & Action Plan document.

The subsequent increased population will create a need for further infrastructure developments which may include additional or extended school provision. It is key to note that capacity a new 3G pitch creates is not considered double that of a grass pitch. This is the case for sports provision set out in BB103 Guidelines for Mainstream Schools which exclusively applies to school sites.

Future strategic planning should consider key areas in which 3G pitches can best meet demand for a number of sports where possible and appropriate and should in turn consider the optimal surface type for any potential new development in conjunction with NGBs as part of a joined up approach.

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

Key trends and changes in demand for pitches

Football

Demand from football for 3G pitches has increased in recent years due to demand from clubs for training but also due to a growing acceptance by local leagues of use for competitive matches, where play on 3G pitches is now included within the FA Standard Code of Rule. This considered, the general condition of local authority pitches and increasingly limited budget for regular and adequate maintenance may lead more teams to consider AGPs as a possible alternative should it be financially viable.

A number of leagues around the country now use 3G pitches as central venues where all play takes place. This is especially prominent in leagues that teams from Cannock Chase participate in; and the general format for mini and youth football up to older youth age groups is based on 3G pitches at central venues. Mini soccer leagues especially are increasingly adopting this approach either for whole seasons or a number of months throughout the winter because they can continually offer a high quality playing experience, in many cases beyond that of grass pitches which are generally of comparatively poorer quality. It also allows leagues to continue to run throughout the winter, largely unaffected by poor weather which has disrupted the football season over recent years, causing it to run into summer and clash more often with summer sports. This trend is likely to increase in the future and more mini soccer, Flexi and Vets leagues could be played exclusively on 3G pitches.

Rugby union

Given the inclement weather often experienced throughout the winter months of the rugby union season, more clubs are becoming increasingly receptive towards training on artificial pitches. Clubs traditionally train on match pitches where floodlights are in place or one pitch designated for all training in particular, unless there is a separate floodlight grass training area. It often results in deterioration in pitch quality coupled with decreasing maintenance budgets.

The recent RFU strategy on investment in 3G pitches both at club and community based sites is indicative of the growing acceptance of 3G pitches amongst clubs nationally. Nationally clubs identify the use of 3G pitches for training as a method of protecting the match pitches and providing a high quality surface for full contact practice. Competitive play continues to take place on grass pitches for the most part, with ad hoc use of 3G pitches for fixtures in the case of unsuitable pitches due to waterlogging or frost.

6.4: Supply and demand analysis

FA training scenario

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

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

The FA's long-term ambition is to provide every affiliated team in England the opportunity to train once per week on floodlit 3G surface, together with priority access for every Charter Standard Community Club through a partnership agreement. The FA standard is calculated by using the latest Sport England research "AGPs State of the Nation March 2012" assuming that 51% of AGP usage is by sports clubs when factoring in the number of training slots available per pitch at peak times.

It is estimated that one full sized AGP can service 38 teams.

It is considered that there are 140 teams which require access to train once per week on floodlit 3G surface. It should be noted this figure excludes imported demand and includes any exported demand. This equates to the need for three full sized 3G pitches to service this level of training demand across the District. At present, there are two available full sized 3G pitches across the District. Therefore, there is a shortfall of one full sized 3G pitch to meet training demand for football.

However, when considered by analysis area, there is only a shortfall evidenced in the North East Analysis Area, which the Central/West area has sufficient supply; and the South East Analysis Area does not have the requirement for a full size 3G pitch.

The table below considers the number of full sized 3G pitches required if every team was to remain training within the analysis area in which they play. For this, please note that the 3G requirement is rounded down to the nearest whole number.

Table 6.6: Current demand for 3G pitches in Cannock Chase for football training (38 teams per pitch)

Analysis area	Current number of teams	Current requirement	Current number of available 3G pitches	Current shortfall	Future number of teams ²³	Future shortfall
Central/West	56	1.47 – 1	2	-	56	-
North East	48	1.26 – 1	-	1	48	1
South East	36	0.95 – 0	-	-	36	-
Cannock Chase	140	3.68 – 3	2	1	140	1

When factoring in future demand, the shortfall, across the District, remains the same (one pitch), meaning that the current need warranting the creation of an additional 3G pitch remains the same. This is adjudged on the basis that there are no smaller sized 3G pitches or sand based AGPs in the Area to accommodate the increases in participation.

The model assumes that all pitches are fully available for club use at peak time when in practice a number of pitches operate commercial small sided leagues which reduce capacity available. It also projects all football teams as training on full sized 3G pitches when in practice a proportion of football training demand should be retained on sand based AGPs in order to maintain financial and commercial sustainability of these pitches.

The conversion of the small sized 3G pitch at Rugeley Leisure Centre will eliminate the current shortfall in the North East; as well as in the District as a whole.

²³ Based on increased demand forecasted from team generation rates

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

If the displaced demand referred to in Section 2: Football, continues to opt for training provision outside of the District; then demand to be accommodated for reduces from 140 to 110, also lowering the requirement of the number of full size 3G pitches from three to two.

6.5: Conclusion

In conclusion, based on the FA affiliated team training model there is insufficient current supply of full sized 3G pitches to meet current demand, with forecasted future demand sustaining this shortfall of one full sized 3G pitch in the District. This shortfall will be eliminated once the planned conversion of the small sized 3G pitch at Rugeley Leisure Centre to a full sized 3G pitch is completed.

Though there is spare capacity at some level on both pitches, in practice there is very little midweek capacity for evening training which is the peak time for use, with most capacity midweek available in 5-6pm timeslots which are undesirable as many club volunteers are likely to be commuting from work. Limitations on midweek capacity available and demand exported to neighbouring local authorities suggest that there may be case for additional full sized 3G pitch provision in future if considered financially sustainable.

3G pitches summary

- ◀ **In conclusion, based on the FA affiliated team training model there is an insufficient supply of full sized 3G pitches to meet current demand which will continue with forecasted future demand increases. However, this shortfall will be addressed once the conversion of the small sized 3G pitch at Rugeley Leisure Centre to a full size 3G pitch is completed.**
- ◀ There are two full sized 3G pitches in Cannock Chase, both of which have floodlighting and are available for community use.
- ◀ There is a small sized 3G pitches, at Rugeley Leisure Centre which is also floodlit and available for community use.
- ◀ The two full sized 3G pitches at Cardinal Griffin Catholic College and 5's Pavilion and Sports Ground are FA certified, therefore are both compliant for use for competitive matches.
- ◀ Both full size pitches are considered good quality with both being within the recommended ten year life spans, meaning that resurfacing will not be required in the short term.
- ◀ Both full size 3G pitches are used as central venues for mini and junior leagues in the area, meaning that they accommodate some imported match demand.
- ◀ Due to the site's proximity to the Cannock Chase District, AGPs at Cannock Cricket and Hockey Club are used to accommodate some football training demand.
- ◀ Staffordshire FA reports that both the CFA and the Football Foundation are exploring options with CCDC to help fund the resurfacing and extension of the small sized 3G pitch at Rugeley Leisure Centre to create a full sized 3G pitch on site.
- ◀ Of the 30 clubs that stated a demand for additional training facilities, 19 specifically stated a need for increased use of 3G pitches.
- ◀ It is considered that there are 140 teams which require access to train once per week on floodlit 3G surface. When applied on a district-wide level, this equates to the need for three full sized 3G pitches to service this level of training demand. At present, there are two available full sized 3G pitches across the District. Therefore, there is a shortfall of one full sized 3G pitch to meet training demand for football.

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

PART 7: BOWLING GREENS

7.1: Introduction

All bowling greens in Cannock Chase are crown greens and the British Crown Green Bowling Association (BCGBA) is the governing body responsible for ensuring effective governance of the sport across the Country. The season for crown green bowling generally runs from April to September.

Consultation

Although several attempts were made to contact bowls clubs in Cannock Chase (following internet research) only C&R Hawks BC responded (playing at Cannock and Rugeley Colliery Cricket Club). Therefore, without sufficient response from clubs a clear picture of need cannot be provided.

7.2: Supply

There are ten identified crown bowling greens servicing Cannock Chase demand distributed across ten sites, with no double green sites. Nine of the sites are located within the District, with one green at Cannock Cricket and Hockey Club in South Staffordshire.

