

Chelmsford Playing Pitch and Outdoor Sports Needs Assessment



2016 – 2036

(Part A, B and C)

Report produced on behalf of Chelmsford City Council by Leisure and the Environment in association with Ethos Environmental Planning



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Glossary of Terms

Term	Meaning
AGP	Artificial Grass Pitch(es)
ANOG	Assessment of Needs and Opportunities Guide
APS	Active People Survey(s)
BDA	Bowls Development Alliance
DPD	Development Plan Document(s)
ECB	England and Wales Cricket Board
EH	England Hockey
FA	Football Association
FIFA	Federation of International Football Associations
LTA	Lawn Tennis Association
NPPF	National Planning Policy Framework
PPS	Playing Pitch Strategy
RFU	Rugby Football Union

PART A: GENERAL OVERVIEW

1.0 INTRODUCTION

1.1 Description of report

1.1.1 This is one of five reports provided within the overall Chelmsford Open Space, Sports and Recreational Facilities Study. The five reports are:

- Community and Stakeholder Consultation Report (Local Needs Assessment);
- Open Space Study (comprising a main report and six area profiles);
- Playing Pitch and Outdoor Sports Needs Assessment (this report – part A, B and C);
- Playing Pitch and Outdoor Sports Strategy and Action Plan (part D of the Playing Pitch and Outdoor Sports Needs Assessment); and
- Indoor/Built Sports Facility Sport Needs Assessment.

This report comprises Part A (General Overview), Part B (Playing Pitch Assessment) and Part C (Other Outdoor Sports). Part D (Playing Pitch and Outdoor Sports Strategy and Action Plan) is provided as a separate report.

1.2 Study Overview

1.2.1 The National Planning Policy Framework (NPPF) requires local planning authorities to set out policies to help enable communities to access high quality open spaces and opportunities for sport and recreation. These policies need to be based on a thorough understanding of local needs for such facilities and opportunities available for new provision.

1.2.2 The Government's public health have seen local authorities take more responsibility for improving levels of public health. Studies show that living a healthy lifestyle and maintaining a healthy weight can reduce the risk of developing chronic disease, improves quality of life and increases life expectancy. The Council is now responsible for many factors which impact on mental and physical health, including sports and leisure provision in the area, environmental health, green spaces and housing standards. The Council is therefore now aiming to support its residents and encourage health improvements by implementing the new Public Health Strategy alongside the Council's other policies and strategies.

1.2.3 In view of the above, in 2014 Chelmsford City Council appointed Ethos Environmental Planning in conjunction with Leisure and the Environment to produce a new open space, indoor and outdoor sports and recreational facilities audit and assessment- a needs assessment and strategy to inform the decision making process up to 2036 to replace that published by the Council in 2005.

1.2.4 Overall aims of the study are:

- To provide an audit of existing indoor and outdoor leisure facilities within the City's administrative area and immediate boundaries.
- To provide an assessment of these facilities in terms of quantity, quality and accessibility.
- To provide a community and stakeholder needs assessment.

- To identify gaps in provision, over provision and priority guidelines for future investment.
- To develop and provide a strategy determining the actions and resources required to guide the City Council's decision making up until 2036.

1.2.5 There are three key elements to the study:

- An Open Space Assessment
- A Playing Pitch Strategy and Outdoor Sports Assessment
- An Indoor Sports and Recreation Facilities Assessment

1.2.6 As such the overall outcome of the study will comprise of three main reports drawing upon an evidence base comprised of:

- Consultation and engagement with all relevant key stakeholders, agencies and organisations as well as the wider community and general public.
- A detailed audit of all facilities within the scope of the study.
- Analysis and assessment of the adequacy of current and future facility provision based on recommended methodologies such as Sport England's "Playing Pitch Strategy Guidance".

1.3 Playing Pitch and Outdoor Sports Assessment

1.3.1 In addition to the overall requirements set out for the project (above) the Playing Pitch and Outdoor Sports Assessment should:

- Consider all accessible outdoor sports pitches/ courts including football, rugby, cricket, hockey, and other outdoor sports such as bowls, tennis and netball. (These latter sports can also be played indoors, and have therefore been addressed in the 'Indoor Sports and Recreation Facilities Assessment').
- Evaluate current trends in participation and needs of different users, as well as the profile of the local population.
- Undertake an audit of all existing pitches and support facilities (e.g. changing rooms, car parking, equipment/machinery storage etc.), including an evaluation of the quality of pitches (grass and synthetic playing surfaces).
- Undertake an audit of access to existing facilities.
- Identify all current users and potential users of pitches in the local authority.
- Analyse the adequacy of provision to meet both current and projected need.
- Identify key priorities and actions, including timeframes and responsibilities.
- Identify areas for creating new pitches, pitches that need improving and pitches that may be surplus to requirements.
- Identify clear recommendations and an action plan to address specific surpluses, deficiencies, quality issues and priority areas for improvements.
- Help to prove the need for developer contributions towards facilities.

Methodology

1.3.2 In terms of that part of the assessment dealing with playing pitches, the appropriate guidance to follow is provided by Sport England in its 'Playing Pitch Strategy Guidance' which is explained in Section 2. In terms of other sports covered the assessment has used the Sport England Assessment of Needs and Opportunities Guidance (ANOG) also explained in Section 2.

1.3.3 The overall documentation is made up of **4 Parts and 14 main** sections:

- **Part A** contains three overarching sections relevant to all parts of the report: Introduction, methodology, and context;
- **Part B** contains an overview section of pitch provision in general within the local authority; and, four sports specific sections dealing with key pitch sports of football, cricket, rugby, and hockey.
- **Part C** has three short sections dealing with other notable outdoor sports- bowls, netball and tennis, and golf. Most of these sports can also be played indoors and such aspects are therefore also covered in the separate report dealing with built facilities. Cross references to this report are made as appropriate.
- **Part D** (separate report) has two separate sections offering a strategy and action plan for playing pitches and other outdoor sports, and this is a separate volume.

A remit that is based on Community Need

1.3.4 Fundamentally, this report is an assessment of community needs for certain kinds of sports facilities and opportunities. Facilities required specifically by institutions, such schools, the Ministry of Defence etc, are only covered by this report if they also have a (potential) secondary function in meeting wider community needs. In parts of the country where recreation land is in short supply and expensive to create, the dual use of facilities to meet a variety of needs can be highly cost-effective.

What is community use?

1.3.5 At its simplest 'community use' is a term that is used to describe the extent to which a given sport or recreation facility is available for use by members of the general community- either on a pay-as-you go informal basis, or as part of an organised club or group.

1.3.6 In practice, the above definition of community use will include a wide range of management regimes whose admission policies will span informal 'pay-as-you-go' access, by the general community; and, through to use by organised clubs and groups by booking or longer-term agreements etc. Whether, individual facilities are considered to be available for significant community use depends of several factors, including:

- Type of facility (and whether its size and design might be of use to the community at large, or at least significant groups within the community);
- The cost of using facilities, and whether these might generally be considered to be affordable;

- The times and days of availability (times of most demand for the general community are likely to be in the evenings and at the weekends, as well as during mid-week lunchtime (a popular for people at work).
- The extent to which such use by the community is 'assured' over the longer-term.

1.3.7 In terms of utility for the general community different facilities will therefore have diverse value by nature of because of their varying scale, location, and management/pricing policies. This is not to deny the importance of other smaller provision for local clubs and groups, as well as those residents who prefer to pay for access to private/commercial facilities.

1.3.8 Determining which facilities offer a significant level of community use is therefore a matter of judgement.

2.0 METHODOLOGY

2.1 General

2.1.1 As stated in Section 1, this Assessment has used two sets of guidance in order to follow a recommended and robust approach to the project: The Playing Pitch Strategy Guidance (PPS Guidance) for the assessment of pitch sports; and the Sport England Assessment of Needs and Opportunities Guidance (ANOG) in respect of other sports covered.

2.1.2 These approaches are summarised below.

2.2 The PPS Guidance¹

2.2.1 Sport England (Playing Pitch Guidance, An approach to Developing and Delivering a Playing Pitch Strategy) 2013 advocates a 10 step approach to developing a PPS (divided in 5 discrete stages).

2.2.2 Under the Playing Pitch Strategy methodology, these 10 steps are linked under 5 stages as follows:

Table 1 Sport England 10 step approach to developing a PPS

Stage A	
<i>Step 1</i>	<i>Prepare and tailor the approach</i>
Stage B	
<i>Step 2</i>	<i>Gather supply information</i>
<i>Step 3</i>	<i>Gather demand information</i>
Stage C	
<i>Step 4</i>	<i>Understand the situation at individual sites</i>
<i>Step 5</i>	<i>Develop the current and future pictures of provision</i>
<i>Step 6</i>	<i>Identify the key findings</i>
Stage D	
<i>Step 7</i>	<i>Develop the recommendations and action plan</i>
<i>Step 8</i>	<i>Write and adopt the strategy</i>
Stage E	
<i>Step 9</i>	<i>Apply and deliver the strategy</i>
<i>Step 10</i>	<i>Keep the strategy robust</i>

2.3 ANOG Guidance²

2.3.1 The Sport England ANOG methodology, advocates a broad approach to be undertaken looking at supply and demand and considering need in terms of:

- Quantity - what facilities there are in the area, how many you have?
- Quality – how good are they in terms of condition and being ‘fit for purpose’?
- Accessibility - where they are located?

¹ See Appendix 1 for a fuller description

² See Appendix 1 for a fuller description

- Availability - how available are they? (The degree of 'availability' is analogous to the level of 'Community Use' (see references and the text box, in the introduction).

2.3.2 ANOG states that it is only by understanding all these elements together and their inter-relationship that you can form a rounded view of the supply and demand for facilities in an area. As also advocated by ANOG, extensive consultation has been undertaken to inform the analysis. Questionnaire surveys were undertaken as below:

- A sample household survey.
- Survey of national governing bodies of sport and local clubs.
- A survey of parish councils.
- A Local groups and organisations survey.
- Discussions were also undertaken with key Chelmsford City Council officers and leisure centre staff.

3.0 CONTEXT

3.1 General

3.1.1 This section includes important contextual information about Chelmsford local authority relevant to the analysis contained in this report. It considers:

- Strategic context - A brief review of the policies and priorities of the local authority, as well as other key stakeholders and that have relevance to planning for sport and recreation within the local authority.
- The current demographic character of the local authority, and how it is likely to change in the coming years, up to 2036.
- A review of the particular characteristics of the adult population in respect of how this influences people's inclination to take part in sport and active recreation.
- Key issues have been identified, taking into account the above.

3.1.2 The strategic context/policy overview is set out within each of the reports associated with the overall Chelmsford Open Space, Sports and Recreational Facilities Study (outlined in section 1.1), with the exception of the Community and Stakeholder Consultation report and the Playing Pitch and Outdoor Sports Strategy and Action Plan. A number of the strategies and policies are relevant to each of the studies and are therefore included within each separate report, and in addition, each study also includes strategies and policies that are only relevant to that study.

3.1.3 The demographic character, characteristics of the adult population and issues sections (latter three sections – 3.3, 3.4 and 3.5) is repeated within the Indoor/Built Sports Facility Sports Needs Assessment as the information is also relevant to this needs assessment, and both assessments are to be read as stand-alone documents.

3.1.4 Policies and strategies are subject to regular change, therefore the summary provided in this section was correct at the time of writing. Chelmsford City Council reserve the right to change and update this section as policies change.

3.1.5 The policy overview will include analysis of the councils' existing strategies and policies. It also includes a review of other strategies of relevance at national and local levels and assesses their implications for the provision of open space, sport and recreation opportunities. In addition, an assessment of the relationship between the proposed study and other relevant council strategies and initiatives is included.

3.1.6 The PPG17 companion guide identified the importance of understanding the implications of existing strategies on the study. Specifically, before initiating local consultation, there should be a review of existing national, regional and local plans and strategies, and an assessment of the implementation and effectiveness of existing planning policies and provision standards.

3.2 Strategic Context

3.2.1 National Strategic Context

National Planning Policy Framework (NPPF)

3.2.1.1 The NPPF sets out the Government's planning policies for England and how they should be applied. The NPPF must be adhered to in the preparation of local and neighbourhood plans, and is a material consideration in planning decisions. The NPPF contains the following references that relate to green infrastructure and open spaces:

- **Para 17 - Achieving Sustainable Development - Core Planning Principles:** Within the overarching roles that the planning system ought to play, a set of core land-use planning principles should underpin both plan-making and decision-taking.
- **Para 58** - Local and neighbourhood plans should develop robust and comprehensive policies that set out the quality of development that will be expected for the area.
Para 73 - Access to high quality open spaces and opportunities for sport and recreation can make an important contribution to the health and well-being of communities. 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. The assessments should identify specific needs and quantitative or qualitative deficits or surpluses of open space, sports and recreational facilities in the local area. Information gained from the assessments should be used to determine what open space, sports and recreational provision is required.
- **Para 74** – Existing open space, sports and recreational buildings and land, including playing fields, should not be built on unless:
 - An assessment has been undertaken which has clearly shown the open space, buildings or land to be surplus to requirements; or
 - The loss resulting from the proposed development would be replaced by equivalent or better provision in terms of quantity and quality in a suitable location; or
 - The development is for alternative sports and recreational provision, the needs for which clearly outweigh the loss.
- **Para 75** - Planning policies should protect and enhance public rights of way and access. Local authorities should seek opportunities to provide better facilities for users, for example by adding links to existing rights of way networks including National Trails.
- **Para 99** - Local Plans should take account of climate change over the longer term, including factors such as flood risk, coastal change, water supply and changes to biodiversity and landscape.
- **Para 109** - The planning system should contribute to and enhance the natural and local environment.

Sporting Future - A New Strategy for an Active Nation

3.2.1.2 This cross-government strategy seeks to address flat-lining levels of sport participation and high levels of inactivity in this country. Through this strategy, government is redefining what success in sport means, with a new focus on five key outcomes: physical wellbeing,

mental wellbeing, individual development, social and community development and economic development. In future, funding decisions will be made on the basis of the outcomes that sport and physical activity can deliver.

3.2.1.3 It is government's ambition that all relevant departments work closer together to create a more physically active nation, where children and young people enjoy the best sporting opportunities available and people of all ages and backgrounds can enjoy the many benefits that sport and physical activity bring, at every stage in their lives.

3.2.1.4 Government is reaffirming its commitment to Olympic and Paralympic success but also extending that ambition to non-Olympic sports where it will support success through grassroots investment in those sports, and by sharing UK Sport's knowledge and expertise. The strategy outlines what is expected of the sector to deliver this vision, and how the government will support it in getting there.

3.2.1.5 Public investment into community sport is to reach children as young as five as part of a ground-breaking new this new strategy. The move will see Sport England's remit changed from investing in sport for those aged 14 and over to supporting people from five years old right through to pensioners, in a bid to create a more active nation.

3.2.1.6 Investment will be targeted at sport projects that have a meaningful, measurable impact on how they are improving people's lives – from helping young people gain skills to get into work, to tackling social inclusion and improving physical and mental health.

3.2.1.7 Funding will also be targeted at groups who have low participation rates to encourage those who do not take part in sport and physical activity to get involved. This includes supporting women, disabled people, those in lower socio-economic groups and older people. Sport England will set up a new fund in 2016 to get inactive people physically active and will support and measure participation in sport and wider physical activity going forward.

Sport England Strategy – 'Towards and Active Nation' 2016-2021

3.2.1.8 In response to the Government's strategy, Sport England's new strategy vision is that that everyone in England, regardless of age, background or ability, feels able to take part in sport or activity. Sport England's new vision and its supporting aims will therefore contribute to achieving the government's. Key features of the new Strategy are:

- Dedicated funding to get children and young people active from the age of five, including a new fund for family based activities and offering training to at least two teachers in every secondary school in England to help them better meet the needs of all children, irrespective of their level of sporting ability.
- Working with the sport sector to put customers at the heart of everything they do, and using the principles of behaviour change to inform their work.
- Piloting new ways of working locally by investing in up to 10 places in England – a mix of urban and rural areas.
- Investing up to £30m in a new volunteering strategy, enabling more people to get the benefits of volunteering and attracting a new, more diverse range of volunteers.

- Helping sport keep pace with the digital expectations of customers – making it as easy to book a badminton court as a hotel room.
- Working closely with governing bodies of sport and others who support people who already play regularly, to help them become more efficient, sustainable and diversify their sources of funding.

With respect to the final bullet point (above) a projected 38% of Sport England controlled investment will be directed through the National Governing Bodies of Sport. This is the largest of Sport England's funding programmes.

3.2.2 Local Context

Chelmsford City Corporate Plan 2012

3.2.2.1 The Council's Corporate Plan has six strategic priorities which are largely all relevant to the overall Chelmsford Open Space, Sports and Recreational Facilities Study. These are:

- Attracting investment and delivering infrastructure;
- Facilitating suitable housing for local needs
- Providing high quality public spaces;
- Promoting a more sustainable environment;
- Promoting healthier and more active lives;
- Enhancing participation in cultural activities.

3.2.1.2 The Corporate Plan sets out how each of the strategic priorities will be achieved and identifies ways in which it considers success can be measured.

3.2.1.3 Changes in central government policy and legislation have seen local authorities take more responsibility for improving levels of public health. Studies show that living a healthy lifestyle and maintaining a healthy weight can reduce the risk of developing chronic disease, improves quality of life and increases life expectancy. The Council is now responsible for many factors which impact on mental and physical health, including sports and leisure provision in the area, environmental health, green spaces and housing standards. The Council is therefore now aiming to support its residents and encourage health improvements by implementing the new Public Health Strategy alongside the Council's other policies and strategies.

Chelmsford Core Strategy and Development Control Policies Development Plan Document (2001-2021)

3.2.1.4 This document which is a statutory part of the Council's Local Development Framework (LDF), sets out the Council's strategy to manage strategic development growth alongside the day-to-day planning policies for determining planning applications. It was adopted in February 2008. In 2013 the Council adopted a 'Focused Review' of the Core Strategy (in light of the publication of the NPPF) to replace specific policies and text³.