There are four disused crown bowling green in Cannock Chase, located at Hednesford Park, Cannock Park, Sycamore WMC and Hagley Playing Fields. The latter site is currently out of use due to ongoing flood defence development work.

It is understood that the Sycamore WMC site has since been acquired by a residential property developer, with the green ceasing to be maintained.

Table 7.1: Summary of bowling green provision

Site ID	Site name	Type of green	Quality ²⁴	Management
4	Cannock and Rugeley Colliery Cricket Club	Crown	Poor	Sports Club
24	Lea Hall Sports and Social Club	Crown	Standard	Sports Club
52	Bridgtown Social	Crown	Good	Community Organisation
53	Cannock Cricket and Hockey Club (South Staffordshire)	Crown	Good	Sports Club
54	Heath Hayes Cons Club	Crown	Poor	Community Organisation
56	Rugeley Progressive WMC	Crown	Good	Community Organisation
60	Chadsmoor Bowling Club	Crown	Good	Sports Club
62	Hednesford Ex-Service WMC	Crown	Standard	Community Organisation
63	The Rag	Crown	Standard	Commercial
64	High Green	Crown	Good	Community Organisation

²⁴ Determined by non-technical assessment and user consultation

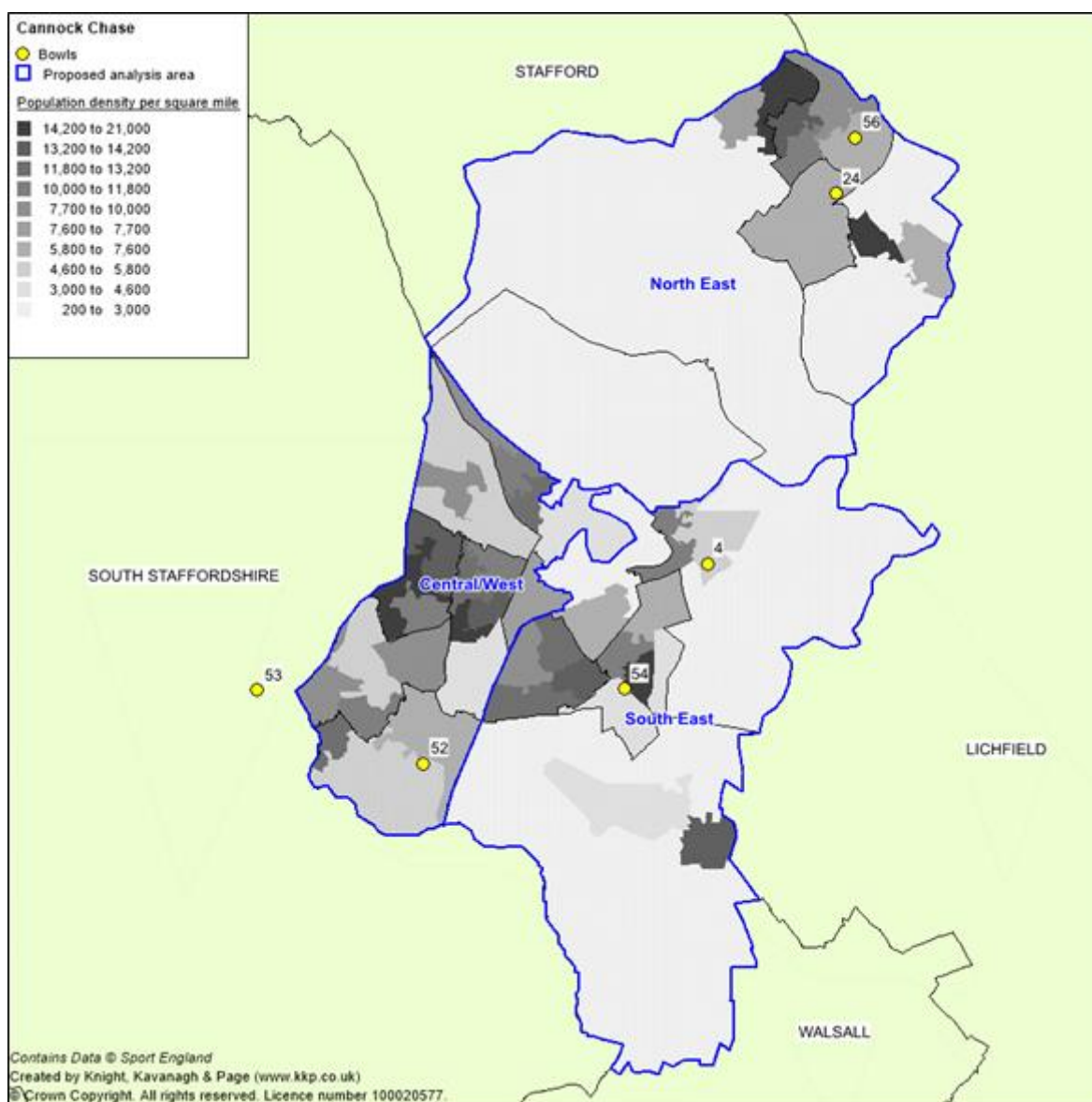
CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

Disused provision

Given a lack of response from clubs in Cannock Chase District, it should be assumed that each club has capacity to accommodate additional demand. The closure of Rugeley Power Station and its associated sports & social club in 2017, resulted in the loss of a bowling green. The green ceased to be maintained and became unavailable for community use.

Given the assumption above, replacement of the green in the District may not be required; rather improvements made to existing provision and supporting ancillary facilities to encourage bowls participation. However, this is subject to housing development on the Rugeley Power Station site that, potentially, could generate sufficient demand to validate the need for re-provision. This should be addressed upon submission of any planning application for the site.

Figure 7.1: Map showing bowling greens in Cannock Chase District.



CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

Quality

Non-technical site assessments indicate that half of the crown greens servicing Cannock Chase demand are good quality (five greens); whilst three greens are standard quality and two are poor.

The poor quality crown greens at Cannock and Rugeley Colliery Cricket Club and Heath Hayes Cons Club both have signs of significant wear on the surfaces, whilst the latter also appeared to be missing sideboards. The score for these greens could become standard quality if maintenance at each site was improved.

A consistent issue nationally regarding green maintenance revolves around the prohibitive cost of buying machinery required to aid continued green works. One way of resolving this issue may be for clubs to share equipment enabling all clubs and greens to benefit from more regular maintenance, provided that club volunteers can be found to undertake the work.

Ancillary facilities

All bowling greens in Cannock Chase have accompanying ancillary facilities, however, the quality and size of these facilities varies at each site. Lea Hall Sports and Social Club is considered to have good quality ancillary facilities, equipped with changing rooms, showers, a bar and a function room. Car parking on site is also sufficient for the Club, but there are issues on site with the path surrounding the green which requires some remedial work to take place.

The quality of paths surrounding greens is a recurring issue those at Heath Hayes Conservative Club and Cannock and Rugeley Colliery Cricket Club also requiring improvements to help make the greens more accessible. Disabled access is considered good at Bridgtown Social and Rugeley Progressive WMC, but requires improvement at Cannock Cricket and Hockey Club, Cannock and Rugeley Colliery Cricket Club, Heath Hayes Conservative Club and Lea Hall Sports and Social Club.

Issues affecting the quality of bowling greens and ancillary facilities nationally can be a lack of surrounding fencing prohibiting unofficial use; as well as vandalism and inappropriate use of greens such as riding bikes or playing football on sites causing damage. Vandalism of ancillary facilities is not considered an issue in Cannock Chase.

Ownership and management

The majority of greens in Cannock Chase operate as sports club sites on lease agreements or hold freehold status. There are no local authority owned and managed greens in operation in the District, with two of the disused greens managed and owned by the Council (Cannock Park and Hednesford Park). Hagley Playing Fields is also a disused site but is owned and managed by Staffordshire County Council.

There is one private green located at The Rag public house which is available for pay and play from the management. The green at High Green is secured via a Trust from 1896 which established that the land is to be retained as a bowling green, in perpetuity, provided that the Club has at least 15 members to maintain the site in an attractive condition.

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

7.3: Demand

There are 14 bowling clubs in Cannock Chase, each with multiple teams playing various evenings and afternoons throughout the week. Sycamore WMC BC reportedly folded when the Club's venue, Sycamore WMC closed in 2016.