³ <http://www.chelmsford.gov.uk/csdpd>

3.2.1.5 It sets out the Council's vision, objectives, spatial strategy and core policies that will guide and shape development until 2021. It also identifies general areas for new housing and employment, transport infrastructure and areas where development will be limited. The second part of the document includes detailed policies that are used to make decisions on planning applications.

3.2.1.6 Currently, the overall planned housing growth within the local authority between now and 2036 (i.e. the study horizon of this study) has yet to be determined with geographical precision, either in respect of the local authority-wide targets, or in terms of the geographic location of strategic growth allocations. However, based on previous trends observed in the local authority the latest population projections adopted by the Council for planning purposes would suggest a growth in population from an estimated 172,370 in 2015, to 195,880 in 2036 – an overall net increase of 23,510⁴.

3.2.1.7 What is certain is that much of the new housing proposed within the local authority up to 2021 will be provided on the northern edge of the existing urban area of Chelmsford, and the NCAAP, which runs to this time horizon, and allocates 4,000 houses to this part of the local authority. As with all successful and sustainable major developments, these additional houses will need to be provided in conjunction with a phased creation of infrastructure, including that for open space, sport and active recreation. All allocations in the NCAAP area have already been granted planning permission, which includes committed sports and community infrastructure within it.

3.2.1.8 It may be that, when the impact of all new housing allocations up to 2036 (yet to be determined) are taken into account, the levels of population growth will be even higher, and this will certainly be the case in those areas where new major housing allocations are made.

3.2.1.9 Beyond the 2021 time horizon, the City Council will assume that the requirement for new homes up to an extended time horizon (up to 2036) will run at around 775 per annum. This is based on Chelmsford's Objectively Assessed Housing Need figure. This shows a population increase of 22,549 for period 2015-2025⁵.

3.2.1.10 The Council has adopted the following vision to describe the type of place they want the area to be in 2021 and beyond:

'The Borough of Chelmsford will be at the leading edge for economic, social and environmental excellence at the heart of Essex, where people choose to live, work and visit because of the ever-improving quality of life available to all, now and for future generations'.

3.2.1.11 The vision is the same as the Community Plan Our Future 2021 – the Borough of Chelmsford as it is essential that there is integration and recognition that the LDF is the delivery vehicle and spatial representation of the Community Plan. The Strategic Objectives

⁴ These were from a forecast produced on 19/03/2015 using POPGROUP software developed by Bradford Council, the University of Manchester and Andelin Associates

⁵ This is based on the EPOA Phase Report 7 report from Edge (POPGROUP). This shows a population increase of 22,549 for period 2015-2025.

for the Core Strategy relate back to the seven priorities of the Community Plan and are grouped into the five themes of:

- Managing Growth (MG)
- Environmental Protection and Enhancement (EPE)
- Balanced Communities (BC)
- Quality of Life (QL)
- Economic Prosperity (EPC)

3.2.1.12 The key elements of the Spatial Strategy are:

- the focus of development on existing built-up areas including an urban renaissance within Chelmsford Town Centre;
- the development of two new neighbourhoods to the North of Chelmsford with necessary infrastructure;
- the safeguarding of the Metropolitan Green Belt and the protection and enhancement of valuable landscapes and the natural and historic environments;
- promoting the economic and cultural role of Chelmsford as the 'Capital of Essex' and the revitalisation of an economic gateway in North-East Chelmsford.

3.2.1.13 The Core Strategy recognises the importance of open space and built sport and leisure facilities, with relevant policies including:

Core Policy (CP) 12 – Protecting and enhancing recreational provision, which seeks to maintain and enhance the provision of formal and informal recreational facilities including parks and gardens, country parks and other public open spaces.

Core Policy CP16 – Promoting Social Inclusion: In considering proposals for new development, the Borough Council will promote social inclusion through equality of opportunity and equality of access for all to social, educational, health, employment, recreational, green space, community buildings and cultural facilities. Proposals which would maintain or improve local services will therefore be considered favourably, subject to meeting the tests set out in any other relevant policies in this Development Plan Document.

Core Policy CP18 – Providing New Community and Social Facilities in Major New Development: The Borough Council will ensure that new community facilities, including health, education, social, sports and leisure, parks and green spaces, arts and cultural facilities, are developed as an integral part of any proposals for major new residential development in accordance with the requirements identified by the Borough Council and other agencies. Such facilities will be accessible to all sections of the community, and will be secured by a range of funding measures and planning contributions including standard charges and/ or standard formulae where necessary.

3.3 Demographic Character and how it is likely to change up to 2036

Population

3.3.1 As at 2015 Chelmsford City Council area was estimated to have a population of 172,370. This figure is based upon population projections commissioned by the City Council. The same projections calculate that by the year 2036 the population will have increased to 195,880. This figure is itself only based upon previous trends, and does not necessarily take into account the impact of planned new residential growth yet to be determined.

3.3.2 This growth will affect the local demography in different ways. **Figure 1** shows the impact it is likely to have on general age cohorts within the population.

Figure 1: Changing local population and age structure⁶



3.3.3 The most noteworthy feature of the above changes is that whilst there is an overall growth in the population generally and, within seven of the eight cohorts, the biggest numerical increases are in the oldest age groups and especially within those in the post retirement age groups.

3.3.4 Generally speaking, it is the younger adult age groups between 16 and 45 years of age that have the greatest propensity to participate in sports and active recreation. Whilst these age groups will continue to grow within the local authority it is clear that the greater percentage of the overall population growth will come from within the older age groups, and this will have implications for the way in which sport and recreation facilities are planned.

3.3.5 Much of the population within the local authority is focused on the Chelmsford urban area, and much of the anticipated population change up to the year 2036 will be centred on

⁶ Compiled from a forecast produced on 19/03/2015 using POPGROUP software developed by Bradford Council, the University of Manchester and Andelin Associates

this part of the local authority. This will also be the case in respect of planned new residential development (and therefore the local population growth) resulting from development allocations yet to be determined.

3.3.6 **Figure 2** below shows the overall distribution of population within the local authority (and is based on population data available from the Census Output Area level from the 2011 census).

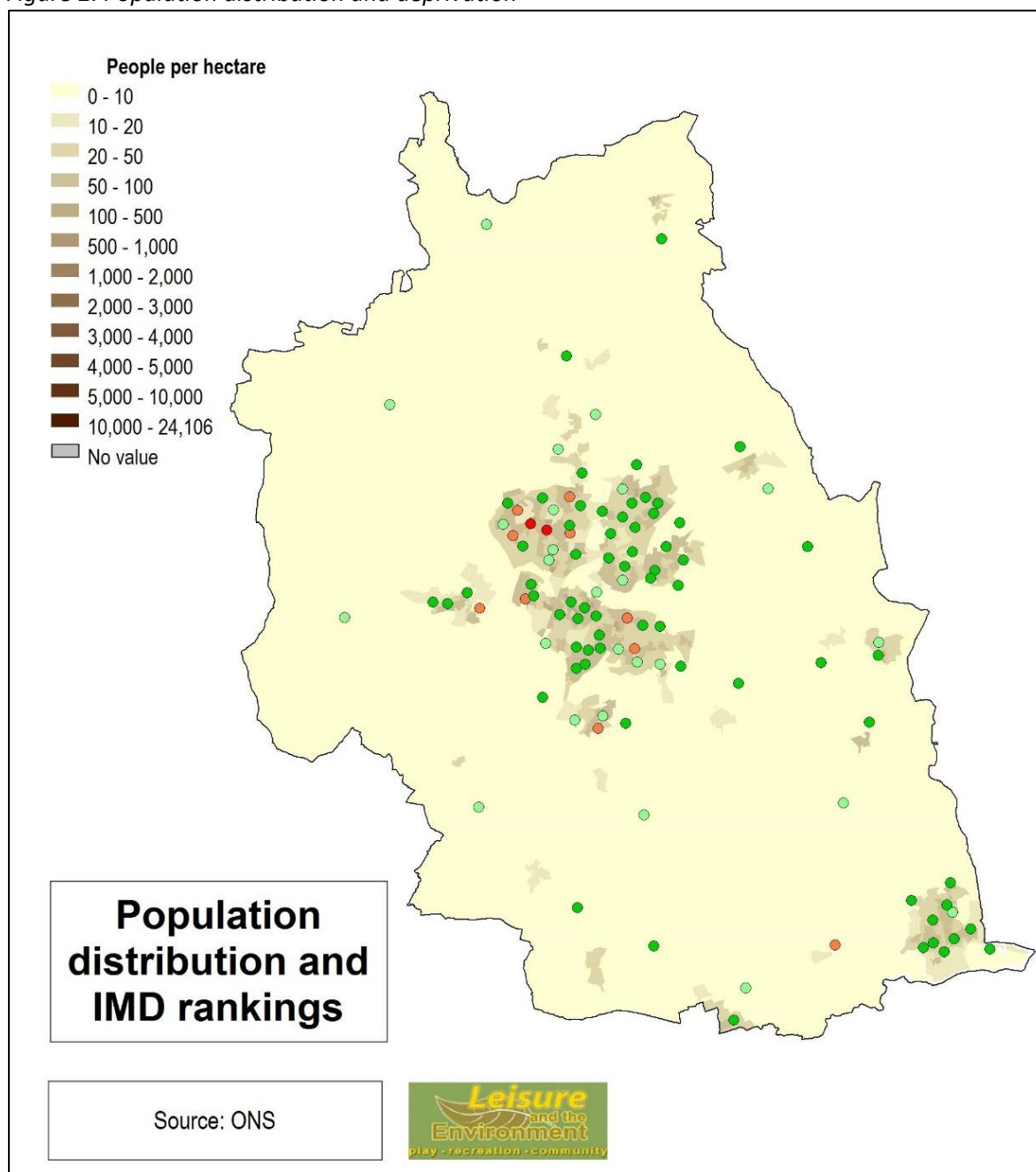
Affluence and deprivation

3.3.7 Also shown on **Figure 2** is a traffic light colour scheme reflecting the Index of Multiple Deprivation (IMD) scores for the locality. All of the approximately 34,500 Census Super Output Areas (SOAs) within England and Wales have been categorised into one of four quartiles based on their ranking in the most recent available government IMD at the time of this study. The red light represents SOAs in the highest ranked (most deprived) quartile whilst, the dark green light represents those in the lowest ranked (most affluent) quartile.

3.3.8 Much of the local authority area might be considered quite well off compared with most other parts of the country. There are, however, parts of the urban area (and especially the northwest) that fall within the two least affluent quartiles.

3.3.9 Research has shown that there is a high correlation between levels of deprivation, and participation levels in sport and recreation.

Figure 2: Population distribution and deprivation

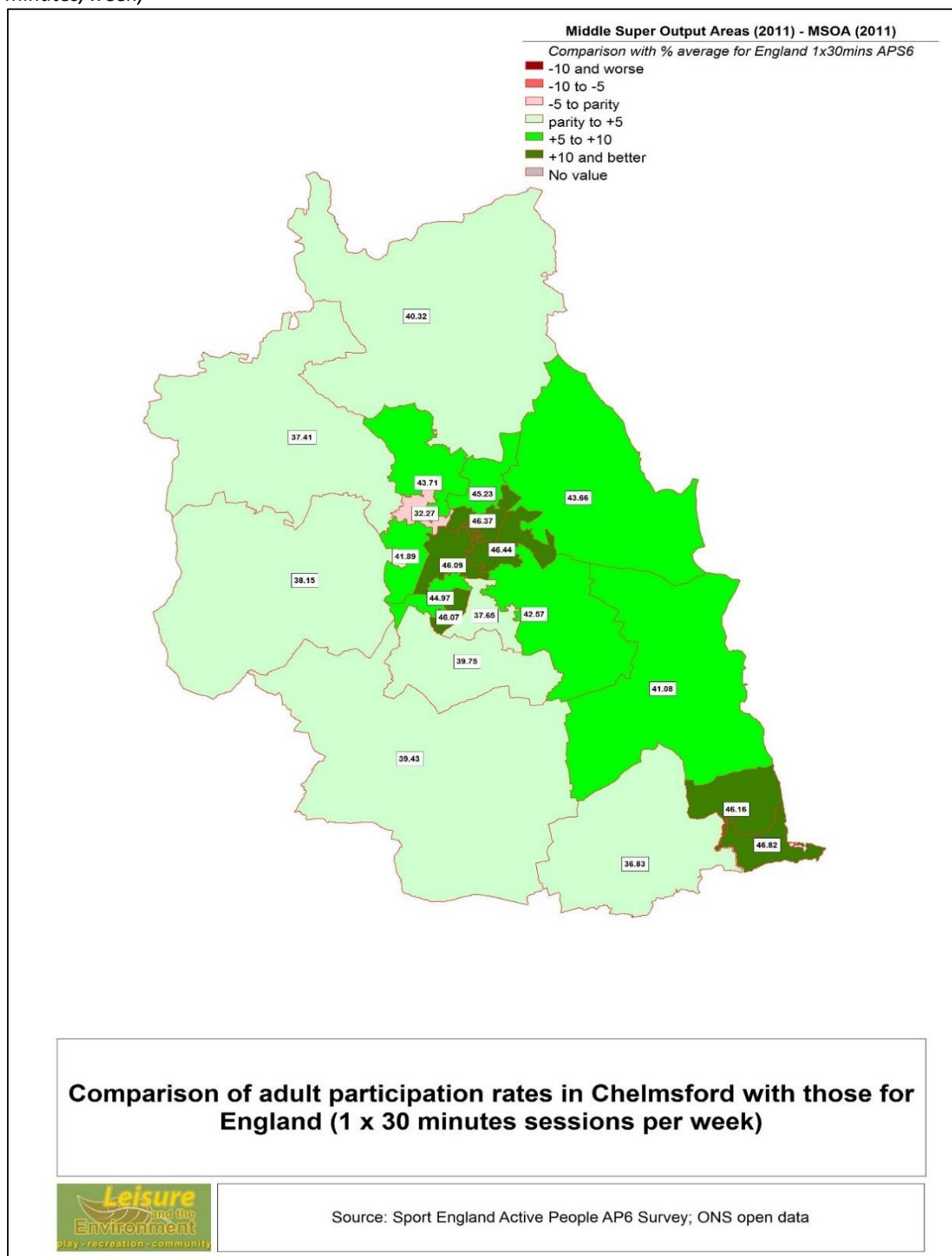


3.4 Review of characteristics of adult population

Local participation levels in sport and active recreation

3.4.1 The Sport England Active People surveys have now been running for several years. Further details of the Active People Surveys (APS) are contained in Appendix 1. Essentially, the analysis is based on a regular sample survey of participation by the adult public aged 16 years and over. The sequence of surveys has now reached Active People year eight (AP8). Data have been released by Sport England allowing for mapping of participation rates to a local Census Middle Super Output Area. The results of this mapping are shown on the following **Figure 3**.

Figure 3: Participation in sport and active recreation by the adult population (at least 1 x 30 minutes/week)



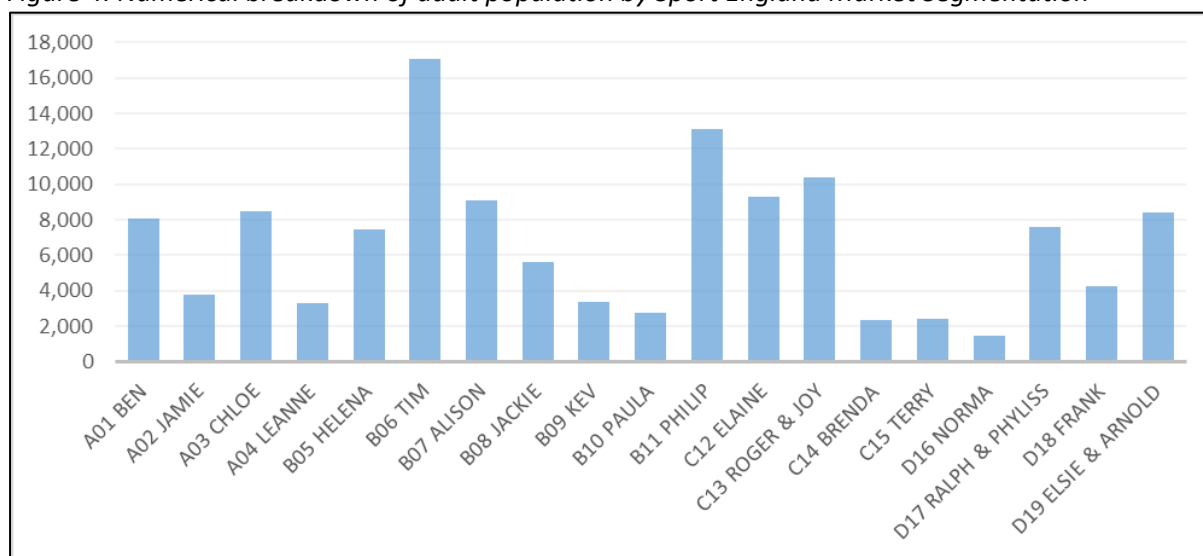
3.4.2 Consistent with the relatively high levels of affluence enjoyed by local residents, rates of regular participation in sport and active recreation are generally higher, and often significantly higher, than the national averages for England. To reinforce the point made

earlier about the correlation between deprivation and participation, it should be noted that the one geographical area where participation rates appear lower than those for England as a whole is that where, (as shown on Figure 2), levels of measured deprivation are highest (in the north western part of the urban area).