Bowls summary

- ◀ There are ten crown bowling greens in Cannock Chase, located across ten sites.
- ◀ There are no multiple green sites in Cannock Chase.
- ◀ There are four disused greens in the District, two of which are located at sites owned and managed by Cannock Chase District Council.
- ◀ Non-technical site assessments indicate that five greens in Cannock Chase are good quality; three are standard quality and two are poor.
- ◀ All clubs in the District are considered to have security of tenure at home venues either having long term lease agreements in place or from owning sites freehold.

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

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 Cannock Chase. The LTA has recently restructured its strategic approach to targeting a number of national focus areas whilst has a current focus on developing tennis at park sites.

Consultation

There are two tennis clubs based in Cannock Chase both of which responded to consultation via an online survey (Lea Hall TC and Etching Hill TC). Further to this, Cheslyn Hay TC is based outside of the District in South Staffordshire, but much of its demand accesses courts at Hednesford Park as an activity provider for the Tennis for Free Scheme. As such the Club was included in the consultation and also provided a response to the online survey.

In addition, Cannock LTC is based at Cannock Cricket and Hockey Club in South Staffordshire, but the majority of its players are residents of Cannock Chase, therefore the Club is considered a Cannock Chase club. However, the Club did not respond to consultation requests and following internet research it is thought that it may have folded and the courts have fallen into disrepair.

8.2: Supply

Quantity

There is a total of 43 tennis courts identified in Cannock Chase located across ten sites, of which, 22 or 56% are considered to be available for community use. Those that are not available for community use are all located at school sites and are unavailable due to a lack of demand or access issues. Four of the courts in the District are junior size; all located at Hednesford Park.

Table 8.1: Tennis courts in Cannock Chase

Site ID	Site name	Management	Community use?	No. of courts	Floodlit?	Court type	Court quality ²⁵
6	Cannock Park	Local Authority	Yes	6	No	Tarmac	Poor
17	Heath Hayes Park	Local Authority	Yes	2	No	Macadam	Poor
19	Hednesford Park	Local Authority	Yes	4	No	Macadam	Good
				4 (junior)	No	Macadam	Good
22	Kingsmead School	School	No	4	No	Macadam	Standard
24	Lea Hall Sports and Social Club	Community Organisation	Yes	4	Yes	Macadam	Standard
28	Norton Canes High School	School	No	7	No	Tarmac	Poor

²⁵ Assessed using a non-technical site assessment pro-forma and also takes account of user comments.

CANNOCK CHASE PLAYING PITCH STRATEGY ASSESSMENT REPORT

Site ID	Site name	Management	Community use?	No. of courts	Floodlit?	Court type	Court quality ²⁵
34	Ravenhill Park	Local Authority	Yes	1	Yes	Macadam	Poor
41	The Hart School (Lower School)	School	No	4	No	Tarmac	Poor
42	The Hart School (Upper School)	School	No	4	No	Tarmac	Poor
55	Etching Hill Tennis Club	Sports Club	Yes	3	Yes	Macadam	Good

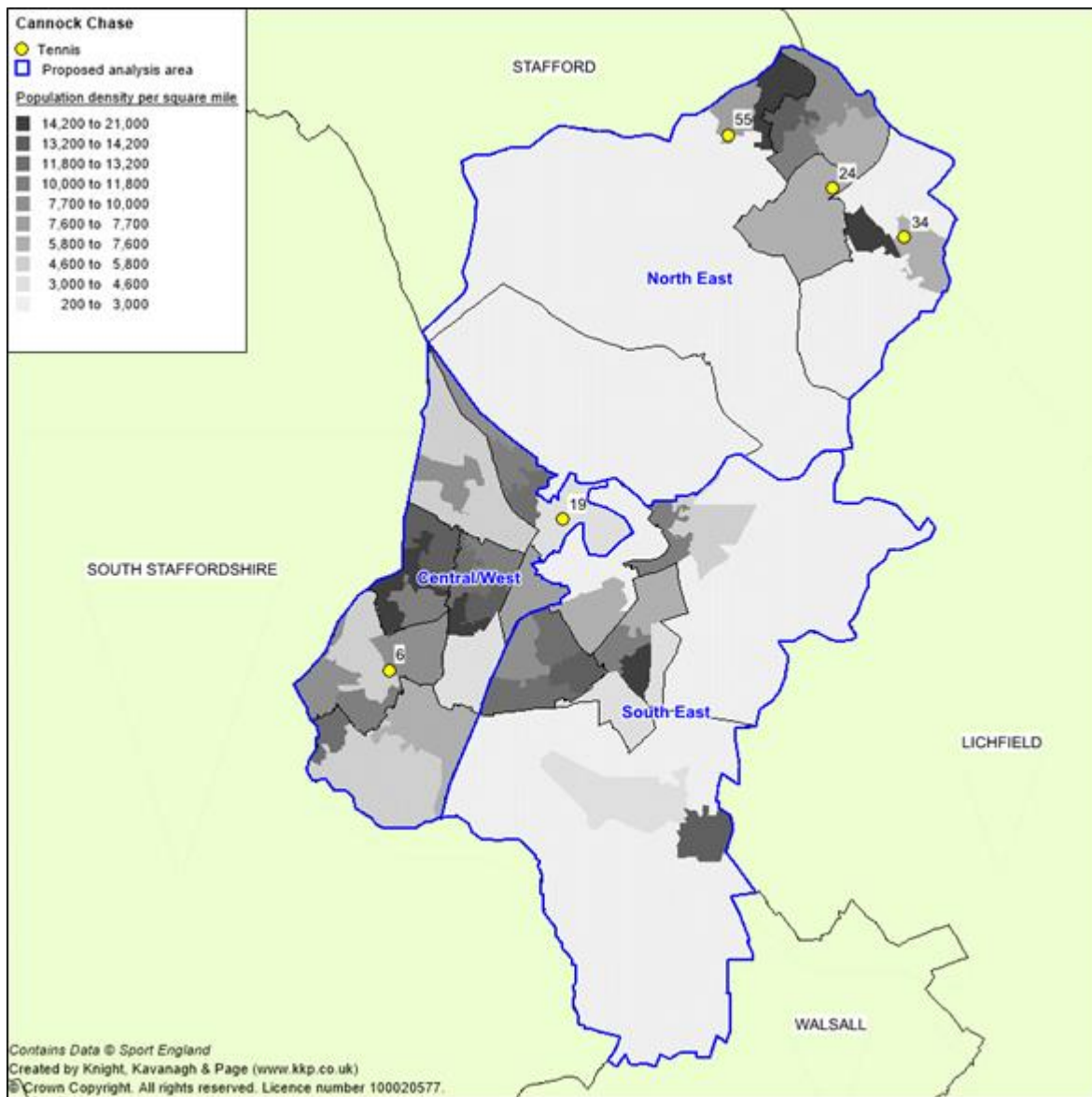
Disused provision

The closure of Rugeley Power Station and its associated sports & social club in 2017, resulted in the loss of tennis courts. The courts ceased to be maintained and became unavailable for community use.

Given that there is spare capacity in the North East Analysis Area (where the courts would most likely be replaced); there appears to be a greater requirement to improve the quality and accessibility of the existing provision in the North East Analysis Area, rather than replacing the courts. However, this is subject to housing development on the Rugeley Power Station site that, potentially, could generate sufficient demand to validate the need for re-provision. This should be addressed upon submission of any planning application for the site.

CANNOCK CHASE DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Figure 8.2: Map showing tennis courts in Cannock Chase District



CANNOCK CHASE DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Court type

Just over half of the courts in Cannock Chase have a macadam surface (51%), with the remaining 49% all being of tarmac surface type. It should be noted, however, that the majority of the tarmac tennis courts are located at school sites which are unavailable for community use; meaning that 75% (18 courts) available for community use in the District have a macadam surface.

The estimated lifespan of a macadam court is approximately ten years, dependent on levels of use and maintenance. To ensure courts can continue to be used beyond this time frame, it is recommended that a sinking fund is put into place for repair and eventual refurbishment. The LTA reports that this cost should amount approximately £1,200 a year per macadam court (which includes on-going maintenance costs).