Propensity to participate in sport and active recreation

3.4.3 Sport England have developed a Market Segmentation analysis for adults over the age of 16 years. The adult population has been divided into 19 separate demographic groups within four overall categories (A, B, C, D) each embracing one of four age groups within the adult population (A being the youngest, and D being the oldest). A full explanation of the 19 demographic groups is contained within **Appendix 1**. Each of the 19 age groups has been given a personalised title. The overall breakdown of the local authority's population is shown in the **Figure 4** below. It will be seen that, numerically, the most dominant categories are Tim, Philip, Roger & Joy, and Elaine⁷. Although, these groups are not the youngest within the adult population their characteristics yield a greater propensity to take part in sport and active recreation compared with some other groups. The representation of these 19 groups within the population is also expressed in percentage form in **Figure 5**.

Figure 4: Numerical breakdown of adult population by Sport England Market Segmentation



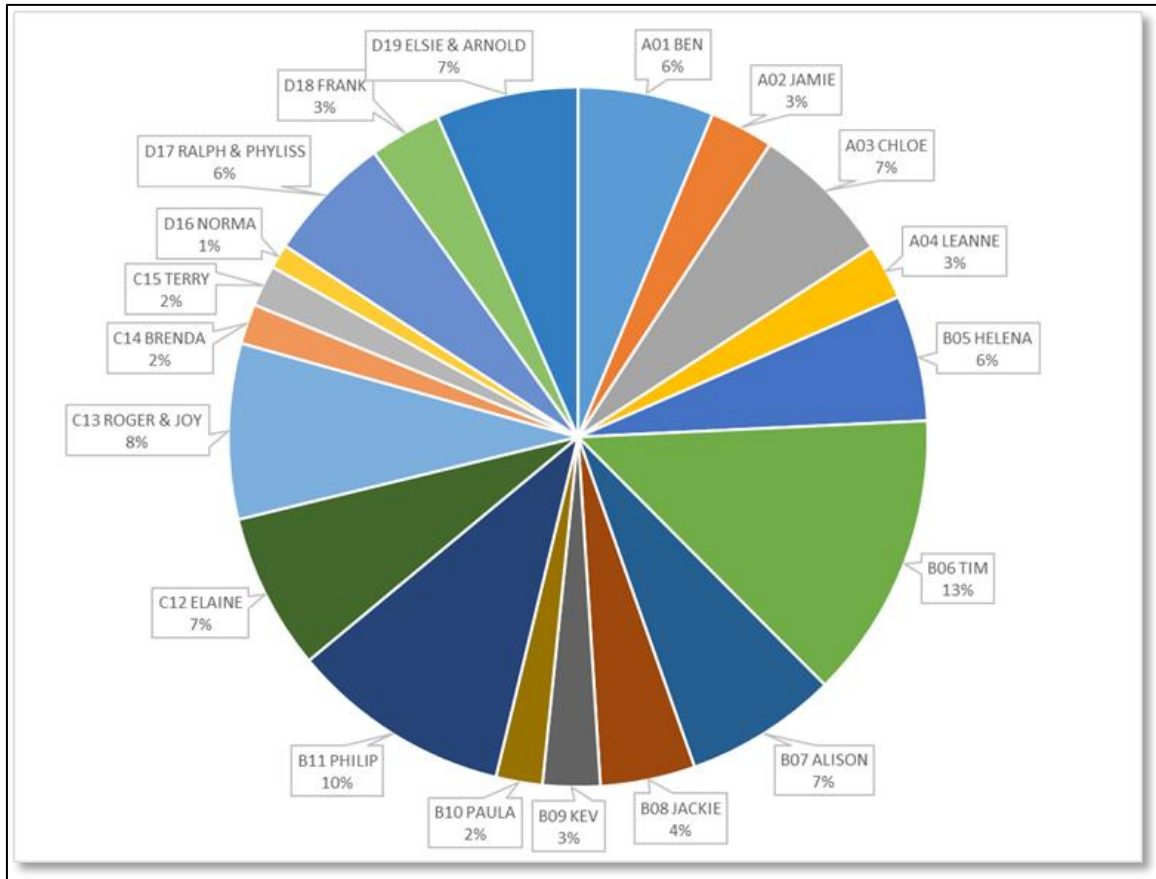
⁷ 'Tim: Settling Down Males'. Sporty male professionals, buying a house and settling down with partner.

'Philip: Comfortable Mid-life Males'. Mid-life professional, sporty males with older children and more time for themselves.

'Elaine: Elaine Empty Nest Career Ladies'. Mid-life professionals who have more time for themselves since their children left home. Full-time job and owner-occupier, married.

'Roger & Joy: Early Retirement Couples'. Free-time couples nearing the end of their careers. Full-time job or retired, married

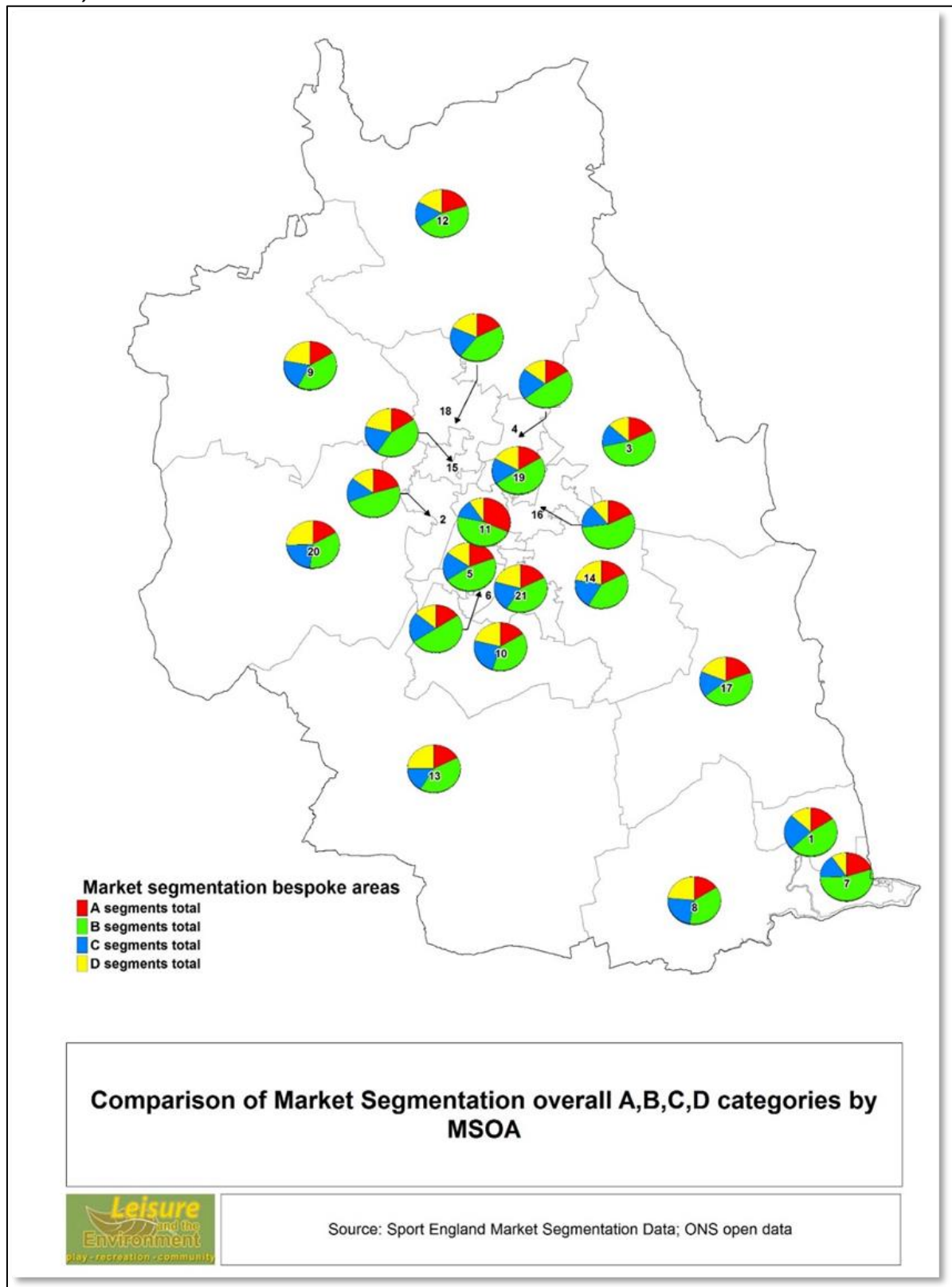
Figure 5: Percentage breakdown of adult population by Sport England Market Segmentation



3.4.4 **Figure 6** below combines the 19 different groups into the four overall categories (A, B, C, D) and displays them as pie charts for each of the Middle Super Output Areas (MSOAs) contained within the local authority. This provides a geographical representation of the dominance of particular categories throughout the local authority.

3.4.5 As the population involves the relative size for each of these four categories will change over time within any given area.

Figure 6: Distribution of overall Sport England Market Segmentation Categories within the local authority



3.5 Issues

3.5.1 The character of the local authority's population continues to change and this has a profound effect on the types of sport, play and leisure activity appealing to local people.

3.5.2 Many 'conventional' sports and facilities are seeing a decline in popularity- and in some cases participation and use is unlikely to return up to former levels. Other activities (sometimes derivatives of traditional sports) are becoming increasingly popular. In a modern, fast-moving world income, time, and social media also help dictate what people can and do with their free-time.

3.5.3 The Council is working in a financially challenging environment- this brings challenges, but it also presents a clear opportunity for reviewing the Council's leisure service and facilities it operates.

3.5.4 Similarly, many agencies, groups and organisations have shared aspirations in respect of the 'health agenda' and great potential exists for collaboration between public and voluntary sectors, as well as social and commercial enterprises to realise these aspirations

3.5.5 The various factors considered above suggest that the following will be the major determinants in the demand for sports and active recreation into the foreseeable future within the local authority:

- A growing population, which may be further accentuated by planned new residential growth that has not yet been allocated.
- The strong representation within the local population of adult age groups with characteristics that make them more likely to take part in sport and active recreation;
- High existing levels of regular participation compared with the national averages, which suggest that any further growth in participation levels will develop an already strong base.
- The relative affluence of the population facilitates relatively high levels of participation within the local population. However, there are geographical pockets within the urban area that exhibit quite high levels of economic and social deprivation, and where the levels of participation in sport and active recreation are depressed as a consequence. Improving prospects for participating should be a priority for the local authority and its partners in these areas, with the consequent health and economic benefits.

4.0 OVERVIEW OF PITCH PROVISION IN THE LOCAL AUTHORITY

4.1 General

4.1.1 **Table 2** totals all known football, cricket, rugby grass pitches in the local authority. Not all of these will be theoretically available in practice for community use. The provision of pitches is analysed in more detail on a sport-by-sport basis later in this report.

Table 2: Grass pitch provision in community use in the local authority

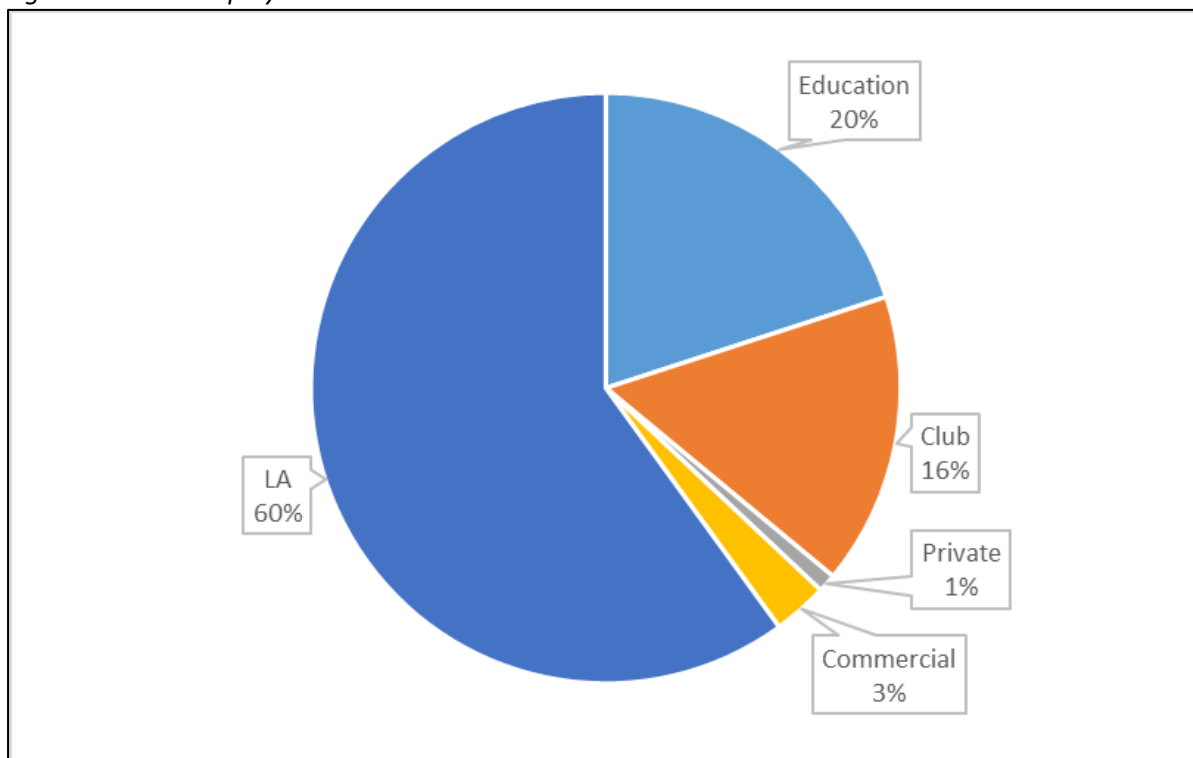
Adult Football	Youth Football (11v11)	Youth Football (9v9)	Minisoccer (7v7)	Minisoccer (5v5)	Cricket Fields	Adult Rugby
73	11	24	20	19	34	25

4.1.2 Of the 205 pitches in Table 2 most are noted as being in the ‘public sector’. The breakdown of ownership is shown in **Figure 7** below. As can be seen, local authorities (which includes both Chelmsford City Council and local parish and town councils) are by far the largest provider. The education sector and club sector are both also significant providers. Of the total stock of pitches, Chelmsford City Council controls an approximately 70⁸, and this is around 35% of the total pitch stock. In addition, there are Artificial Grass Pitches (AGPs) at various locations, and which are more fully described in the relevant sections (primarily for football and hockey).

4.1.3 The provision of pitches is analysed in more detail on a sport-by-sport basis later in this report. AGPs are now accepted as essential facilities for match play for hockey, as well as for football match play and rugby training. Various sites (especially a significant number of primary/junior schools) have grass spaces, but which are not formally marked as pitches (at least at the time of the study). These have been identified as part of the wider assessment and site identification process, and background information is therefore held. Playing fields last used as such, but which are now closed, but undeveloped have also been identified.

⁸ Numbers will vary over-time due to re-marking.

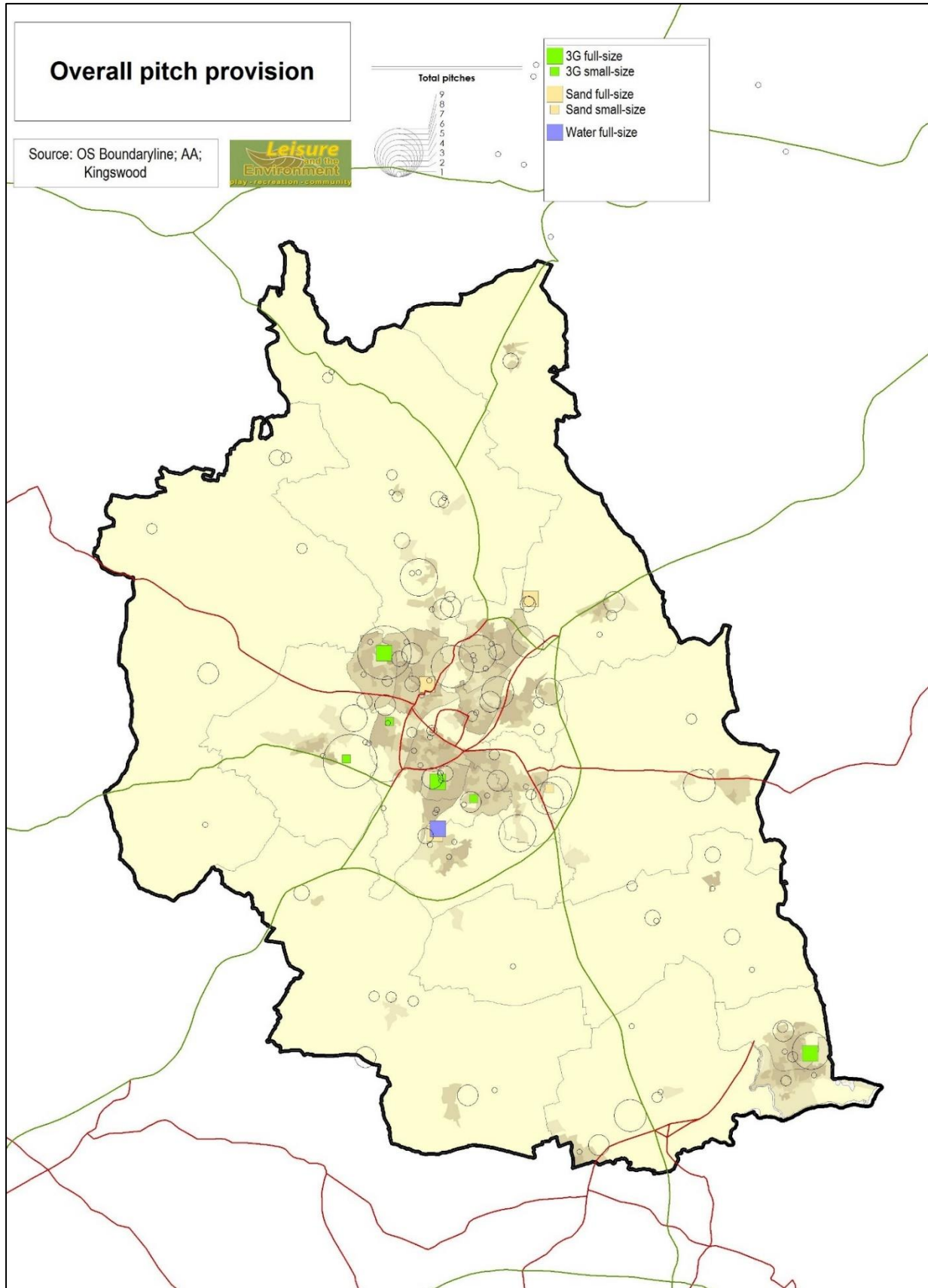
Figure 7: Ownership by sector



4.1.4 Mini-soccer and some other junior provision appears to be relatively low compared to the number of such teams playing in local leagues. As will be explained in Section 5, it appears that many mini-soccer and other junior/youth teams share playing surfaces with teams from older age groups.