Table 8.2: Summary of courts by surface type

Surface type	Available for community use	Unavailable for community use
Artificial Grass	-	-
Clay	-	-
Grass	-	-
Macadam	18	4
Tarmac	6	15
Total	24	19

Quality

Of available court provision, 11 courts (46%) are assessed as good quality; seven courts (38%) are assessed as poor quality and four courts are considered standard quality (16%).

Table 8.3: Quality of community available courts

	Good	Standard	Poor
Cannock Chase	11	4	9

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

- ◀ Etching Hill Tennis Club (three courts)
- ◀ Hednesford Park (eight courts)

Lea Hall TC reports that the quality of its home courts has decreased in quality in recent years due to a lack of maintenance. It suggests that the surface quality is becoming poor but the quality of the net, line markings and fencing are good quality; preventing the site from being considered poor quality overall.

Cheslyn Hay TC utilises the courts at Hednesford Park, noting that the quality of the surface is beginning to decline given the general wear of the surface and moss beginning to appear in places.

Conversely to other sites accessed by the Club, the courts at Etching Hill Tennis Club are good quality and have reportedly improved in recent seasons due to a good maintenance regime and repainting of the surfaces.

CANNOCK CHASE DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Eight of the Council managed courts are of good quality, all located at Hednesford Park. Four of these courts are junior size and therefore unsuitable for adult tennis to take place on. The remaining seven courts at Council managed sites are poor quality, with six located at Cannock Park; this is due to poor grip underfoot, loose gravel and evidence of litter, glass and moss. The maintenance of such courts is also considered to be basic and infrequent, as opposed to club maintained courts which tend to receive more specialised and dedicated work.

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

Transforming British Tennis Together (TBTT)

In 2017 the LTA introduced its largest funding initiative, Transforming British Tennis Together, to make courts across the country more usable and accessible to everyone in the next ten years. It has committed £125 million to improve community facilities and plans to unlock a further £125 million through match funding. The funding will ensure barriers such as floodlighting; access systems (ClubSpark) and covering courts so they are more accessible throughout the year are overcome. Investment from the TBTT will transform facilities by working with clubs, parks, community venues and education sites.

Ownership/management

The table below highlights the management of courts. Most of the courts are located at school managed sites (44%) and these are all unavailable for community use. The majority of the courts available for community use are located at council managed sites (68%).

Table 8.4: Courts by ownership

Club courts	Private/commercial courts	Council courts	Trust courts	Education courts
7	-	17	-	19

Security of tenure

No clubs in Cannock Chase report issues regarding security of tenure. Cheslyn Hay TC is considered to have security of tenure at Hednesford Park courts as the Club provides tennis activity to the public as part of the Tennis for Free scheme.

Ethcing Hill TC reports that it has a long term lease agreement in place with the Village Hall providing the Club with security of tenure. The Club pays a nominal monthly fee as part of the terms of the agreement. However, the Club also reports issues with the Village Hall committee trying to impose a new tenancy agreement at an increased cost and liability, which the Club will not be able to afford. If this does happen then the Club may be forced to relocate to an alternative site, if possible, or close.

Lea Hall TC hires its court from Lea Hall Sports and Social Club at a cost of £60 per adult member per year. The Club considers itself a formal part of the overall club and therefore is considered to have security of tenure.

CANNOCK CHASE DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Floodlighting

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

- ◀ Etching Hill Tennis Club
- ◀ Lea Hall Sports and Social Club
- ◀ Ravenhill Park

All tennis clubs in Cannock Chase have access to floodlit courts. If a club does not have this provision it may impact on their ability to cater for demand as floodlit courts have greater capacity for use than non-floodlit courts and can be used all-year round.

Ancillary provision

All clubs playing in Cannock Chase report they have access to suitable ancillary facilities for their needs. The only issue highlighted by Cheslyn Hay TC is that the changing facilities at Hednesford Park are poor quality and therefore rarely used. It suggests that if these were improved it would help to attract more users.

The ancillary provision servicing non-club courts is also generally considered to be poor quality as sites either do not provide changing facilities or provide them too far away from courts to be used. Often, the facilities predominately service football users and therefore are not readily available or specifically suited to tennis users.

8.3: Demand

Competitive tennis

The two Cannock Chase based clubs (Etching Hill TC and Lea Hall TC) provide a total of 49 members.

Further to this, Cheslyn Hay TC has a total of 1,100 members (which covers members playing at Club's home venue in South Staffordshire and those playing at Hednesford Park in the Tennis for Free initiative).

Table 8.5: Summary of club membership

Name of club	Number of members	
	Seniors	Juniors
Cheslyn Hay TC	400	700
Etching Hill TC	35	8
Lea Hall TC	6	-
Total	441	708

Cheslyn Hay TC reports plans to grow its large membership numbers further with an aspiration for an additional 300 senior members and 100 junior members. Although these new members will likely play at both its home venue in South Staffordshire, the Club considers there to be issues growing the sport in Cannock Chase, given that other council owned park sites are of poor quality i.e. Cannock Park. Improvement to secondary or tertiary sites in the District, providing a similar offer to that at Hednesford Park would enable tennis participation to grow.

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Etching Hill TC acknowledges that club membership has decreased in recent years, with senior membership decreasing by 40% over ten years, with fewer junior members replacing them. The Club does not report ambitions to increase current figures.

Similarly, Lea Hall TC reports that membership has decreased across both senior and junior sections of the Club. With only six members the Club will continue to play recreationally and is content to retain this level of participation.

Informal tennis

It is considered that all courts in Cannock Chase that are not accessed by clubs have spare capacity for a growth in demand, although this is difficult to quantify as use is not recorded due to the open access nature of some sites. The majority of current use is assumed to take place throughout the summer months following events such as Wimbledon.

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

Tennis for Free

Tennis for Free is a charity that was established in 2004 to increase tennis activity, bringing the benefits of playing tennis and becoming engaged in sport to a wider community. The Charity works in partnership with local schools, tennis clubs and local authorities throughout the UK, providing access to community tennis courts, free coaching sessions and free to use equipment.

Hednesford Park is the local site for Tennis for Free sessions, every Sunday; and are supported by Cheslyn Hay TC. The Club provides coaching sessions are open to all with participants required to book in prior to each session. Sessions are then provided for all with players grouped with those of a similar quality.

Future demand

Of the clubs which responded to consultation, only Cheslyn Hay TC expressed any future demand to increase its membership. The Club reports plans to grow its large membership numbers further with an aspiration for an additional 300 senior members and 100 junior members. These new members will likely play at both the Club's home venue in South Staffordshire and on courts in Cannock Chase by expending the Tennis for Free initiative if the quality at council sites is improved, with adjoining ancillary provision also provided or refurbished.

It should be considered that an increase in membership is limited by the supply available to service this demand; therefore the Club's reported aspirations may prove unrealistic until an increased number of courts are provided.

CANNOCK CHASE DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Trends in Cannock Chase

Recent figures for tennis nationally have shown a recent upturn in regular players, however, the long-term trend has shown a decrease. Participation in Cannock Chase indicates it opposes the recent national trend of increased regular players with the majority of clubs stating a decrease in both senior and junior participation.

Table 8.6: Change in the number of teams over the previous five years

Membership	Clubs response		
	Increased	Decreased	Stayed the same
Senior	33%	67%	-
Junior	33%	67%	-

The LTA states that although Cannock Chase is not specifically on its strategic development plan, it is willing to support with any partners with are able to deliver transformational projects for tennis.

8.4: Supply and demand analysis

The LTA advises that a non-floodlit hard court can accommodate a maximum of 40 members, whereas a floodlit hard court can accommodate 60 members. Indoor courts can accommodate 200 members with air dome covered outdoor courts being able to host 100. As grass courts are only available for approximately 12 weeks of the year they are not included in membership numbers, though there are no grass courts within the District. Club membership and their home site capacity is summarised in the table below.

Table 8.7: Summary of supply and demand

Name of club	Total members	Site capacity
Cheslyn Hay TC	1,100	680 ²⁶
Etching Hill TC	43	180
Lea Hall TC	6	280

8.4: Conclusion

Using above figures, Lea Hall TC and Etching Hill TC are considered to have sufficient court capacity to accommodate current and future membership, with neither club reporting aspirations for future demand to increase participation.