4.1.5 **Figure 8** overlays the above provision onto the local authority's population densities. The largest provisions tend to be in the rural areas, but largely in the outer parts/fringes of the built up area of Chelmsford itself.

Figure 8: Overall pitch provision in the local authority



4.1.6 Grass and artificial pitch provision is analysed in detail in the various sport-by-sport sections. The planned population change described in the previous section will alter the geographical demand for such facilities, especially in areas of rapid and large population growth, such as in the north of Chelmsford.

4.2 Sites that are wholly or partly excluded from the study analysis.

4.2.1 This report acknowledges the existence of playing pitches on several infant/junior/primary school sites. Where such facilities are known to be available for community use they have been included in the analysis. Other small school sites may though have some potential to be used by community teams at some point in the future. Many small school sites have grass space, but pitches won't be marked out. These have been identified as part of a wider sites database.

4.3 Multi-Functional Recreation Grounds

4.3.1 There is a significant number of sites around the local authority that host more than one pitch sport, and these can therefore be particularly important local sports venues. Whilst the analysis in the following four sections is largely sports-specific, those sites hosting more than one pitch sport will be acknowledged.

PART B: PLAYING PITCH ASSESSMENT

5.0 FOOTBALL

5.1 Introduction

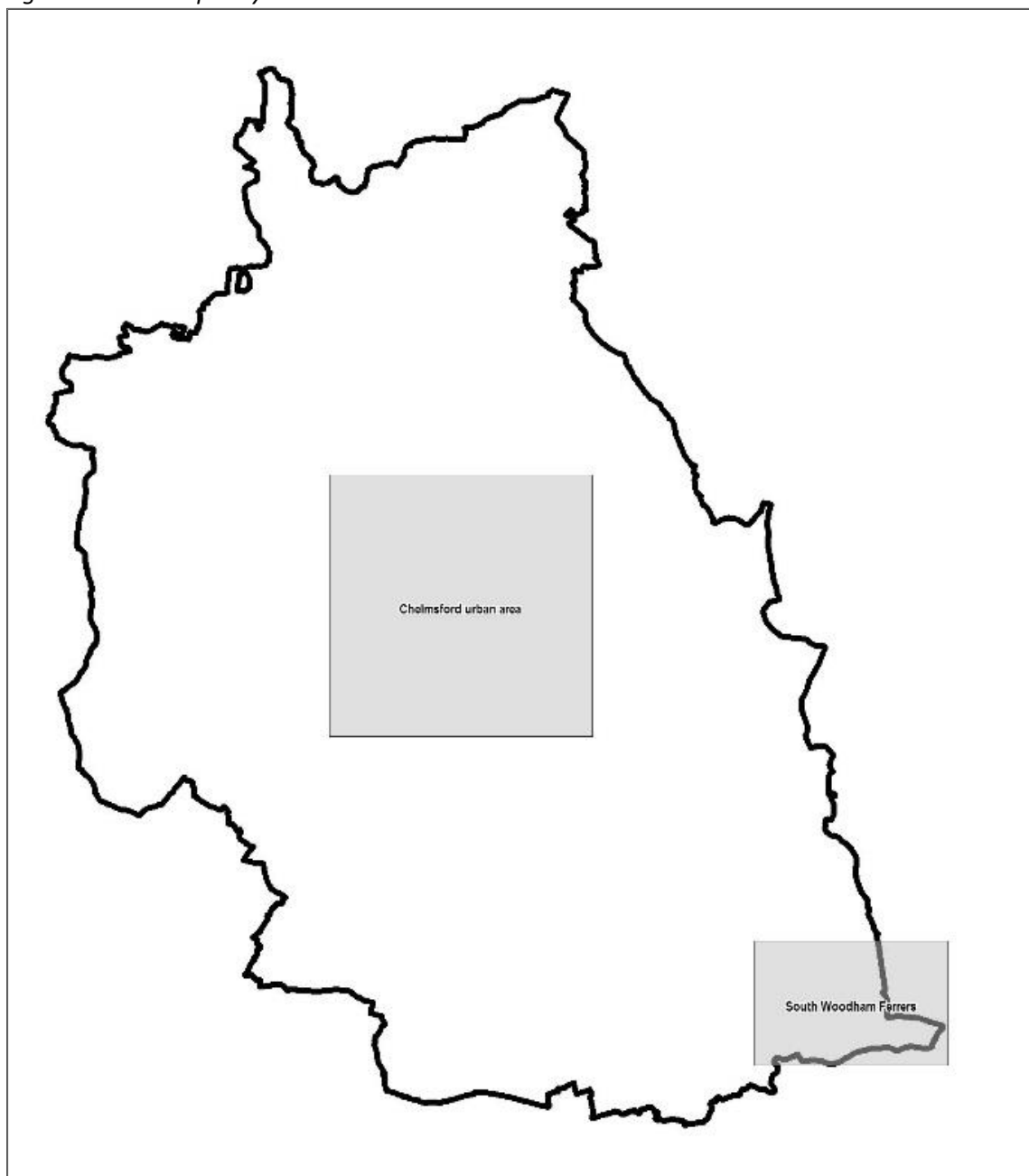
5.1.1 This section assesses the adequacy of pitches for football in the local authority by presenting the following:

- an overview of pitch supply;
- an overview of demand for football;
- the pattern of play of football;
- a review of the capacity and adequacy of current provision across the local authority, including an understanding of activity at individual sites;
- the future picture of provision for football across the local authority; and,
- a summary of findings and the key issues for the strategy to address.

5.2 Supply: Overview of Pitches

5.2.1 There are many football pitches in the local authority, and although it is not considered appropriate to break up the local authority into sub areas for analysis, it will help in describing football pitch provision to break down mapping of their location into the following areas shown in **Figure 9** (See **Maps 5.1, 5.2, 5.3** in **Appendix 5**).

Figure 9: Inset maps key



5.2.2 There are estimated to be 154 individual formal grass football pitches in the local authority currently marked out for play. This figure therefore excludes 13 AGPs of varying size, many of which are used for football, but which are subject to a related assessment in a later section of this report.

5.2.3 Other sites (especially a significant number of primary/junior schools) have grass spaces, but which are not formally marked as pitches (at least at the time of the study).

5.2.4 **Table 3** summarises the breakdown of pitch sizes that are available across the local authority. The table also outlines the level of community access that is available. Further detail is provided in Appendix 3.

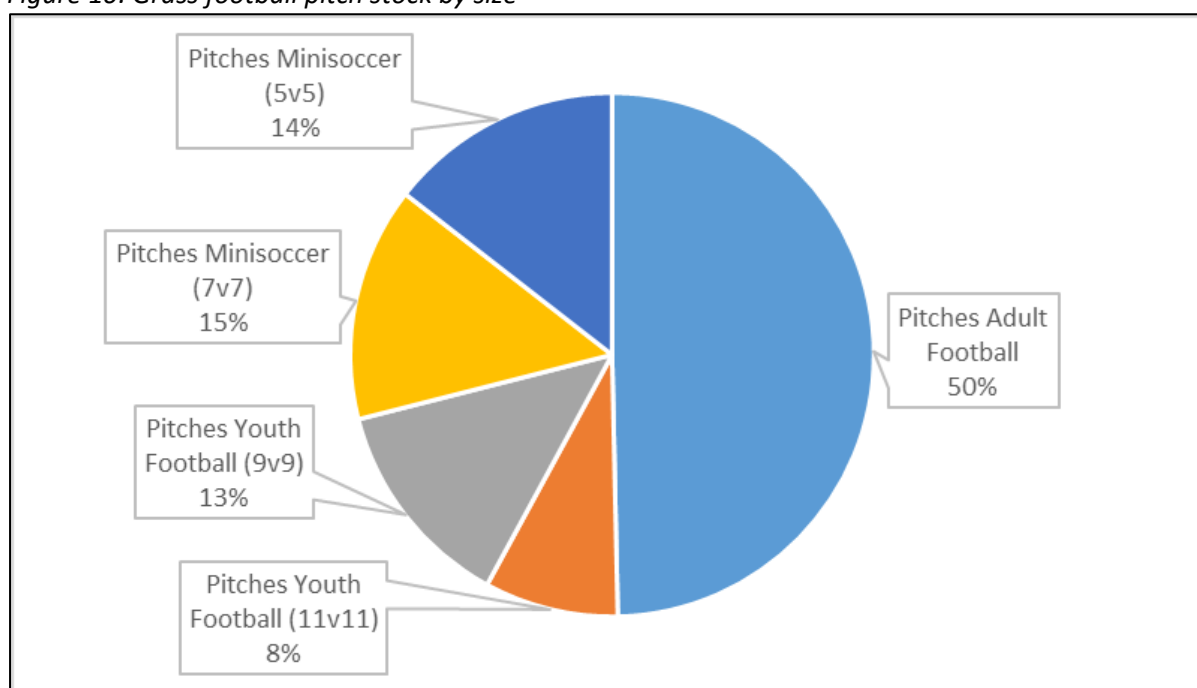
Table 3: Total grass football pitches in the local authority

Availability	Adult Football	Youth Football (11v11)	Youth Football (9v9)	Mini-soccer (7v7)	Mini-soccer (5v5)
'A' Total- Pitch Provision Available to the Community (Used)	65	8	21	17	12
'B' Total- Pitch Provision Available to the Community (Not Used)	3	1	0	2	2
'C' Total- Pitch Provision Not Available to the Community	5	2	3	1	5

5.2.3 Not included in the above table are pitches that are categorized as 'D'- pitches that were once available, but are on sites that are closed, or disused, but remain undeveloped. A known example of this is St.Peter's College playing field, which is closed, but undeveloped.

5.2.4 **Figure 10** below breaks the above figures down into the various pitch size.

Figure 10: Grass football pitch stock by size



5.2.5 As can be seen, adult size pitches account for 50% of the stock. However, this ignores the fact that many smaller/younger teams will in fact use adult pitches, which will be 'over-marked' for their own games to an appropriate size. This is considered further later in the section.

5.3 Quality: Scoring of Sites

5.3.1 The scores given to both the pitch quality and built facilities are based upon Sport England's playing pitch guidance – **Appendix 2d**⁹

5.3.2 The final pitch quality scores were based upon the amalgamation of scores for the playing surface (grass length/cover, size/slope/evenness of pitch and any problem areas) with scores for the pitch maintenance programme (frequency and adequacy of grass cutting, seeding and application of remedial dressings). The majority of sites with community use have been assessed. These scores were reviewed and sometimes amended to take into account the views of local clubs, league and NGB representatives, as well as site managers, so as to achieve a rounded assessment, not dependent on the outcome of a single visit on a given day. Where on-site visits were not possible in the time available (such as small schools and on private sites), the comments of clubs and schools (where provided) were the primary source of information, albeit with additional checking of secondary sources, as well as external viewings from off the site.

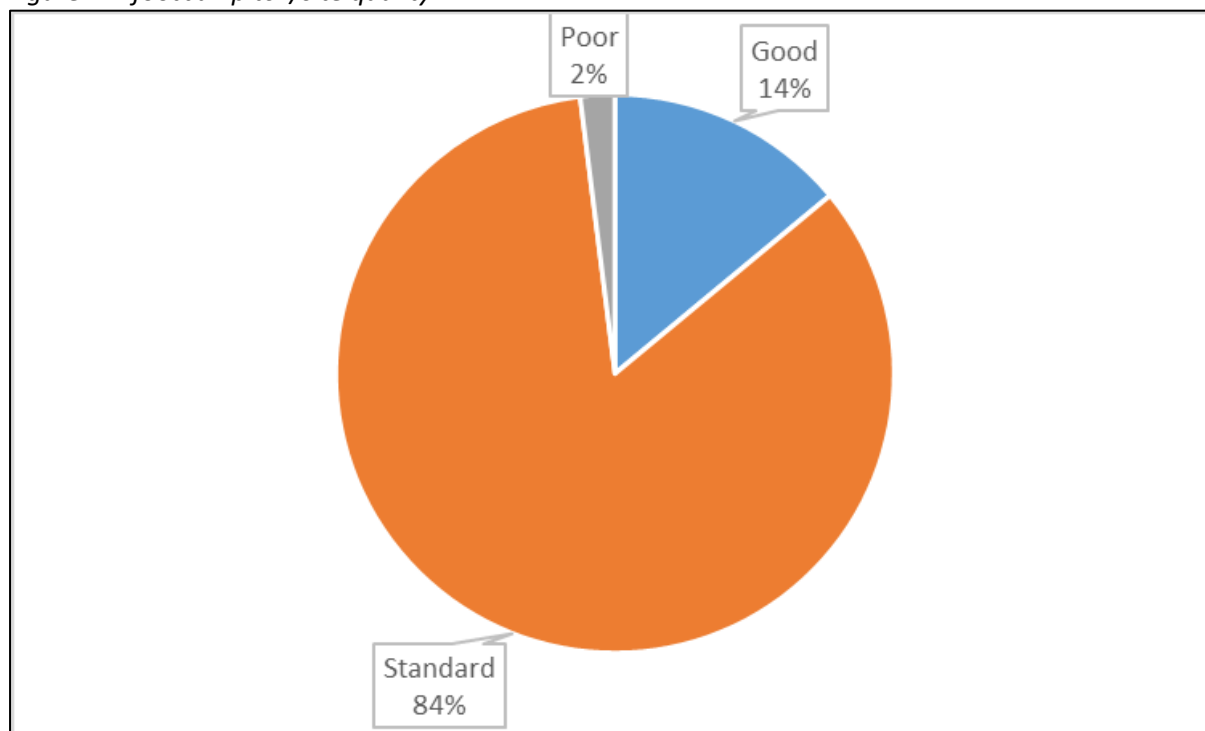
5.3.3 The final 'quality scores' are therefore as a result of 'triangulating' using information from a variety of sources.

⁹ (<http://www.sportengland.org/facilities-planning/planning-for-sport/planning-tools-and-guidance/playing-pitch-strategy-guidance/>)

5.4 Quality Summary Assessment

5.4.1 The quality of such pitches is considered further in the site/area-based review provided later in this section. However, **Figure 11** provides a general summary.

Figure 11: football pitch/site quality



5.4.2 The vast majority of pitches and sites were assessed to be of 'standard' quality. From **table 4** below it will be seen that the Club, Commercial, and Other sectors have the highest proportions of pitches/sites assessed as being of Good quality. There are few sites/pitches that are considered to be in Poor condition overall, although it is to be noted that extreme weather conditions have made several sites unusable for football for weeks on end over recent seasons- this is an issue that cannot necessarily be attributed to poor quality, although inadequate and poorly maintained drainage will have its effect.

Table 4: Site/pitch quality

	Good	Standard	Poor	Total sites
Club	25%	75%	0%	12
Commercial	40%	60%	0%	5
Education	3%	97%	0%	57
LA	23%	70%	7%	30
Other	40%	60%	0%	5

5.4.3 The site assessments also recorded the existence of changing facilities, and made an assessment of their quality as far as possible. In almost all cases it was not possible to access these facilities to make internal assessments. This is where the views of clubs obtained from the club questionnaire survey were especially helpful.

5.5 Generic Quality Issues Constraining Development of Clubs

5.5.1 Various clubs have made comments about the quality of local facilities, and these are identified later in this section.

Overview of demand: participation and teams

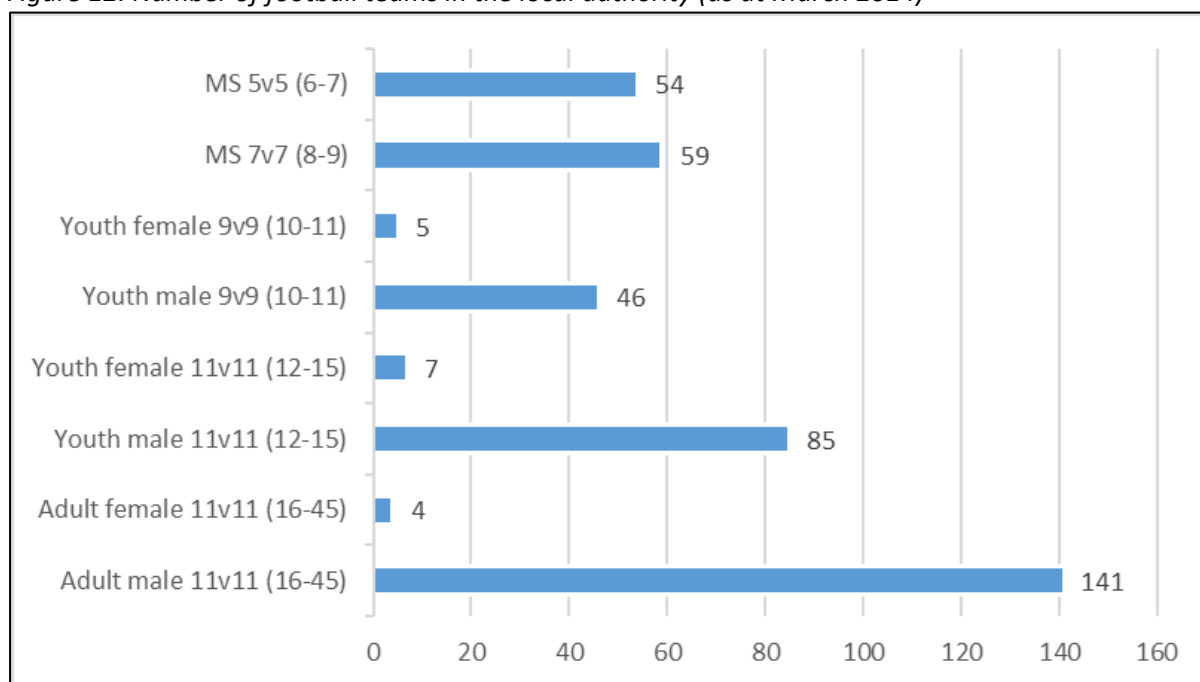
Active People and Market Segmentation (Sport England)

5.5.2 Analysis of the Sport England Active People and Market Segmentation data suggests that there are certain groups which are significant within the overall population that will have a propensity to play football. These will be focused on young people within their twenties and thirties. The context (Section 3) describes the representation of these groups within the overall population. However, football is also hugely popular amongst children and youth population groups, and these are not covered by the Market Segmentation data. Because the assessments of demand conducted for this study involve counts of ‘teams’ it is likely to provide a far more accurate assessment of local participation (in codified football) than offered by the sample-based estimates provided by either Active People, or Market Segmentation analysis.

Current Football Participation – Match Play

5.5.3 Football is the most popular pitch sport in the local authority. **Figure 12** summarises the number of teams and indicates that while there are strong participation rates for males and junior boys, senior and junior female game is less well established. In total there are 399 teams playing.

Figure 12: Number of football teams in the local authority (as at March 2014)



5.5.4 These figures are a bone fide ‘best estimate’, and will in any event change over the course of time. Trends in football participation tend to ebb and flow, and can be influenced

by demographics, sports development campaigns, and international success amongst other things.

5.5.5 The Essex FA maintains records of numbers of affiliated clubs in the local authority, and their most recent participation report estimated that in the 2013 to 2014 season there were 439 teams affiliated in the local authority, of which 435 played in the local authority. The above figure is significantly higher than that which has been estimated within the study and summarised in Figure 12.

5.5.6 More detailed figures provided by the Essex FA suggest a reduced number of teams compared with the above mentioned participation report- a figure of 409 teams. Even taking this lower figure there would be still be a variance of 10 teams. However, the difference is not huge. Certainly, some clubs affiliated within Chelmsford local authority field teams that play outside the area. This study has also discounted teams that are recorded as being affiliated, but don't appear to have played matches in recent times. For this reason, a figure of 399 teams has been used as the baseline number for this study, and the development of participation rates discussed later in this section.

5.5.7 On the basis of the 'ideal' of two teams sharing one dedicated pitch, it will be seen that the numbers of adult, youth and mini soccer teams is not serviced adequately by the number of dedicated pitches (highlighted earlier in this section) that would be required to meet the above ideal. This can be explained partly by many smaller-sided matches being played on over-marked pitches- sometimes this over-marking can be observed on-site, although with many the markings will be temporary and only provided for match days. With mini-soccer pitches it is quite likely that more than two matches/week may take place on such pitches, due to the nature of local match scheduling, and the relatively small-scale wear and tear generated by such young teams.

5.5.8 Continuing with this theme it also identifies that there are 145 adult 11v11 teams playing on 65 pitches – when this is combined with:

- the results in Table 5 (below) highlighting that there a number of clubs are reporting growth particularly in youth and adult male, with the pitch quality assessments undertaken (and reported later in this section); and,
- comments from clubs (Table 13) which highlight concerns about grass pitches,

it indicates that by the time a third match on a pitch takes place, it is in a poor condition, along with the fact that a large number of youth teams must be playing on adult 11v11 pitches. It also suggests that some solutions need to be found to overcome this situation. These issues are manifest on a site-by-site basis in the quality/capacity assessments considered later in this section.

5.5.9 The club questionnaire survey asked whether clubs felt that team numbers had increased, stayed the same, or declined in recent years, with the following results (shown in **Table 5** below).

Table 5: Whether clubs feel team numbers have changed over recent years.

	Increased	Decreased	Stayed the same	Response Total
Adult Male	32%	15%	54%	41
Adult Ladies	25%	0%	75%	12
Youth Male	58%	26%	16%	19
Youth Female	8%	33%	58%	12
Mini-soccer	75%	6%	19%	16
			Answered	49
			Skipped	8

5.5.10 The observations here are that for the various age and gender categories the majority of clubs felt that:

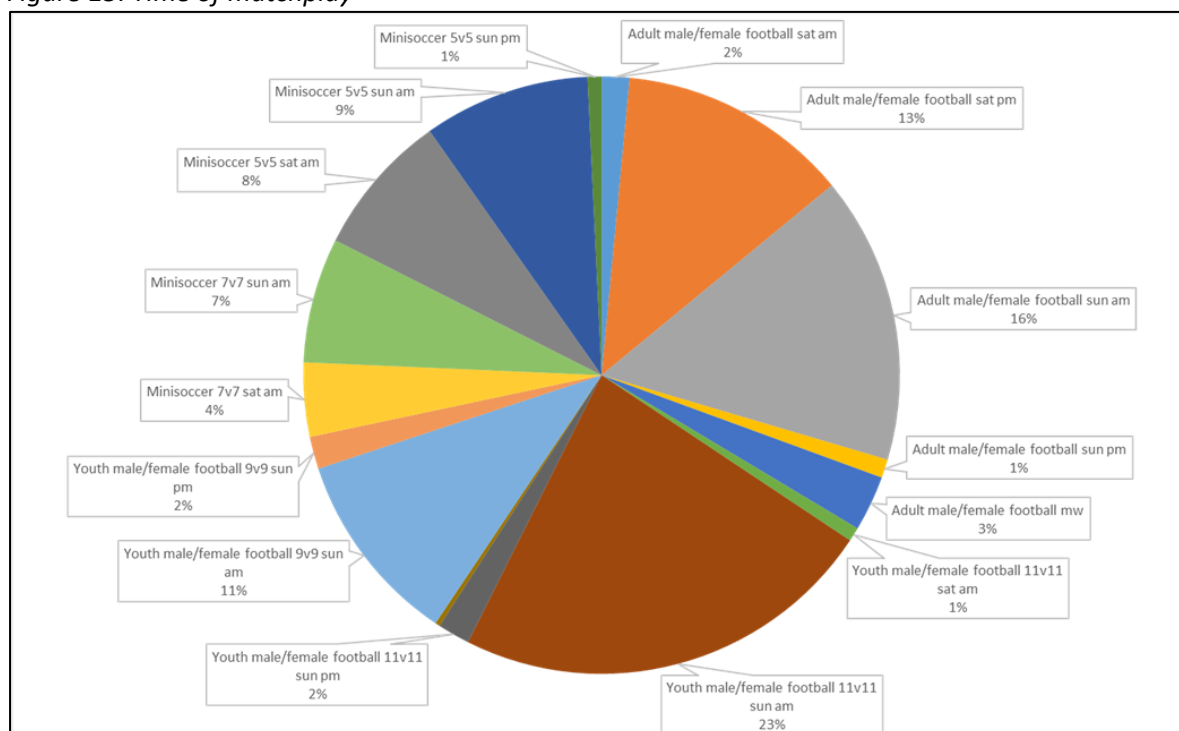
- Adult male teams had remained largely static, as had adult female and youth female; and,
- Youth male and mini-soccer teams had increased in numbers.

5.5.11 The club questionnaire asked how far their players travelled to get to their 'home ground'.

5.5.12 Responses suggest that the travel distance from a player's residence and where they play most games can often be further than 5 miles, and this is perhaps explained by the urban/rural nature of the study area.

5.5.13 The following **Figure 13** indicates the general times of matchplay for the various age/gender groups. Kick-off times can sometimes vary resulting from local agreements, and so the figure is based on the best available estimates.

Figure 13: Time of matchplay



5.5.14 Figure 13 highlights the importance of weekend play in respect of matches played on grass pitches. (There are small-sided football leagues as well as training activity held on artificial surfaces during the week, but this type of activity is covered elsewhere in this section.

5.5.15 Training is an important part of playing in competitive football- the majority of clubs and teams will train in some way, albeit that the intensity and regularity of training will vary according to the level of performance. Of the clubs responding to the questionnaire survey the following pattern of responses was received for where clubs train (**Table 6**). It will be seen that a large majority of clubs and teams train away from their home ground. 36% however, do train on their home ground, and a significant minority train on the pitch. Training on a pitch that is also used for matches will add to the wear and tear of the pitch.

Table 6: where clubs train

Where clubs train	Response Percent	Response Total
Yes – on the pitch	16%	8
Yes – elsewhere on the ground (grass)	14%	7
Yes – elsewhere on the ground (non-grass)	6%	3
No (train off-site)	64%	32
	Answered	50
	Skipped	7

5.5.16 Where clubs indicated that they trained away from their home ground, their explanations as to where they trained highlighted the importance of AGP surfaces for training; and, to a lesser extent indoor provision (such as in sports halls). Of those respondents identifying where, and on what, they trained about two thirds indicated that they trained on an AGP at least once a week (per team).

5.5.17 For most teams training takes place mid-week and in the autumn and winter months there is a requirement for lighting. Synthetic surfaces also ensure a robust medium that is not subject to the variable whether/climatic conditions.

5.5.18 Clubs were asked if they had experienced difficulty either accessing pitches/facilities for home matches, or training, with the below overall responses (**Table 7**), and followed by some verbatim comments about why clubs felt they experienced any difficulty.

Table 7: Difficulty accessing facilities

	Yes	No	Response Total
Difficulty obtaining pitches for home matches?	51%	49%	49
Difficulty obtaining facilities for training purposes?	44%	56%	43

5.5.19 The resulting comments have been taken into account in site-by-site assessments that have been conducted, but the main reasons reflect the following:

- Lack of access to pitches at times of very wet weather, when pitches can be waterlogged
- Lack of access to AGPs, and especially for training
- Cost of access to AGPs (for training)
- Too many teams playing individual pitches

5.5.20 In particular, there are some strong issues that can be distilled from the comments.

5.5.21 Firstly, the often poor condition found on various pitches and venues, which can often be a combination of too many games being played, and especially when weather is bad.

5.5.22 Very adverse climatic conditions in recent years that have made some pitches unplayable for weeks on end.

5.5.23 The lack of availability of AGPs (and especially those with the generic 3G surface) on which to train (and sometimes play). This is combined with the perceived high cost of those that might otherwise be available.

5.5.24 Many pitches are located in public parks and recreation grounds and they often therefore have a multifunctional use. This can cause problems for football matches when these other uses cause wear and tear, and other damage. The following **Table (8)** indicates that many responding clubs to the survey do in fact 'share' their pitches with other activities.

Table 8: Shared use of Sites/Pitches

Shared use of sites/pitches?	Response Percent	Response Total
Yes	48.00%	24
No	28.00%	14
Don't Know	24.00%	12
	Answered	50
	Skipped	7

5.5.25 The nature of these other activities can be varied, and covers, dog-walking; informal sport; 'other teams' training, occasional events (such as fairs etc). There can be illicit activity and vandalism that damages surfaces and facilities.

5.5.26 Many of the playing fields in the local authority also function as public recreational areas and as such are also used for more informal recreation. This certainly impacts upon the quality of some pitches, particularly with regards dog fouling. During the football season, the use is not sufficiently extensive to reduce the capacity of pitches, but it does have an impact in terms of the quality of facilities.

5.5.27 Some of the issues associated with the shared use of specific sites will be highlighted in the site/area specific summaries, later in this section.

5.5.28 The majority of schools in the local authority have their own playing fields and only a small proportion do not have any outdoor space at all. Not all schools mark out their playing field area as formal pitches, but most have the capacity to do. There do not therefore appear to be any significant examples of schools using external pitches (such as local authority sites). If this does happen, their pattern of play would be largely complementary to other users. The club consultation and FA records have highlighted that several major local clubs have to spread their matches and training over several sites, as the number of teams they field (allied to the requirements of differing pitch sizes) means that all the teams' needs cannot be accommodated on one central club venue. Examples of this spread of teams over various sites are shown of the following **Figures 14 and 15**.

5.5.29 The Chelmsford City teams, in particular are widely spread across the City. The same sort of spread is experienced with key clubs in South Woodham Ferrers. However, it is accepted that this may now change, as William de Ferrers Leisure Centre has a full size 3G pitch. AFC Woodham, Focus Ferrers and Woodham Radars are key partners for training and matches.

Figure 14: Key club hub and spoke sites in the Chelmsford urban area

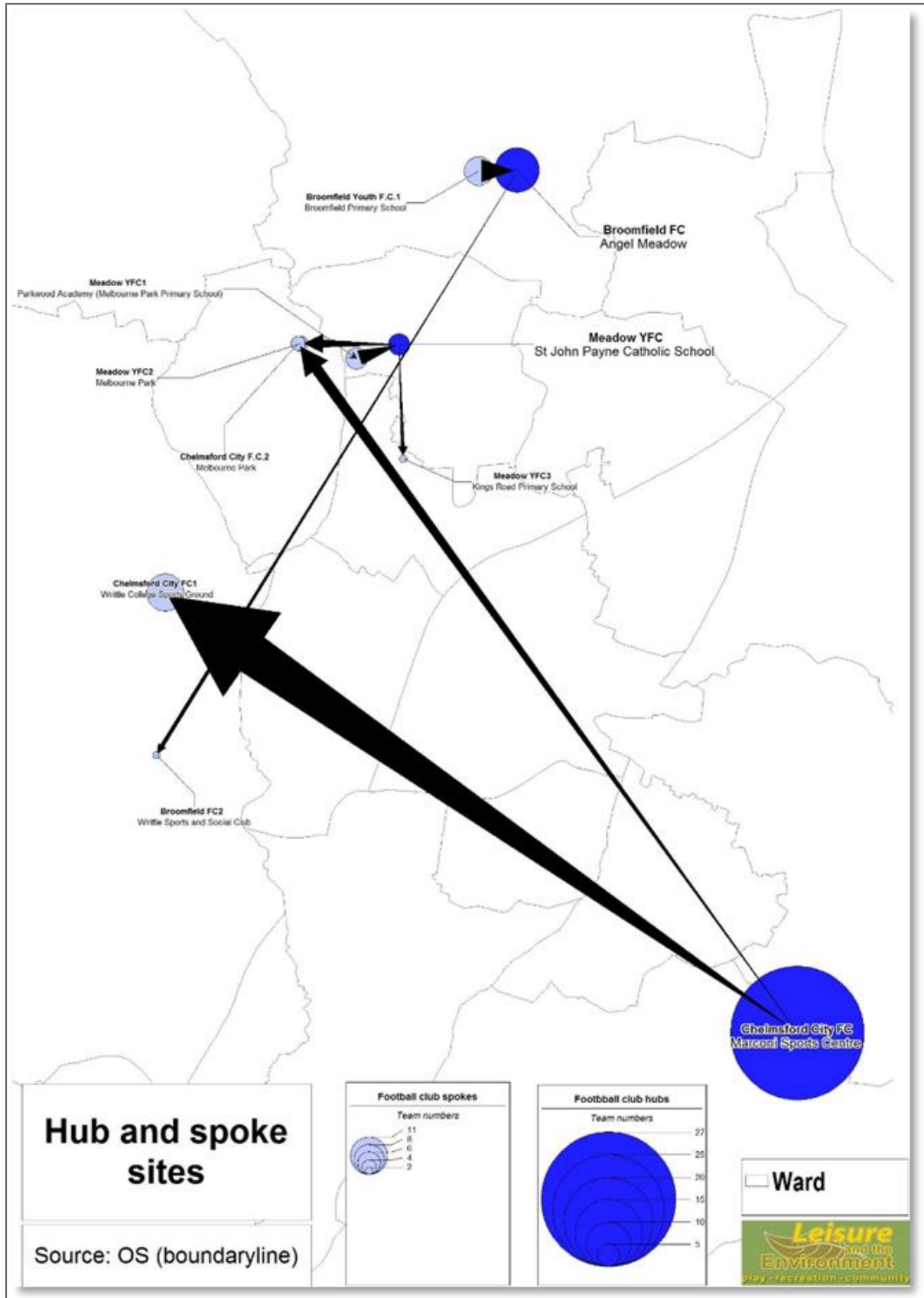
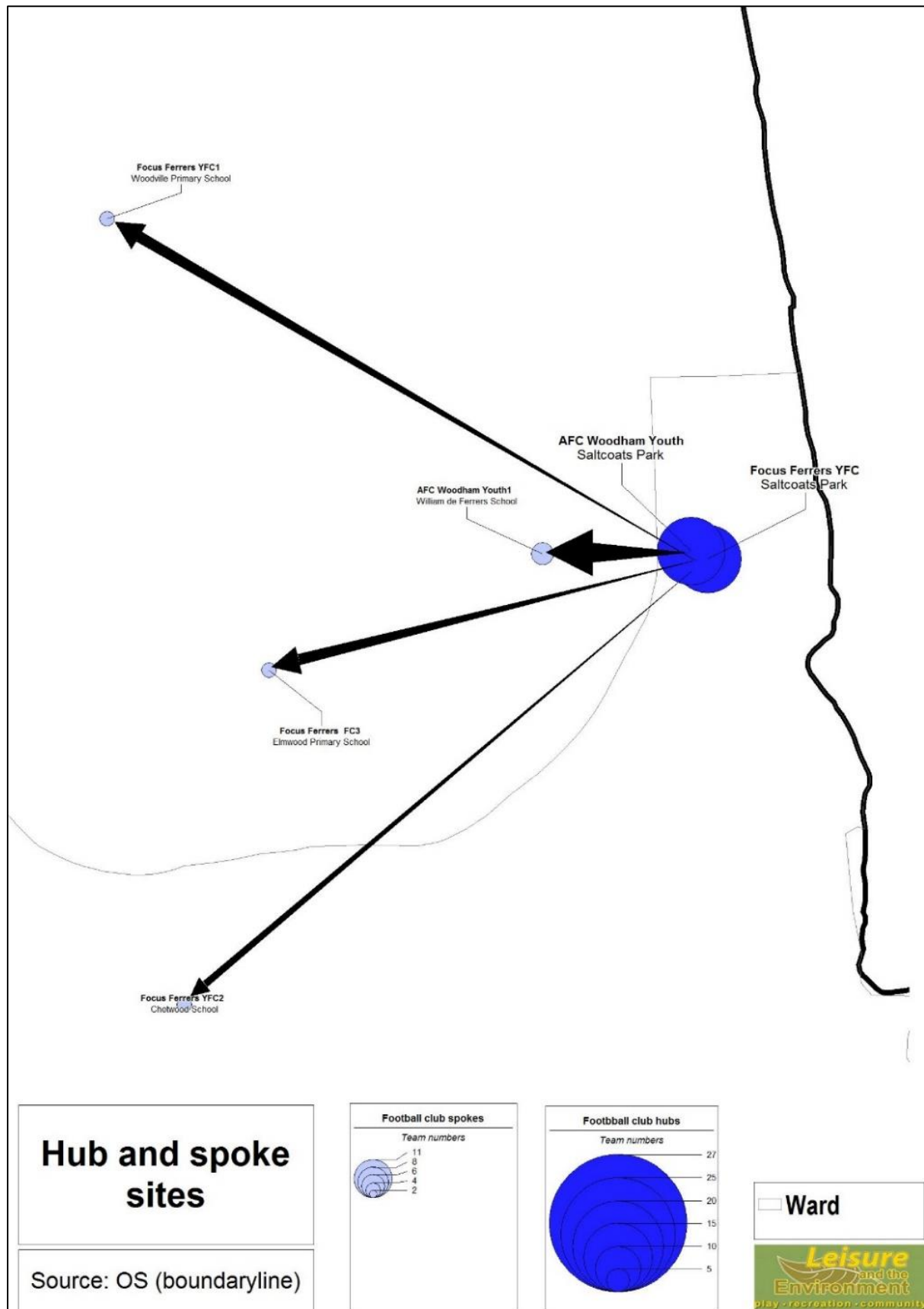