In contrast, the Cheslyn Hay TC is considered to be operating over capacity. The courts used by the Club at both its home venue in South Staffordshire and Hednesford Park have a combined capacity for 680 members despite a current membership of 1,100 members. As such the Club requires access to additional good quality courts, supportive of its aspirations to improve court provision in the District.

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

²⁶ Includes capacity at the Club's home venue which has six floodlit, macadam tennis courts; and the eight courts, four of which are junior size, available and used at Hednesford Park.

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Tennis summary

- ◀ **Generally, there is sufficient supply of tennis courts in Cannock Chase to meet current demand. However, courts at Hednesford Park are likely overplayed by Cheslyn Hay TC.**
- ◀ **As such Cheslyn Hay TC requires access to additional court capacity, supportive of its aspirations to improve court provision in the District.**
- ◀ There is a total of 43 tennis courts identified in Cannock Chase located across ten sites, of which, 24 or 56% are as considered to be available for community use. Four of the courts are junior size, all located at one site, Hednesford Park.
- ◀ Of available court provision in Cannock Chase, 11 courts (46%) are assessed as good quality, four courts (16%) are assessed as standard quality and seven courts (38%) are assessed as poor quality.
- ◀ Most poor quality courts are located at council managed sites and in particular Cannock Park which accommodates six courts is considered to be a key site.
- ◀ There are two tennis clubs based in Cannock Chase (Lea Hall TC and Etching Hill TC). Further to this, Cheslyn Hay TC is based outside of the District in South Staffordshire, but much of its demand access courts at Hednesford Park as an activity provider for the Tennis for Free Scheme.
- ◀ Cannock LTC is based at Cannock Cricket and Hockey Club in South Staffordshire, but the majority of its players are residents of Cannock Chase, therefore the Club is considered a Cannock Chase club. However, the Club did not respond to consultation requests and following internet research it is thought that it may have folded and the courts have fallen into disrepair.
- ◀ The two Cannock Chase based clubs (Etching Hill TC and Lea Hall TC) provide a total of 49 members.
- ◀ Further to this, Cheslyn Hay TC has a total of 1,100 members (which covers members playing at Club's home venue in South Staffordshire and those playing at Hednesford Park in the Tennis for Free initiative).
- ◀ Lea Hall TC and Etching Hill TC are considered to have sufficient court capacity to accommodate current and future membership, with neither club reporting aspirations for future demand to increase participation.
- ◀ Cheslyn Hay TC is considered to be operating over capacity. The courts used by the Club at both its home venue in South Staffordshire and Hednesford Park have a combined capacity for 680 members despite a current membership of 1,100 members.

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PART 9: ATHLETICS

9.1: Introduction

As a Governing Body, UK Athletics is responsible for developing and implementing the rules and regulations of the sport, including everything from anti-doping, health and safety, facilities and welfare, to training and education for coaches and officials and permitting and licensing. Locally it is governed through England Athletics via a Club Support Manager covering the Staffordshire, Leicestershire and Derbyshire counties, within the NGB's athletics and running department.

Consultation

There are four athletics/running clubs based in Cannock Chase; all of which were provided the opportunity to respond to consultation via the completion of a survey. Two of the four clubs provided comment to inform the report, resulting in a 50% response rate. The clubs that did not respond to consultation are:

- ◀ Cannock & Stafford AC
- ◀ Chase Harriers

9.2: Supply

There are no permanent athletics tracks in Cannock Chase. There was historically a synthetic, eight-lane 400m track located at Cannock Sports Stadium, but the track was closed in 2008.

The closest stadium is located at Rowley Park Sports Stadium (Stafford Borough), a 400-metre floodlit eight lane synthetic track. The facility also provides a grass area for field events (including a throwing cage) and two sand pits for long jump and triple jump. It is managed by Freedom Leisure on behalf of Stafford Borough Council and is accessed by Cannock & Stafford AC.

9.3: Demand

There is one athletics club in Cannock Chase; Cannock & Stafford Athletics Club. In addition, there are running clubs as detailed in the sub-sections below.

Cannock & Stafford Athletics Club

The Club accesses Rowley Park Sports Stadium Athletics track every Monday, Tuesday, Wednesday, Thursday evenings and Sunday mornings; providing training and competition for all track, field and general running events.

Club membership ranges from junior members to veterans with the Club offering various membership prices, dependant on category, ranging from £20 to £55 with a family membership deal available on application.

The Club competes in various county, regional and national competitions including Staffordshire AAA Championships; Midland U20, senior and veterans championships; and England Athletics U20 and U23 Championships.

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Running clubs

There are three running clubs which access sites within the District for training and competitive demand, these are:

- ◀ Chasewater Running Club
- ◀ Chase Harriers
- ◀ Rugeley Runners

Although running clubs within the District may be nominally based at certain sites, they frequently participate in road running; with courses and routes mapped out by leaders of individual groups. Therefore, the requirement for a specific running venue is not present, although consistent streetlighting and maintenance of paths is needed.

Chasewater Running Club

Chasewater Running Club is nominally based at Chasewater Country Park (Lichfield), but the Club report that much of the demand are considered residents of Cannock Chase District. The Club has a total membership of 650 members, with a recent increase in adult participation, which the Club report is the result of doubling the number of beginner running sessions.

Chasewater Country Park is the Club's primary venue throughout British Summer Time (BST), however, as the site is not floodlit the Club relocates to local roads during the winter months.

The Club is not affiliated to England Athletics, but is listed as a RunTogether group.

Chase Harriers

Chase Harriers caters for a full range of abilities ensuring that everybody as at least one other person to run with. The Club offers Sunday morning meets throughout the year commencing and finishing at the Cannock Chase Visitor Centre.

During the winter months the Club bases itself at Cannock Chase Leisure Centre, where participants can park their cars and then join their allocated group for road running. Throughout the summer the Club provides sessions on Tuesday and Thursday evenings from the White House car park, with participants again running in the group allocated to them based on ability.

Rugeley Runners

Initially founded as Rugeley & District Athletic Club, Rugeley Runners is now, solely, a running club based from Rugeley Cricket Club. The Club meets every Tuesday and Thursday evening, offering various groups which participants can join depending on the distance and speed that is being run. There are currently 105 members of the Club, with membership having increased in recent years.

Membership of the Club costs between £15 and £25 per year after a one month free trial.

The Club helps organise the Rugeley 10, a ten mile race across Rugeley and Brereton villages. The course is UK Athletic timed with each individual chip times. There is also a Rugeley Runners Challenge that the Club has created for its members consisting of a series of events throughout the year that participants aim to complete. Points are allocated depending on finishing place and time; with prizes awarded at the end of the year.

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The Club plans to develop a running path around the site of Rugeley Cricket Club. This route will follow the perimeter of the, now increased, site, including both the original and new cricket outfield.

Staffordshire Athletics Network

A group of local athletics and running clubs work together to deliver the widest possible support and training for coaches and athletes across Staffordshire, including Cannock Chase, known as the Staffordshire Athletics Network. The network focuses on club development and the attraction and retention of officials, coaches and volunteers.

The following clubs form the network:

- ◀ Tamworth Athletics Club
- ◀ Cannock & Stafford Athletics Club
- ◀ Burton Athletics Club
- ◀ Staffordshire Harriers
- ◀ Washlands Women Road Racing Club
- ◀ Newcastle Athletics Club
- ◀ Lichfield Running Club
- ◀ Trentham Running Club
- ◀ City of Stoke Athletics Club

Of these, Cannock & Stafford Athletics Club is based within Cannock Chase in some form. All remaining member clubs are based outside of the District in neighbouring local authorities.

Park Run

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

There is one Park Run event identified in Cannock Chase, based at Marquis Drive. The route is a single loop circuit with mixed terrain (tarmac and trail). The event is free to join and encourages participants to socialise together with a post-run drink at the Cannock Chase Visitor Centre Café.

There are no Junior Park Runs identified in Cannock Chase although there is one located approximately 4.5 miles away in neighbouring authority Walsall Metropolitan Borough at King George V Memorial Playing Fields (Bloxwich).

Run Together

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

- ◀ Enabling people to join registered running groups.
- ◀ Supporting affiliated clubs and other partners in the provision of running groups for an increasing range of people.
- ◀ Training more people to qualify as running group leaders through the Leadership in Running Fitness qualification.

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- ◀ Signposting people to routes that have been created by local providers.

9.4: Supply and demand analysis

England Athletics guidance states that for a running track to be sustainable it should be accommodating at least 200 members. Given that Cannock & Stafford AC is currently accommodated within Stafford Borough there appears to be no demand, locally, to warrant the creation of new athletics facilities. Greater emphasis should therefore be placed on supporting the activity of the three local running clubs, potentially providing dedicated running routes that are well lit and maintained.

An England Athletics' facility priority is to encourage innovative approaches to the location and design of facilities for individual components of the sport in order to increase reach and create sustainability and viability. As part of this EA will:

- ◀ Support clubs in exploring improved environmental sustainability.
- ◀ Support the development of compact athletics facilities where there is a viable business case based on proven demand, good coaching and strong partnership working.
- ◀ Consider supporting facility innovations involving non-standard track shapes, designs and uses providing they are backed by a sound business case and do not negatively impact on the core market.
- ◀ Continue to lobby bodies with an influence over urban design, to ensure that the needs of runners are considered alongside those of cyclists and pedestrians.
- ◀ Continue to lobby for the free use of public parks and open spaces by runners and voluntary groups.
- ◀ Assist road running clubs that are looking for somewhere to meet by introducing them to sports clubs in the Area with suitable facilities.
- ◀ Produce guidelines on the key characteristics of a good running route and encourage future route providers to self-assess against this.

Considering this clubs should be encouraged to utilise the recently improved routes at Cannock Stadium. The site now has fully lit running routes of varying distances which are free to use.

Future options should be explored in relation to Run Together groups and routes given members of each club are travelling outside of the District to partake in such events.

Athletics summary

- ◀ **Priority should be focused on supporting the activity of local running groups given that Cannock & Stafford AC is currently accommodated in Stafford Borough.**
- ◀ Future options should be explored in relation to Run Together groups and routes given that none are currently in place.
- ◀ There are no dedicated athletics facilities within Cannock Chase, with the nearest track located at Rowley Park Sports Stadium (Stafford Borough).
- ◀ There is one athletics club in Cannock Chase; Cannock & Stafford Athletics Club which is based at Rowley Park Sports Stadium (Stafford Borough). Further to this there are also three running clubs which are based at sites throughout the District.
- ◀ There is one Park Run event in Cannock Chase, based from Marquis Drive; however, there are no junior Park Run events, with the closest located at King George V Playing Fields (Bloxwich).
- ◀ There are no Run Together groups in the District.

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PART 10: GOLF

10.1: Introduction

Golf is the fifth largest participation sport in England, with around 675,000 members belonging to one of 1900 affiliated clubs and a further two million people playing independently outside of club membership.

Nationally, it is governed by England Golf. The role of the NGB includes providing competitions for 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 initiative 'get into golf'.

Since March 2017, England Golf solely oversees the Whole Sport Plan and receive golf's National Lottery grant under Sport England's strategy. England Golf's Whole Sport Plan, identifies how England will achieve its vision of becoming 'the leading golf nation in the world by 2020' from grass roots through to elite level.

The previous 18 hole golf course located at Rugeley Power Station (Lakeside Golf Course), which is partly located in Cannock Chase District, is subject to planning for potential housing development. There does not appear to be a requirement for a replacement facility, given the capacity at both courses in Cannock Chase District; and the availability of courses in neighbouring Lichfield District; it may be more beneficial to improve the quality and offering at local facilities to encourage and supporting growth in golf activity.

However, this is subject to housing development on the Rugeley Power Station site that, potentially, could generate sufficient demand to validate the need for re-provision. This should be addressed upon submission of any planning application for the site. No currently operational golf courses in Cannock Chase are considered to be at risk from development or change of use.

Consultation

Beau Desert Golf Club and Cannock Park Golf Club were both provided the opportunity to respond to consultation requests via an online survey. Neither club completed the aforementioned survey meaning with information regarding the clubs derived through online research and from information provided by England Golf.

10.2: Supply

There are two golf courses situated within Cannock Chase:

- ◀ Beau Desert Golf Club
- ◀ Cannock Park Golf Club

Beau Desert Golf Club is operated by the Club of the same name; whilst Cannock Park Golf Club is operated by a social enterprise, Inspiring Healthy Lifestyles, which manages the site on behalf of Cannock Chase District Council.

Lakeside Golf Course located on the site of Rugeley Power Station, is partly located within the Cannock Chase District boundary and was previously accessed by Cannock Chase demand prior to site closure. The site is subject to redevelopment, with both Cannock Chase District Council and Lichfield District Council working cooperatively to ensure any loss of sporting provision is re-provided in the locale.

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Course facilities

The range of facilities on offer varies between courses in Cannock Chase. Both courses offer 18-hole courses and putting greens; whilst Beau Desert Golf Club is accompanied by a ten-bay driving range.

Table 10.1: Summary of golf courses in Cannock Chase

Course name	Number of holes	Par	Yardage ²⁷
Beau Desert Golf Club	18	70	6,458
			5,897
			5,322
Cannock Park Golf Club	18	67	4,826

As mentioned above, both golf courses in Cannock Chase are traditional 18-hole courses.

Quality

Both courses are considered to be good quality, with a dedicated maintenance regime carried out at each facility.

Ancillary facilities

The provision of a clubhouse can often be key for golf clubs nationally as it can provide an income stream, not only from members but also through hiring the venue out for occasions (e.g. wedding receptions).

Beau Desert Golf Club host clubhouse facilities including showers, toilets, kitchen and changing rooms, whereas Cannock Park Golf Club does not have a dedicated clubhouse for members but does have an accompanying leisure complex offering changing rooms, a café and access to facilities for other sports.

Membership and costs

Access to Cannock Park Golf Club and Beau Desert Golf Club is available via both membership and pay and play, although at the latter pay and play is limited; throughout the winter months it is unavailable to non-members at the weekend; and only with limited availability throughout the summer.

Nationally, many clubs have begun to alter their pricing structure to allow for discounted rates following a decline in golf participation. For instance, some clubs now offer a six-day or five-day membership (whereby members can access the course on specific days but not on a Saturday and/or a Sunday), whilst others now provide discounts based on age that is no longer limited to junior players. Previously, many clubs throughout the country had a waiting list for membership but that is rarely the case in the present day.

Table 10.2: Summary of membership in Cannock Chase

Course name	Membership summary
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²⁷ White denotes Championship tees; yellow denotes men's tees and red denotes ladies tees.

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Course name	Membership summary
Beau Desert Golf Club	A full membership costs £1,092 per year whereas a five day membership costs £780. In addition to the cost there is also a £1,500 joining fee. Pay and play for 18-holes costs £40-75 per person during the week, depending on the month; and up to £80 at the weekends in the summer (subject to availability).
Cannock Park Golf Club	The course is available for use by both members and non-members. A full membership is £360 per year, with access 7-days a week. Junior membership (under 18's) is available for £70 per year. Non-members can play on a Monday-Friday for £14/round, increased to £16.50/round at weekends. Junior pay and play is £9.50/round on weekdays, increasing to £10.50/round at weekends. Chase Card holders receive a 50% discount on membership.

10.3: Demand

Since 2004, participation in golf and club membership has been in decline, with only recent signs showing that the reduction may be levelling off.

England Golf published the 'Raising Our Game' strategy in 2014, which defines its strategic direction up to 2017. The document highlights the need for a strategy to enhance market understanding of current golf facilities, which is identified as one of the key considerations to increasing participation. To enable this, market segmentation has been created that is specific to golf, identifying that 24% of adults in England are potential players. This is made up of 9% current players, 8% lapsed players and 7% latent players and amounts to around 9.6 million people in total. The research also provides nine defined profiles and clearly identified behaviours, motivations and barriers within each one.