Figure 15: Key club hub and spoke sites in the South Woodham Ferrers area



5.6 Local Demand and Supply

5.6.1 Supply and demand is measured through the use of ‘match equivalents’ and ‘match capacity’ to ensure that a comparison is possible. Both the adequacy of pitch provision to meet demand over the course of a week; and the capacity of a pitch to meet demand at peak time are measured. To measure demand, a team playing home fixtures every other week would generate the equivalent of 0.5 match equivalents per week (one fixture every other week). Match equivalent values are also used to measure the use of pitches by educational establishments and the impact of casual access and training. Weightings have been factored in to take account of considerations like shared education use, and pitch quality.

Peak Time Demand

5.6.2 The ability of a pitch to accommodate demand at peak time is as important as the overall capacity of the site over a week. The local leagues all have specific kick off times and while these are flexible to a degree, it is important that there are enough pitches available when people wish to use them. It should be noted that pitches can only be considered to have spare capacity at peak time when they are not already utilised to their full capacity over the course of a week. An adult pitch that is not used on a Saturday afternoon (local authority-wide peak time), but is used three times per week at other times (Sunday morning, Sunday afternoon and midweek for example) would not be considered able to sustain additional play at peak-time, even though no one would be using the facility then, as this would be detrimental to the quality of the pitch.

Capacity Scores

5.6.3 FA guidelines on playing pitch capacity are used to measure supply – pitch capacity is based upon the quality of the pitch and the consequential number of matches that it can sustain per week. The assumptions used are set out in **Table 9**.

Table 9: Capacity Scores based upon Pitch Quality

Agreed pitch quality rating	Number of match equivalent sessions a week		
	Adult football	Youth football	Mini soccer
Good	3	4	6
Standard	2	2	4
Poor	1	1	2

5.6.4 Where pitches are located on education sites the impact of curriculum games must also be taken into account. Accordingly, the above guidance is reduced by 50% to reflect these circumstances. So, for example, a ‘Good’ quality pitch located on a school site, would have an adult football rating of 1.5 instead of 3.

5.6.5 The following **Table (10)** sets out the pitches junior teams should be playing on based on FA regulations.

Table 10: FA recommended pitch sizes

			Recommended size without run-off		Recommended size including runoff		Recommended size of goalposts	
Age	Type		Length x width (m)		Length x width (m)		Height x width (m)	
Mini soccer U7/U8	5v5		37	27	43	33	1.83	3.66
Mini soccer U9/U10	7v7		55	37	61	43	1.83	3.66
Youth U11/U12	9v9		73	46	79	52	2.13	4.88
Youth U13/U14	11v11		82	50	88	56	2.13	6.40
Youth U15/U16	11v11		91	55	97	61	2.44	7.32
Youth u17/U18	11v11		100	64	106	70	2.44	7.32
Over 18 (senior ages)	11v11		100	64	106	70	2.44	7.32

5.6.6 The following matrix **Table 11** summarises the use of local pitches relative to their assessed capacity on a site-by-site basis. It supports **Maps 5.1, 5.2, and 5.3 (Appendix 5)**. The site pitch capacities were derived from site pitch quality assessments undertaken in February 2015 using the recommended Sport England approach. Various characteristics of sites' pitches (and also, wherever possible, ancillary facilities) were assessed, leading to an overall quality score being generated- this in turn provided a match rating, offer a guide to how many matches a week a pitch of a given standard might sustain on a regular basis, without undue wear and tear.

5.6.7 For different types of pitches on a given site, the table (and the maps) total up the Match Capacity (that is the amount of match play (or its equivalent) that can be absorbed each week without undue wear and tear on the pitches). It then compares this with the estimated total Match Equivalents that are hosted by pitches on a given site.

5.6.8 Match Equivalents are derived from an assessment of the number of match equivalent sessions taking place on a weekly basis in the season. These will include both the matches themselves, as well as training activity. The amount of training activity that takes place on a pitch is a key determinant of its overall susceptibility to wear and tear. Where club training activity was known or thought to take place wholly on a grass pitch, an estimate was made of 'squad sizes' (expressed as a multiple of the team (as squads are normally bigger than teams), and the length and frequency of training sessions. The information sources used in this regard were club questionnaire returns, information from schools, and club websites. Often teams will train on the grass pitches during the later evenings at the beginning and end of the season, and train either on an AGP or indoors (usually in a sports hall) during the darker mid-season period. To reflect this pattern the multiple factored in to reflect squad training sizes is usually reduced (to 0.75 of a team).

5.6.9 Different age groups will have varying impacts upon the wear and tear of pitches. For example, an adult male team will produce more wear and tear than a youth 11 v 11 team. The latter will in turn produce more wear and tear than a mini-soccer team. The Sport England guidance relating to the weighting attached to each age-group has been taken into account in the various calculations.

5.6.10 At some venues casual activity (such as informal matches in public parks and recreation grounds) can add to wear and tear on pitches. Where there is a known tendency for this to happen it has been noted. The calculations and assumptions underlying Equivalent Match Capacity and Match Equivalents are more fully explained in the **Appendix 4**.

5.6.11 In Table 11, where estimated usage of pitches is calculated to exceed notional capacity, the Match Capacity figures are shown in **Red** in the tables. In respect of references to ownership 'LA' means Local Authority- this can mean either the City Council, or else a parish council.

Table 11: Site capacity v usage (the full dataset is contained in Appendix 3: All Data Spreadsheet)

Name	Ward	AVAILABILITY	OWNERSHIP	A. Adult match equivalent sessions/week	B. Total junior match equivalent sessions/week	C. Total mini-soccer match equivalent sessions/week	D. Total adult pitches	E. Total youth pitches 11v11	F. Total youth pitches 9v9	G. Total mini pitches 7v7	H. Total mini pitches 5v5	I. Pitch ratings	J. Adult pitches: Number of match equivalent sessions a week/pitch	K. Junior pitches: Number of match equivalent sessions a week/pitch	L. Mini pitches: Number of match equivalent sessions a week/pitch	M. Adult pitches MATCH CAPACITY (D * J)	N. Junior pitches (all sizes) MATCH CAPACITY (E + F) * K	O. Minisoccer pitches (all sizes) MATCH (G + H) * L	Adult pitch net site capacity (M-A)	Junior pitch net site capacity (N-B)	Mini pitch net site capacity (O-C)	Evidence of over-marking on site
Admirals Park	St. Andrews	A1	LA	0	0.5	0			1	1		Standard	2	2	4	0	2	4	0.00	1.50	4.00	
Angel Meadow	Broomfield and The Walthams	A1	LA	0	3.5	0	3					Standard	2	2	4	6	0	0	6.00	-3.50	0.00	
Beaulieu Park Sports Fields	Chelmer Village and Beaulieu Park	A1	LA	1	7	5.63		1	2		1	Standard	2	2	4	0	6	4	-1.00	-1.00	-1.63	
Boreham Recreation Ground	Boreham and The Leighs	A1	LA	1.5	1.5	0.25	1		1			Standard	2	2	4	2	2	0	0.50	0.50	-0.25	
Broomfield CC	Broomfield and The Walthams	A1	LA	0	0	0										0	0	0	0.00	0.00	0.00	
Chancellor Park	Chelmer Village and Beaulieu Park	A1	LA	1	0	0	2		2			Standard	2	2	4	4	4	0	3.00	4.00	0.00	Yes
Chelmer Park	Galleywood	A1	LA	4.13	12.25	9	5		1		2	Standard	2	2	4	10	2	8	5.87	-10.25	-1.00	
Church Meadow, Rettendon	Rettendon and Runwell	A1	LA	0	0	0						Standard	2	2	4	0	0	0	0.00	0.00	0.00	
Coronation Park	Trinity	A1	LA	0	0	0						Standard	2	2	4	0	0	0	0.00	0.00	0.00	
Good Easter Sports Field	Chelmsford Rural West	A1	Commercial	0	0	0				1		Standard	2	2	4	0	0	4	0.00	0.00	4.00	
Great Waltham Recreation Ground	Broomfield and The Walthams	A1	LA	1.5	0	0	1					Standard	2	2	4	2	0	0	0.50	0.00	0.00	
Hannas Field	Bicknacre and East and West Hanningfield	A1	LA	0.5	0	0	2					Poor	1	1	2	2	0	0	1.50	0.00	0.00	
Lodge Road Playing Field	Bicknacre and East and West Hanningfield	A1	LA	1.5	0	0	2					Standard	2	2	4	4	0	0	2.50	0.00	0.00	yes
Margaretting Village Playing Field	South Hanningfield, Stock and Margaretting	A1	LA	1	0	0	1					Poor	1	1	2	1	0	0	0.00	0.00	0.00	
Melbourne Park	St. Andrews	A1	LA	12.5	1	0	8	1	1			Standard	2	2	4	16	4	0	3.50	3.00	0.00	
Great Baddow Recreation Ground	Great Baddow West	A1	LA	4	0.5	0	2					Good	3	4	6	6	0	0	2.00	-0.50	0.00	
Nursery Sports Field	South Hanningfield, Stock and Margaretting	A1	LA	1	0	0	3					Good	3	4	6	9	0	0	8.00	0.00	0.00	
Oaklands Park, Chelmsford Museum	Moulsham and Central	A1	LA	0	0	0						Standard	2	2	4	0	0	0	0.00	0.00	0.00	
Roxwell Recreation Ground	Chelmsford Rural West	A1	LA	3.5	0	0	1			1		Standard	2	2	4	2	0	4	-1.50	0.00	4.00	
Runwell Playing Field	Rettendon and Runwell	A1	LA	1.5	6	1	3					Good	3	4	6	9	0	0	7.50	-6.00	-1.00	
Saltcoats Park	South Woodham-Chetwood	A1	LA	1.5	3.38	9.63	2		2	2	1	Standard	2	2	4	4	4	12	2.50	0.62	2.37	

Name	Ward	AVAILABILITY	OWNERSHIP	A. Adult match equivalent sessions/week	B. Total junior match equivalent sessions/week	C. Total mini-soccer match equivalent sessions/week	D. Total adult pitches	E. Total youth pitches 11v11	F. Total youth pitches 9v9	G. Total mini pitches 7v7	H. Total mini pitches 5v5	I. Pitch ratings	J. Adult pitches: Number of match equivalent sessions a week/pitch	K. Junior pitches: Number of match equivalent sessions a week/pitch	L. Mini pitches: Number of match equivalent sessions a week/pitch	M. Adult pitches MATCH CAPACITY (D * J)	N. Junior pitches (all sizes) MATCH CAPACITY (E + F) * K	O. Minisoccer pitches (all sizes) MATCH (G + H) * L	Adult pitch net site capacity (M-A)	Junior pitch net site capacity (N-B)	Mini pitch net site capacity (O-C)	Evidence of over-marking on site
	and Collingwood																					
South Woodham Village Hall Playing Field	South Woodham-Elmwood and Woodville	A1	Other	1.5	0	0.75	1				1	Good	3	4	4	3	0	4	1.50	0.00	3.25	
Springfield Hall Park	The Lawns	A1	LA	1	9.38	9.5	3	1	1	2		Standard	2	2	4	6	4	8	5.00	-5.38	-1.50	yes
The Common	South Hanningfield, Stock and Margaretting	A1	LA	0	0	0						Standard	2	2	4	0	0	0	0.00	0.00	0.00	
Un-named playing fields	Goat Hall	A1	LA	0	0	0						Standard	2	2	4	0	0	0	0.00	0.00	0.00	
Broomfield Football Club	Broomfield and The Walthams	A2	Club	1.5	0	0	2		1			Good	3	4	4	6	4	0	4.50	4.00	0.00	
Chignal Cricket Club	Chelmsford Rural West	A2	Club	0	0	0						Standard	2	2	4	0	0	0	0.00	0.00	0.00	
Clarks Field	Galleywood	A2	Other	1	0	0		1				Standard	2	2	4	0	2	0	-1.00	2.00	0.00	
Dawsons Field	Little Baddow, Danbury and Sandon	A2	Club	3	0	0	2		1	1		Standard	2	2	4	4	2	4	1.00	2.00	4.00	
Essex Police College	Trinity	A2	Club	1	0	0	1			2		Good	3	4	4	3	0	8	2.00	0.00	8.00	
Great Hanningfield CC	Bicknacre and East and West Hanningfield	A2	Private	0	0	0										0	0	0	0.00	0.00	0.00	
Great Waltham Cricket Club	Broomfield and The Walthams	A2	Club	0	0	0						Standard	2	2	4	0	0	0	0.00	0.00	0.00	
Little Baddow Cricket Club	Little Baddow, Danbury and Sandon	A2	Club	0	0	0						Standard	2	2	4	0	0	0	0.00	0.00	0.00	
Little Waltham Cricket Club	Broomfield and The Walthams	A2	Club	0	0	0						Standard	2	2	4	0	0	0	0.00	0.00	0.00	
Mannex MR FC	Waterhouse Farm	A2	Commercial	0	0	0	1					Good	3	4	4	3	0	0	3.00	0.00	0.00	
Marconi Sports Centre	Great Baddow East	A2	Club	4.5	6	1.25	2		1	2		Standard	2	2	4	4	2	8	-0.50	-4.00	6.75	
Old Chelmsfordians Association	Writtle	A2	Club	3.5	1	0	1					Good	3	4	4	3	0	0	-0.50	-1.00	0.00	
Pleshey CC	Chelmsford Rural West	A2	Other	0	0	0										0	0	0	0.00	0.00	0.00	
Runwell Hospital F.C	Rettondon and Runwell	A2	Other	4.5	1.5	0	3			1		Standard	2	2	4	6	0	4	1.50	-1.50	4.00	
Sandford Mill Lane	Chelmer Village and Beaulieu Park	A2	Commercial	0.5	1	0.38	1					Standard	2	2	4	2	0	0	1.50	-1.00	-0.38	
Sandon Sports Club	Little Baddow, Danbury and Sandon	A2	Other	1	0	1.13	1				3	Good	3	4	4	3	0	12	2.00	0.00	10.87	
Stock United FC	South Hanningfield,	A2	Commercial	1.5	0	0	1					Good	3	4	4	3	0	0	1.50	0.00	0.00	