Table 10.3: Summary of England Golf demand segmentation

Segment	Facilities mix and experience
1: Relaxed members	Prefers an 18 hole / 9 hole course, covered driving range, social clubhouse, affordable, convenient location.
2: Older traditionalists	Prefers a first class 18 hole course, coaching and facilities to improve game, social clubhouse, off peak membership.
3: Younger traditionalists	Prefers an 18 hole / 9 hole / par 3 courses, driving range, practice area, social clubhouse, convenient location.
4: Younger fanatics	Prefers an 18 hole / 9 hole / par 3 courses, driving range, practice area, affordable and flexible payment, pay and play, convenient location.
5: Late enthusiasts	Prefers an 9 hole / par 3 courses, covered driving range, affordable flexible membership, pay and play, other facilities (gym, swimming pool), convenient location.
6: Occasionals/time-pressed	Prefers an 18 hole / access to shorter courses, covered driving range, affordable/ flexible membership, pay and play.
7: Social couples	Prefers a 9 hole / par 3 course, covered driving range, social clubhouse, affordable, affordable/ flexible membership, pay and play.
8: Casual fun	Prefers a social clubhouse, shorter courses, mini golf, pitch and putt, pay and play, convenient location, covered driving range.

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To align with this, a facility mapping tool has been created to provide a statistical data engine that identifies golfing demand within a 20-minute drive time of each facility within England using the segments above. The tool highlights the dominant profiles within each catchment area and also within access to each course. This can then be used to predict likely demand for each type of facility and can support informed marketing, development and investment decisions whilst allowing providers to adapt their offer to cater for a range of different needs.

The demand for golf within Cannock Chase by segment type is seen in the table below. The figures represent the number of people within each profile that are within a 20-minute drive time of each course. It is averaged to ensure no double counting.

Table 10.4: Summary of demand in Cannock Chase by segment

Segment no.	Segment name	Average number of people per affiliated facility (20 minute drive time)
1	Relaxed members	8,707
2	Older traditionalists	7,432
3	Younger Traditionalists	8,611
4	Younger fanatics	7,744
5	Younger actives	8,311
6	Late enthusiasts	7,682
7	Occasional time pressed	8,436
8	Social couples	8,001
9	Casual fun	7,591

In total, an average of 72,514 people are identified as current or potential users of each golf course within Cannock Chase. The most dominant profile is relaxed members, followed by younger traditionalists, although each profile is well represented. These profiles are applied on a course-by-course basis in the following table.

Table 10.5: Summary of demand per course by profile type

Course name	Segment no.								
	1	2	3	4	5	6	7	8	9
Beau Desert Golf Club	5,350	4,657	5,175	4,837	5,116	4,820	5,136	5,008	4,832
Cannock Park Golf Club	12,064	10,206	12,047	10,651	11,505	10,543	11,736	10,994	10,351

The table summarises that demand is likely to be the highest for Cannock Park Golf Club, which has 100,097 potential users²⁸, although it must be noted that the facilities offered may not appeal to certain club-based segments that would generally prefer not to access a standard 18-hole course. This number is significantly higher than at Beau Desert Golf Club, which has 44,931 potential users.

²⁸ In line with England Golf's preference for a 20 minute drive time.

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Current membership

The table below summarises recent and current membership for each course located in Cannock Chase.

Table 10.6: Summary of membership in Cannock Chase

Course name	Affiliated membership numbers			Consultation (2018)
	2015	2016	2017	
Beau Desert Golf Club	562	553	558	-
Cannock Park Golf Club	96	115	224	-

Current membership levels are unknown as neither club was responsive to consultation requests.

Golf Express

In partnership with England Golf, Golf Express promotes and creates availability for people to play nine-hole golf and other short formats of the sport. The nine-hole round is an offering to people who want to play the sport but do not have enough time to complete the traditional 18-hole round. A nine-hole round can be completed in half the time (estimated two hours) and is compatible with the rules of golf and the handicap system. It was introduced in 2015 as a way of increasing membership and participation in the sport. Neither course in Cannock Chase offers this as format.

Footgolf

Footgolf is a relatively new activity that is played on a golf course using a football. The object of the game is to get the ball into the hole using only your feet in the fewest number of shots possible. It is governed by the UK Footgolf Association.

Nationally, there are currently 160 recognised golf courses that incorporate Footgolf, with many clubs recognising it as a chance to provide an income stream that can provide sustainability at a time when participation in the traditional game has decreased. Cannock Park Golf Club offers Footgolf on site from April to October. The course is available from 2.30pm-4pm on Saturdays and Sundays, with a UK Footgolf affiliated 18-hole course. Par for the course is 72, measuring 2,570 yards.

From April 2019, a nine-hole footgolf course will be established at Cannock Park Golf Club. The course will be available for community use and affiliated to UK Footgolf.

Get into Golf

Get into Golf is a national campaign, delivered locally, to inspire people to take up golf. The campaign is run by England Golf and is provided by local golf facilities and PGA professionals. Its purpose is to create awareness for the sport and opportunities for beginners by providing support and low-cost activities including:

- ◀ Taster sessions
- ◀ Beginner courses
- ◀ Learn golf in a day
- ◀ Improvers courses

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Neither club in Cannock Chase participates in the national campaign.

Supply and demand analysis

The overall picture suggests that there is substantial demand for golf within Cannock Chase, meaning each course should be protected together with accompanying facilities such as driving ranges. Further to this, clubs should be supported to maximise their usage throughout the week.

Cannock Chase's supply of facilities does not meet all nine segments of demand, despite the introduction of Footgolf at Cannock Park Golf Club. Further developing the sites should be explored, enabling clubs to provide more than a standard 18-hole course, enabling different playing formats such as Golf Express and Get into Golf programmes to be offered, which can attract a wider range of demand; however, this is down to each club's prerogative regarding their chosen target market.

There is considered to be sufficient capacity within the District to accommodate potential demand; however, as mentioned the variety of facilities on offer at both sites requires addressing to support the sustainability of each course, as well as to attract new participants to the sport.

Golf summary

- ◀ **The overall picture suggests that there is significant demand for golf within Cannock Chase, meaning each course should be protected. Further to this, clubs should be supported to maximise their usage throughout the week.**
- ◀ There are two courses within Cannock Chase, Beau Desert Golf Club and Cannock Park Golf Club.
- ◀ Beau Desert Golf Club is operated by the named club, whilst Cannock Park Golf Club is operated by a social enterprise, Inspiring Healthy Lifestyles, that manages the course on behalf of the Council.
- ◀ Both courses of 18-hole courses and putting greens, whilst Beau Desert Golf Club also has a ten-bay driving range.
- ◀ Both courses are considered to be good quality.
- ◀ Both courses are available via both membership and pay and play.
- ◀ In total, an average of 72,514 people are identified as current or potential users of each golf course within Cannock Chase.
- ◀ Demand is likely to be highest for Cannock Park Golf Club, which has 100,097 potential users.
- ◀ Cannock Park Golf Club accommodates a dedicated UK Footgolf affiliated 18-hole course.

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APPENDIX 1: SPORTING CONTEXT

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

National context

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

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

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

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

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

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

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

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

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

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National Planning Policy Framework

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

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

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

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

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

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

The FA National 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 is presently in draft and is due for publication in 2018.

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"*

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£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.

Local Football Facility Plans

To support in delivery of the NFFS, The FA has commissioned a national project. Over the next two years to 2020, a Local Football Facility Plan (LFFP) will be produced for every local authority across England. Each plan will be unique to its area as well as being diverse in its representation, including currently underrepresented communities.

Identifying strategic priorities for football facilities across the formal, recreational and informal game, LFFPs will establish a ten-year vision for football facilities that aims to transform the playing pitch stock in a sustainable way. They will identify key projects to be delivered and act as an investment portfolio for projects that require funding. As such, around 90% of all will be identified via LFFPs. LFFPs will guide the allocation of 90% of national football investment (The FA, Premier League and DCMS) and forge stronger partnerships with local stakeholders to develop key sites. This, together with local match-funding will deliver over one billion pounds of investment into football facilities over the next 10-years.

It is important to recognise that a LFFP is an investment portfolio of priority projects for potential investment - it is not a detailed supply and demand analysis of all pitch provision in a local area. Therefore, it cannot be used as a replacement for a Playing Pitch Strategy (PPS) and it will not be accepted as an evidence base for site change of use or disposal.

A LFFP will; however, build on available/existing local evidence and strategic plans and may adopt relevant actions from a PPS and/or complement these with additional investment priorities.

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The FA: National Game Strategy (2018-2021)

The FA launched its new National Game Strategy in July 2018 which aims to inspire a life-long journey in football for all. To achieve this, the strategy will focus on five key aspects of the game:

- ◀ A high quality introduction to football
- ◀ Developing clubs and leagues
- ◀ Embrace all formats of football and engage all participants
- ◀ Recruit, develop and support the workforce
- ◀ Develop sustainable facilities

Through these five pillars, The FA's objectives are to:

- ◀ Increase the number of male affiliated and recreational players by 10%.
- ◀ Double the number of female affiliated and recreational players via a growth of 75%.
- ◀ Increase the number of disability affiliated and recreational players by 30%.
- ◀ Ensure affiliated Futsal is available across the country in order to increase the number of Futsal affiliated and recreational players.

The sustainable football facilities should provide support to an agreed portfolio of priority projects that meet National Football Facility Strategy (NFFS) investment priorities.

England and Wales Cricket Board (ECB) Cricket Unleashed 5 Year Plan (2016-2021)

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

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

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

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- ◀ **Strong Finance and Operations** – increase the game’s revenues, invest our resources wisely and administer responsibly to secure the growth of the game. Focus on:
 - *People*
 - *Revenue and reach*
 - *Insight*
 - *Operations*

The Rugby Football Union Strategic Plan (2017-2021)

The RFU has released its new strategic vision for rugby in England. The strategy is based on four main elements which are; Protect, Engage, Grow and Win. It covers all elements of rugby union ranging from elite rugby to grassroots, although the general relevancy to the PPS is centred around growing the game.

The RFU exists to promote and develop rugby union in England and ensure the long-term sustainability of clubs by growing player numbers and retaining them across all age groups. Responding to wider market influences, work will continue on developing new ways to take part in all forms of the game, without comprising the sports traditions. This will ensure a lasting legacy from elite success by attracting new players and encouraging current male and female adult players to play.

The four key aims to ensure long term sustainability are to:

- ◀ Improve player transition from age grade to adult 15-a-side rugby
- ◀ Expand places to play through Artificial Grass Pitches (AGPs)
- ◀ Engage new communities in rugby
- ◀ Create a community 7’s offering

England Hockey (EH) - A Nation Where Hockey Matters 2013

The vision is for England to be a ‘Nation Where Hockey Matters’.

We know that delivering success on the international stage stimulates the nation’s pride in their hockey team and, with the right events in place, we will attract interest from spectators, sponsors and broadcasters alike. The visibility that comes from our success and our occasions will inspire young people and adults to follow in the footsteps of their heroes and, if the right opportunities are there to meet their needs, they will play hockey and enjoy wonderful experiences.

Underpinning all this is the infrastructure which makes our sport function. We know the importance of our volunteers, coaches, officials, clubs and facilities. The more inspirational our people can be, the more progressive we can be and the more befitting our facilities can be, the more we will achieve for our sport. England Hockey will enable this to happen and we are passionate about our role within the sport. We will lead, support, counsel, focus and motivate the Hockey Nation and work tirelessly towards our vision.

As a governing body, we want to have a recognisable presence to participants of the game, be that through club or association website or their communications, or through the work of the many outstanding coaches in our game, so that players understand that their club is part of a wider team working together to a common goal.

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The core objectives are as follows:

1. Grow our Participation
2. Deliver International Success
3. Increase our Visibility
4. Enhance our Infrastructure
5. For England Hockey to be proud and respected custodians of the sport

Club participation

Our club market is well structured and clubs are required to affiliate to England Hockey to play in community leagues. As a result only relatively few occasional teams lie outside our affiliation structure. Schools and Universities are the other two areas where significant hockey is played.

Hockey is clearly benefiting from a double Olympic legacy. After Great Britain's women won bronze in front of a home crowd in London in 2012 the numbers of young girls playing the sport doubled and a historic gold in Rio 2016 saw more than 10,000 players promptly joining clubs. These triumphs have inspired the nation to get active and play hockey. Thanks to the outstanding work of the network of clubs across the country, England Hockey has seen unprecedented growth at both ends of the age range.

There has been an 80% increase in the number of boys and girls in clubs, as well as a 54% increase in players over the age of 46.

Hockey clubs have reaped the rewards of the improved profile of the sport, focussing on a link with schools to provide excellent opportunities for young players. Programmes such as Quick sticks – a small-sided version of hockey for 7-11 year olds – in Primary Schools have been hugely successful in allowing new players to take part in the sport from an early age. The growth in the sport since the eve of London 2012 has been seen across the country, examples being a 110% increase in under 16s club participation in London, and a 111% growth in the North West in the same age bracket.

England Hockey Strategy

England Hockey's Facilities Strategy can be found [here](#).

Vision: For every hockey club in England to have appropriate and sustainable facilities that provide excellent experiences for players.

Mission: More, Better, Happier Players with access to appropriate and sustainable facilities

The 3 main objectives of the facilities strategy are:

1. PROTECT: To conserve the existing hockey provision

- There are currently over 800 pitches that are used by hockey clubs (club, school, universities) across the country. It is important to retain the current provision where appropriate to ensure that hockey is maintained across the country.

2. IMPROVE: To improve the existing facilities stock (physically and administratively)

- The current facilities stock is ageing and there needs to be strategic investment into refurbishing the pitches and ancillary facilities. England Hockey works to provide more support for clubs to obtain better agreements with facilities providers & education around owning an asset.

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3. DEVELOP: To strategically build new hockey facilities where there is an identified need and ability to deliver and maintain. This might include consolidating hockey provision in a local area where appropriate.

England Hockey has identified key areas across the country where there is a lack of suitable hockey provision and there is a need for additional pitches, suitable for hockey. There is an identified demand for multi pitches in the right places to consolidate hockey and allow clubs to have all of their provision catered for at one site.

2015-2018 British Tennis Strategy

The new strategy is presented in a concise one page framework that includes key strategies relating to three participation "focus" areas, six participation "drivers" and three participation "enablers". To achieve success, the 12 strategy areas will need to work interdependently to stem the decline and unlock sustainable growth.

The three participation "focus" areas are where tennis is consumed:

- ◀ Deliver great service to clubs
- ◀ Build partnerships in the community, led by parks
- ◀ Enhance the tennis offer in education

The six participation "drivers" are the areas that will make the biggest difference where tennis is consumed. They must all be successful on a standalone and interconnected basis and include:

- ◀ Becoming more relevant to coaches
- ◀ Refocusing on recreational competition
- ◀ Providing results orientated facility investment
- ◀ Applying best in class marketing and promotion
- ◀ Jump starting the peak summer season
- ◀ Establishing a "no compromise" high performance programme with focus

The final layer is comprised of three participation "enablers" that underpin our ability to be successful. These enablers are rooted in how the LTA will get better; how the entire network of partners must be harnessed to work together and the need to raise more financial resources to fund our sport's turnaround. They include:

- ◀ Becoming a more effective and efficient LTA
- ◀ Harnessing the full resource network
- ◀ Generating new revenue

For further information and more detail on the framework please go to <http://www.lta.org.uk/about-the-lta/structure-vision>

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.

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Growing the Game of Golf in England (2017-2021)

In 2014, England Golf developed its first national strategy to help golf in England rise to some serious challenges. Membership was declining, many clubs were facing financial and business problems and the perception of the game was proving damaging. As such, it decided to set out recommendations for actions that would help “raise the game”.

The 2014 strategy helped achieve the following:

- ◀ 427,111 people being introduced to golf for the first time.
- ◀ 31,913 new members for England’s golf clubs from national initiatives.
- ◀ Over £25 million generated for golf clubs through new members.
- ◀ Four counties to merge their men’s and women’s unions associations.
- ◀ Support for 15,200 national, regional and county squad players.
- ◀ Over 150 championships and events organised across the country.

Following the above strategy, England Golf is now setting out to “grow the game” of golf through seven strategic objectives. Developed in consultation with the golfing community, six of these are developed from the previous work in 2014, whilst one (being customer focussed) is brand new and intends on boosting the impact of them all.

The objectives are:

- ◀ Being customer focussed
- ◀ Stronger counties and club
- ◀ Excellent governance
- ◀ Improve image
- ◀ More members and players
- ◀ Outstanding championships, competitions and events
- ◀ Winning golfers

UK Athletics Facilities Strategy (2014-2019)

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

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

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

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Key outcomes:

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