Name	Ward	AVAILABILITY	OWNERSHIP	A. Adult match equivalent sessions/week	B. Total junior match equivalent sessions/week	C. Total mini-soccer match equivalent sessions/week	D. Total adult pitches	E. Total youth pitches 11v11	F. Total youth pitches 9v9	G. Total mini pitches 7v7	H. Total mini pitches 5v5	I. Pitch ratings	J. Adult pitches: Number of match equivalent sessions a week/pitch	K. Junior pitches: Number of match equivalent sessions a week/pitch	L. Mini pitches: Number of match equivalent sessions a week/pitch	M. Adult pitches MATCH CAPACITY (D * J)	N. Junior pitches (all sizes) MATCH CAPACITY (E + F) * K	O. Minisoccer pitches (all sizes) MATCH (G + H) * L	Adult pitch net site capacity (M-A)	Junior pitch net site capacity (N-B)	Mini pitch net site capacity (O-C)	Evidence of over-marking on site
	Stock and Margaretting																					
Tufnell Hall	Broomfield and The Walthams	A2	Commercial	1	0	0	1				1	Standard	2	2	4	2	0	4	1.00	0.00	4.00	
Willowbrook Sports Ground	South Hanningfield, Stock and Margaretting	A2	Club	0	0	0							2	2	4	0	0	0	0.00	0.00	0.00	
Writtle Sports and Social Club	Writtle	A2	LA	8	9	0.88	3	2	1		2	Good	3	4	4	9	12	8	1.00	3.00	7.12	
Bedford Playing Fields, King Edward School	Broomfield and The Walthams	A3	Education	2.5	0	0	0	0	0	0	0	Good	1.5	2	4	0	0	0	-2.50	0.00	0.00	
Broomfield Primary School	Broomfield and The Walthams	A3	Education	0	0	0.75	0	0	0	0	0	Standard	1	1	2	0	0	0	0.00	0.00	-0.75	
Chetwood School	South Woodham-Chetwood and Collingwood	A3	Education	0	3	0	0	0	1	0	0	Standard	1	1	2	0	1	0	0.00	-2.00	0.00	
Elmwood Primary School	South Woodham-Elmwood and Woodville	A3	Education	0	0	0.38	0	0	0	1	0	Standard	1	1	2	0	0	2	0.00	0.00	1.62	
Kings Road Primary School	Marconi	A3	Education	0	1.38	0	0	0	1	0	1	Standard	1	1	2	0	1	2	0.00	-0.38	2.00	
Parkwood Academy (Melbourne Park Primary School)	Patching Hall	A3	Education	0	0	4.63	0	0	1	1	0	Standard	1	1	2	0	1	2	0.00	1.00	-2.63	
St John Payne Catholic School	Patching Hall	A3	Education	1	4	0	1	0	0	0	0	Standard	1	1	2	1	0	0	0.00	-4.00	0.00	
The Priory County Primary School	Bicknacre and East and West Hanningfield	A3	Education	0.5	3.5	0.63	0	1	0	1	0	Standard	1	1	2	0	1	2	-0.50	-2.50	1.37	
The Sandon School	Little Baddow, Danbury and Sandon	A3	Education	0	3	0	2	0	2	0	0	Standard	1	1	2	2	2	0	2.00	-1.00	0.00	Yes
William de Ferrers School	South Woodham-Elmwood and Woodville	A3	Education	1.38	7	0	2	0	1	0	0	Standard	1	1	2	2	1	0	0.62	-6.00	0.00	
Woodville Primary School	South Woodham-Elmwood and Woodville	A3	Education	0	0	0.38				1		Standard	1	1	2	0	0	2	0.00	0.00	1.62	
Writtle College Sports Ground	Writtle	A3	Education	3	2	0	1	1	0	0	0	Standard	1	1	2	1	1	0	-2.00	-1.00	0.00	
Andrews Park	Patching Hall	B	LA	0	0	0						Standard	2	2	4	0	0	0	0.00	0.00	0.00	
Bell Playing Field	Rettendon and Runwell	B	LA	0	0	0						Standard	2	2	4	0	0	0	0.00	0.00	0.00	
Chase Field	Boreham and The Leighs	B	LA	0	0	0						Standard	2	2	4	0	0	0	0.00	0.00	0.00	

Name	Ward	AVAILABILITY	OWNERSHIP	A. Adult match equivalent sessions/week	B. Total junior match equivalent sessions/week	C. Total mini-soccer match equivalent sessions/week	D. Total adult pitches	E. Total youth pitches 11v11	F. Total youth pitches 9v9	G. Total mini pitches 7v7	H. Total mini pitches 5v5	I. Pitch ratings	J. Adult pitches: Number of match equivalent sessions a week/pitch	K. Junior pitches: Number of match equivalent sessions a week/pitch	L. Mini pitches: Number of match equivalent sessions a week/pitch	M. Adult pitches MATCH CAPACITY (D * J)	N. Junior pitches (all sizes) MATCH CAPACITY (E + F) * K	O. Minisoccer pitches (all sizes) MATCH (G + H) * L	Adult pitch net site capacity (M-A)	Junior pitch net site capacity (N-B)	Mini pitch net site capacity (O-C)	Evidence of over-marking on site
Ford End Playing Field	Broomfield and The Walthams	B	LA	0	0	0				1		Standard	2	2	4	0	0	4	0.00	0.00	4.00	
Ford End School	Broomfield and The Walthams	B	Education	0	0	0	0	0	0	0	0	Standard	1	1	2	0	0	0	0.00	0.00	0.00	
Great and Little Leighs Playing Field	Boreham and The Leighs	B	LA	0	0	0	1				1	Good	3	4	4	3	0	4	3.00	0.00	4.00	
Jubilee Park	Galleywood	B	LA	0	0	0						Standard	2	2	4	0	0	0	0.00	0.00	0.00	
New Bowers Way	Springfield North	B	LA	0	0	0				1	1	Standard	2	2	4	0	0	8	0.00	0.00	8.00	
Pleshey Village Hall	Chelmsford Rural West	B	Other	0	0	0	1	1				Standard	2	2	4	2	2	0	2.00	2.00	0.00	
The Boswells School	The Lawns	B	Education	0	0	0	1	0	0	0	0	Standard	1	1	2	1	0	0	1.00	0.00	0.00	
The Hooe Playing Field	Bicknacre and East and West Hanningfield	B	LA	0	0	0						Standard	2	2	4	0	0	0	0.00	0.00	0.00	

Sites where estimated usage is calculated to exceed notional capacity

5.6.12 The 'Red Figure' sites (where pitch capacity is exceeded) have been distilled from table 5.10 above and are summarised in **Table 12** below.

Table 12: 'Red figure' sites (the full dataset is contained in Appendix 3: All Data Spreadsheet)

Name	Ward	Availability	Pitch ratings	Adult pitch net site capacity	Junior pitch net site capacity	Mini pitch net site capacity
Angel Meadow	Broomfield and The Walthams	A1	Standard	6	-3.5	0
Beaulieu Park Sports Fields	Chelmer Village and Beaulieu Park	A1	Standard	-1	-1	-1.63
Boreham Recreation Ground	Boreham and The Leighs	A1	Standard	0.5	0.5	-0.25
Chelmer Park	Galleywood	A1	Standard	5.87	-10.25	-1
Great Baddow Recreation Ground	Great Baddow West	A1	Good	2	-0.5	0
Runwell Playing Field	Rettendon and Runwell	A1	Good	7.5	-6	-1
Springfield Hall Park	The Lawns	A1	Standard	5	-5.38	-1.5
Clarks Field	Galleywood	A2	Standard	-1	2	0
Marconi Sports Centre	Great Baddow East	A2	Standard	-0.5	-4	6.75
Old Chelmsfordians Association	Writtle	A2	Good	-0.5	-1	0
Runwell Hospital F.C	Rettendon and Runwell	A2	Standard	1.5	-1.5	4
Sandford Mill Lane	Chelmer Village and Beaulieu Park	A2	Standard	1.5	-1	-0.38
Bedford Playing Fields, King Edward School	Broomfield and The Walthams	A3	Good	-2.5	0	0
Broomfield Primary School	Broomfield and The Walthams	A3	Standard	0	0	-0.75
Chetwood School	South Woodham-Chetwood and Collingwood	A3	Standard	0	-2	0
Kings Road Primary School	Marconi	A3	Standard	0	-0.38	2
Parkwood Academy (Melbourne Park Primary School)	Patching Hall	A3	Standard	0	1	-2.63
St John Payne Catholic School	Patching Hall	A3	Standard	0	-4	0
The Priory County Primary School	Bicknacre and East and West Hanningfield	A3	Standard	-0.5	-2.5	1.37
The Sandon School	Little Baddow, Danbury and Sandon	A3	Standard	2	-1	0

Name	Ward	Availability	Pitch ratings	Adult pitch net site capacity	Junior pitch net site capacity	Mini pitch net site capacity
William de Ferrers School	South Woodham-Elmwood and Woodville	A3	Standard	0.62	-6	0
Writtle College Sports Ground	Writtle	A3	Standard	-2	-1	0

5.6.13 In reality much of this apparent ‘overplay’ is due to the fact that junior and mini soccer teams often play on ‘over-marked’ larger pitches, and do not have dedicated pitch space of their own.

5.6.14 The scores provided in Tables 11 and 12 are derived largely from sites audits conducted on a given day. And whilst the audits were planned to coincide with the ‘winter’ part of the football season, the results do not necessarily reflect conditions that clubs and teams face when weather conditions are extremely adverse. Over recent seasons, autumn and winter rainfall has been heavy for protracted periods, and this has resulted in major fixture disruptions due to flooding and waterlogging. Perhaps if all pitches were constructed and maintained to a high technical specification some of the disruption could have been avoided, but this is unlikely ever to be economically viable for the majority of pitches.

5.6.15 The above technical assessment therefore also needs to be informed from other sources, including those who actually use the facilities. The following (**Table 13**) are the relevant comments made by responding teams, where they had been directed at their home facility. For completeness they cover other site-related issues beyond pitch quality. Also included are the comments of relevant parish councils.

Table 13: Comments of resident clubs in relation to 'home grounds' (the full dataset is contained in Appendix 3: All Data Spreadsheet)

Name	Ward	Also highlighted in Tables 11 & 12	Relevant comments from club questionnaires and key club surgery	Other comments (inc. parish councils)	Consultants' rating and comments
Angel Meadow	Broomfield and The Walthams	Yes	The resident Broomfield FC have aspirations to acquire extra land for football, so that they can bring all their teams back to play on Angel Meadow from other sites. More changing facilities and better parking is required if the club is to progress to a higher level. The club would like to field more youth and mini teams, but cites shortage of grass pitches and training facilities, as well as changing as reasons why it can't.		Standard
Beaulieu Park Sports Fields	Chelmer Village and Beaulieu Park	Yes	Pitches waterlogged in wet weather. Poor grass coverage. Uplands Rangers YFC suffer from a mismatch of facilities, and a lack of space to lay out more pitches (ground shared with cricket). The club is hoping to move to share a new school's facilities to be developed at Beaulieu. Uplands Youth FC cites that it would like to field more male and female youth and mini-soccer teams, but that a lack of pitches for matches and training as well as appropriate changing mean that it can't.		Standard
Boreham Recreation Ground	Boreham and The Leighs	Yes	Issues with flooding and overplay- not enough pitches to accommodate teams without undue wear and tear. The resident youth teams are experiencing severe problems in catering for correct pitch sizes, due to the needs of other cricket and football teams on site. The resident Boreham club cites that it would like to field more		Standard

Name	Ward	Also highlighted in Tables 11 & 12	Relevant comments from club questionnaires and key club surgery	Other comments (inc. parish councils)	Consultants' rating and comments
			adult and youth male team, but that access to grass and artificial pitches for matches and training means it can't.		
Chelmer Park	Galleywood	Yes	This is the main site of Galleywood YFC. There have been problems with lack of access to pitches in the past due to heavy rainfall. Galleywood YFC have had to book time at Moulsham AGP to provide match time. The Club cite that they would like to field more teams for male youth and minis, but that a shortage of affordable pitches (grass and artificial) and volunteers means that it can't.		Good
Clarks Field, Slade Lane	Galleywood	Yes	Only one pitch, which can get over-played. If first team get promoted referees accommodation would require upgrading. The Club cites that it would like to use Chelmer Park for games, but pitches suffered from very wet weather in recent times. The resident adults' club cites that it would like to field a Vets team, but that lack of affordable pitches and funding means it can't.		Standard
Marconi Sports Centre	Great Baddow East	Yes	Changing and social facilities are considered to be very good. Some users are unhappy with pitch quality and waterlogging. The resident Chelmsford Ladies and Girls club cites that it would like to field more girls' teams, but that a lack of volunteers and falling membership means it can't. The Chelmsford Youth FC would like to field more male youth and mini teams, but cites a lack of pitches, volunteers and funding for not so doing.		Standard

Name	Ward	Also highlighted in Tables 11 & 12	Relevant comments from club questionnaires and key club surgery	Other comments (inc. parish councils)	Consultants' rating and comments
Melbourne Park	St. Andrews	No	Concerns with the playability of pitches in periods of wet weather. The overall Meadow FC club (which uses several sites) expresses a wish to field more teams across the age and gender spectra, but that a lack of appropriate grass and artificial pitches and training means it can't.		Standard
Old Chelmsfordians Association	Writtle	Yes	The resident club has to use two other sites to accommodate the pitch requirements of each age group. Old Chelmsfordians also state a desire to field more male teams across the spectrum, but that a shortage of appropriate pitches for matches and training, as well as a lack of volunteers stop it from so doing.		Good
Roxwell Recreation Ground	Chelmsford Rural West	No	Users have issues with flags and goal nets not being provided.		Standard
Runwell Hospital F.C	Rettendon and Runwell	Yes	Pitch waterlogging an issue. Wickford & Runwell FC cite they would like to field boy's teams but lack of affordable training facilities and funding mean it can't. The Runwell Wyverns RFC also play here.	Will look into costing drainage of the football pitches (existing land drains not functioning properly) Runwell Social Club will undergo major changes with the re-development of the former Runwell hospital site for housing. Plans and funding have been agreed and the formalities are in hand.	Standard

Name	Ward	Also highlighted in Tables 11 & 12	Relevant comments from club questionnaires and key club surgery	Other comments (inc. parish councils)	Consultants' rating and comments
Runwell Recreation Ground	Rettendon and Runwell	Yes		Runwell Park needs a big investment in drainage to improve the quality of the football pitches that are prone to waterlogging. The pavilion/changing rooms at Runwell Park need new external doors and windows, the parish council are looking to fund this 2015/16	Good
Saltcoats Park	South Woodham-Chetwood and Collingwood	No	Sites subject to waterlogging and considered to be overplayed. Focus Fencers who use the site are spread over several sites (including local schools) and would like to play on one site. Focus Fencers cite a desire to field various additional teams across the age and gender spectra, but cannot because of a lack of pitches for matches and training. AFC Woodham (that plays over several sites) states that it would like to field additional men's girls' and mini teams, but that a lack of appropriate pitches for matches and training stop it from so doing. ¹⁰	We are aware that there is significant demand for additional football facilities that may better cope with the large number of clubs and games seeking venues. Additional or improved facilities may usefully help local rugby and cricket clubs. Work is ongoing to provide new facilities on land owned by the Town Council and efforts continue to improve the quality and maintenance of the many children's play areas in the town (owned by the City Council).	Standard

¹⁰ The Chelmsford City Council have this year installed improved drainage for this site (planned before the club comments were made).

Name	Ward	Also highlighted in Tables 11 & 12	Relevant comments from club questionnaires and key club surgery	Other comments (inc. parish councils)	Consultants' rating and comments
Sandon Sports Club	Little Baddow, Danbury and Sandon	No	The users would like a larger club house, and also floodlights so that they can train on-site and not have to use an AGP. The resident club's lease is about to expire. The resident club cites it would like to field another men's team, but that a lack of funding, training facilities, and falling membership mean that it can't. Baddow Spartak (which plays on more than one site) would like to field additional adult male and mini teams, but that a shortage of pitches for training and matches mean it can't.		Good
South Woodham Village Hall Playing Field	South Woodham-Elmwood and Woodville	No	Drainage and waterlogging is a major issue. The major resident club (Woodham Radars) cites that it would like to field more teams across the age and gender groups, but suggests a quantitative and qualitative lack of affordable training and match facilities as to why it can't.	(See earlier comment for Salcoats Park)	Good
Springfield Hall Park	The Lawns	Yes	Ravens YFC are the designated sole users of one of the pitches on this site, but other club teams come and train on it without permission, causing damage. The club would like to acquire the land and develop a clubhouse/changing facility. The club would like floodlights for mid-week training. The Club would like to field more male youth and mini teams, but suggests that a lack of grass and artificial pitches (including for training), as well as funding mean that it can't.		Standard

Name	Ward	Also highlighted in Tables 11 & 12	Relevant comments from club questionnaires and key club surgery	Other comments (inc. parish councils)	Consultants' rating and comments
Stock United FC	South Hanningfield, Stock and Margaretting	No	Resident club only has a 3-year lease, and so cannot raise external funds for improvements. Anti-vandal measures are being installed at changing block.		Good
The Priory County Primary School	Bicknacre and East and West Hanningfield	Yes	Issues with quality of changing facilities and drainage of pitches. The Danbury & Bicknacre FC cites a wish to field more men's, male youth, and mini teams, but that a shortage of appropriate grass and artificial pitches stops it from so doing.		Standard
Writtle Sports and Social Club	Writtle	Yes	Ladies suffer from state of pitches left by previous users over the weekend. The pitches are considered to be overplayed. The changing facilities are considered to be too small.		Good

5.6.16 The majority of the relevant club (and parish council) comments relate to sites have also been identified by the quality and capacity assessments as being problematic.

5.6.17 Combined, the above Tables 11-13 list includes some key grass pitch sites in respect of local football. The following **table (14)** lists the main ‘community football’ sites by pitch numbers, and the large majority (in italics) have been cited in the Tables 11-13.

Table 14: Key football sites, showing those that have been identified as problematic

Name	Availability	Pitches Adult Football	Pitches Youth Football (11v11)	Pitches Youth Football (9v9)	Pitches Minisoccer (7v7)	Pitches Minisoccer (5v5)	Total football pitches
<i>Beaulieu Park Sports Fields</i>	A1		1	2		1	4
<i>Chancellor Park</i>	A1	2		2			4
<i>Sandon Sports Club</i>	A2	1				3	4
<i>Dawsons Field</i>	A2	2		1	1		4
<i>Runwell Hospital F.C</i>	A2	3			1		4
<i>Marconi Sports Centre</i>	A2	2		1	2		5
Ford End Playing Field	A1				7		7
<i>Saltcoats Park</i>	A1	2		2	2	1	7
<i>Springfield Hall Park</i>	A1	3	1	1	2		7
<i>Chelmer Park</i>	A1	5		1		2	8
<i>Writtle Sports and Social Club</i>	A2	3	2	1		2	8
Melbourne Park	A1	8	1	1			10

5.6.18 The above list does not diminish the importance of smaller sites for local teams.

Spare capacity

5.6.19 On the face of it there appear to be several sites that not played up to their maximum potential, and these include some of the major football sites like Chancellor, Chelmer, and Melbourne Parks. Furthermore, analysis of availability of adult pitches (in particular) suggests that there is some spare capacity at times of peak demand for adult play. There may therefore be some limited scope at large venues to absorb additional matchplay at peak-times in order to ‘spread the wear and tear’. This might, for example be addressed by remarking some of the existing adult pitches to smaller sizes, although requirements change from year to year, and it is impossible to be prescriptive in this report: in any event, the City Council regularly remarks its pitch sizes in order to take into account changing needs.

5.6.20 The City Council might consider, in the longer term, the merits of concentrating adult and junior grass football at separate, central, venues. For example, either Melbourne or Chelmer Park could be used as a central venue for junior football; Melbourne Park for adult matches; or vice versa. This might lead to less re-remarking and overplay of pitches: there

may be implications in terms of travel distance to matches for juniors, in particular; and, it would also have implications for supporting facilities such as changing rooms.

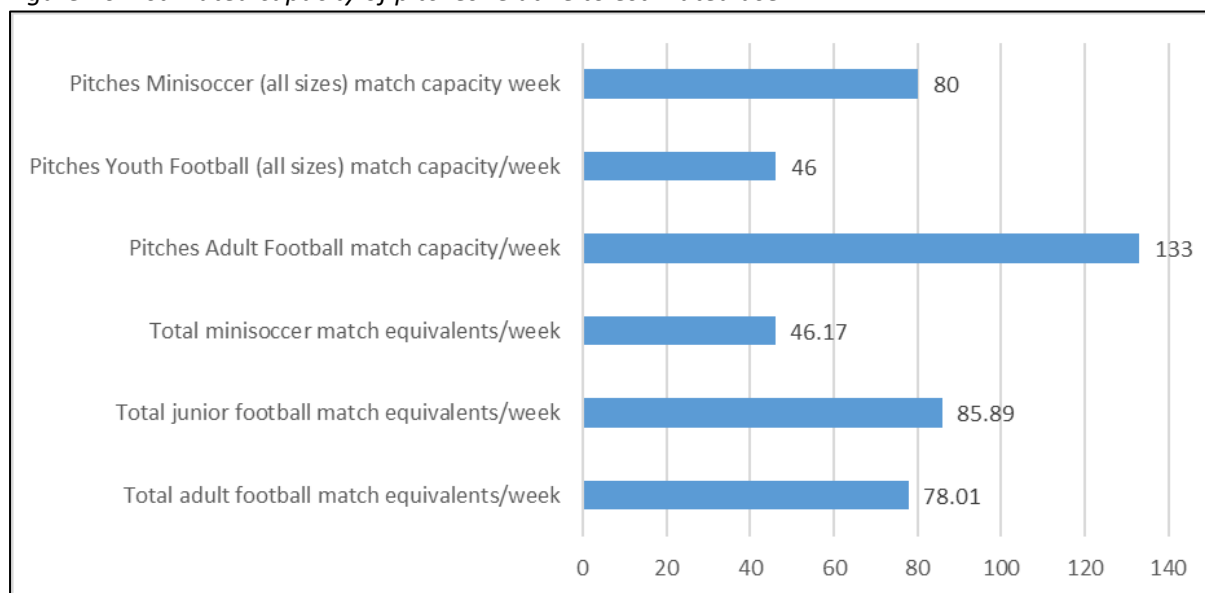
5.6.21 There may also be potential to utilise some of the Category B sites listed Table 12, providing there is support from the schools in question.

Security of tenure

5.6.22 A significant number of clubs have long-term leases or outright ownership of their facilities. Other clubs, although perhaps only renting facilities, will often use facilities that are either local authority owned, or else vested in some form of trust. The latter, although not allowing for clubs to ‘put down their roots’ and further develop facilities, will afford some limited form of security of tenure. The club survey has highlighted two examples of where a club is potentially at risk of losing access to a facility. One is Stock FC, which only has a 3-year lease, which means it does not have the security to develop its facilities; and, the other is Broomfield FC in respect of land that it has negotiated access to for additional football pitches.

5.6.23 The preceding site-by-site analysis can be converted into a local authority-wide picture of use and capacity. In terms of estimated use of grass pitches relative to notional capacity, **Figure 16** aggregates the figures for all the sites to form the authority-wide totals, for the main pitch types: adult; youth/junior; and, mini-soccer. As will be seen, for adult football pitches usage is estimated to be well below notional capacity. For youth/junior pitches the situation worse, with usage outstripping notional capacity. With mini-soccer there appears to be a healthy surplus capacity.

Figure 16: Estimated capacity of pitches relative to estimated use



5.6.24 In practice at least some of the ‘spare capacity’ calculated for adult football pitches will be reduced by the need to absorb play by young age groups on over-marked pitches. In any event the location of spare capacity may not be well placed geographically to meet the needs of clubs and sites that are suffering from ‘overuse’ of their pitches.

5.6.25 The following three figures highlight the supply of pitches, relative to temporal demand for adult and youth/junior pitches. These, again, are on an authority-wide basis, and are obtained from aggregating the figures for individual sites. At first site, there appears to be a healthy supply of adult pitches, so that there are no discernible pinch points in net supply (**Figure 17**). However, for youth/juniors 11v11 (**Figure 18**) there appears to be insufficient pitches available during the Sunday am peak demand slot to meet demand. This might seem non-sensical, but is easily explained when it is remembered that some sites covered in the analysis appear to be accommodating pitch markings unsuited to the needs of a given age-group. Therefore, junior/youth teams appear often to be playing on (over-marked) adult size pitches. Many adult and junior/youth teams play on Sunday mornings, and when the reliance of junior/youth teams on adult pitches is taken into account.

Figure 17 Local Authority-wide net supply of adult pitches at peak times

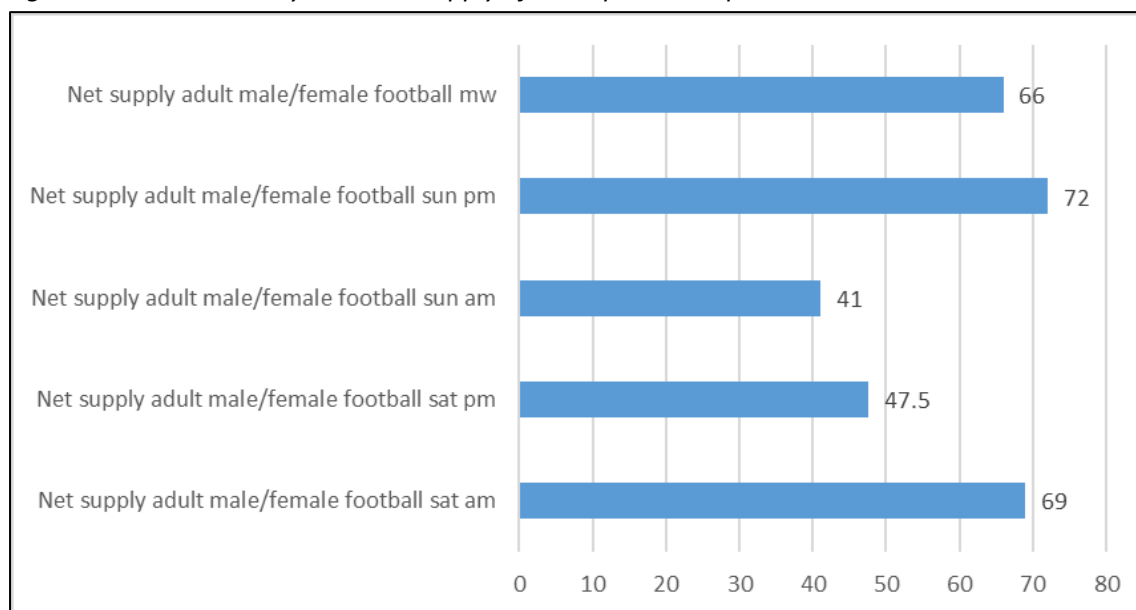


Figure 18: Local Authority-wide net supply of youth/junior 11 v 11 pitches at peak times

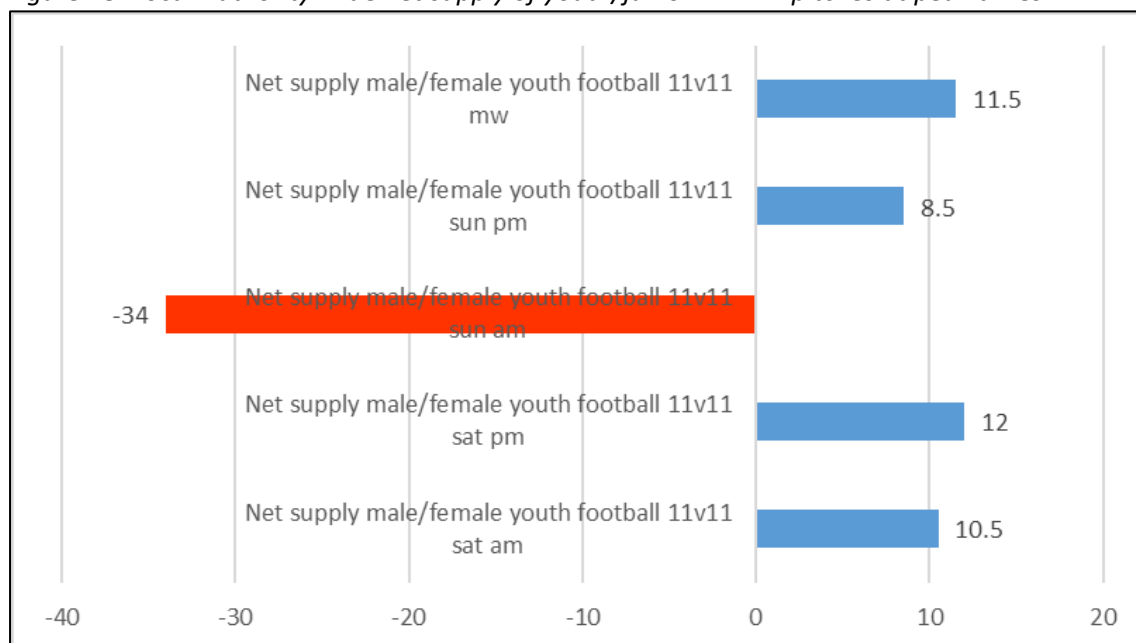
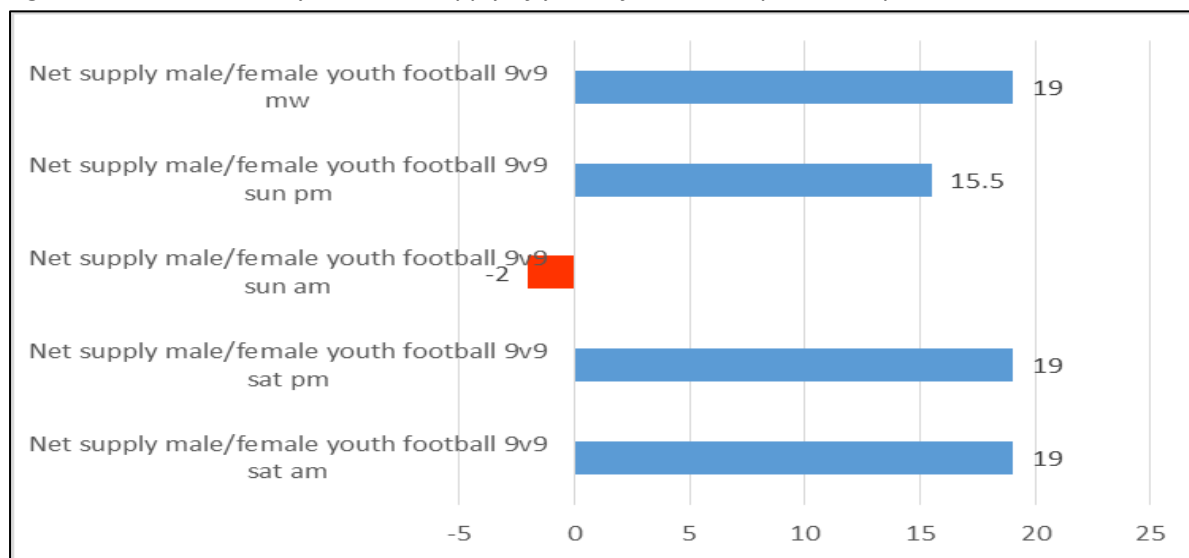


Figure 19: Local Authority-wide net supply of youth/junior 9 v 9 pitches at peak times



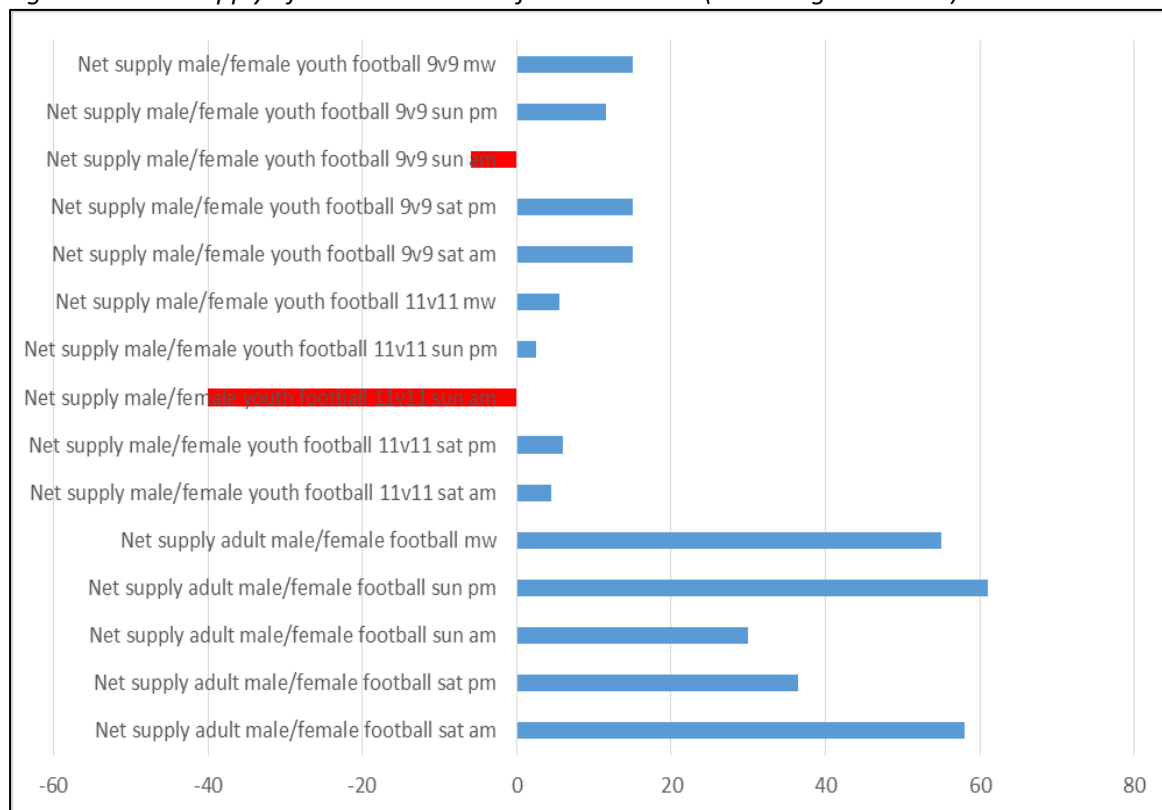
5.6.26 This assessment of net supply at times of peak-demand does not take into account the capacity of pitches to absorb match-play, or the equivalent in respect of training sessions- a pitch might in theory be available for use at times of peak demand, but in practice the quality and capacity issues rehearsed in the site analysis may inhibit the ability of pitches to be used any more, if they are presently already being ‘over-played’.

5.6.27 As with the discussion about ‘pitch capacity’ although there may be spare peak-time capacity at some locations, this may not be well placed geographically to meet the needs of clubs and sites that are suffering from lack of access to pitches due to them not being available because of peak-time pinch points.

5.7 Scenario Testing (a): The Importance of Education Sites

5.7.1 The importance of the education sector as a provider of community football pitches has been clearly illustrated through the site analysis. Another way to emphasise this point is to model a scenario similar to Figures 17-19, but excluding provision in the Education sector. This scenario is provided in **Figure 20**. The number of teams requiring pitches at peak times remains the same, but the number of pitches is reduced. In this scenario, there is a reduced ‘surplus’ of adult pitches at peak times, and a slightly larger ‘deficit’ of junior pitches at peak times for some age groups. If it is assumed that many youth/junior teams play their Sunday morning games on adult pitches, then even the net surplus of adult pitches on Sunday mornings would be entirely wiped out by the demand from junior/youth 11 v 11 and 9 v 9 teams.

5.7.2 This scenario is hypothetical, and community use of pitches seems to be engrained into the working philosophy of many schools in the local authority- a complete collapse in provision through the education sector is therefore highly unlikely. However, the modelling exercise does showcase the importance of supporting and encouraging the sector in continuing to perform this role. It also highlights the importance of protecting the stock of pitches in other sectors in the event that some schools do fall out of the ‘community supply’ of pitches, for whatever reason.

Figure 20: Net Supply of Pitches at Times of Peak Demand (excluding education)

5.8 Scenario Testing (b): The Future

Future Picture of Provision

5.8.1 The future requirement for playing pitches will be impacted by several factors, including:

- changes to the number of people living in the area and / or to the demographic profile of the population;
- changes in participation trends and in how pitch sports are played;
- club specific development plans and aspirations; and
- amendments to the current facility stock either through the provision of new pitches or the loss of current pitches.

5.8.2 These issues are considered in turn in order to build a picture of future demand for playing pitches.

Population Change

Team Generation Rates and future natural population change in the population

5.8.3 Team Generation Rates (TGRs) indicate how many people in a specified age group are required to generate one team. TGRs are derived by dividing the appropriate population age band by the number of teams playing within that area in that age band. By applying TGRs to natural population growth projections, we can project the theoretical number of teams that would be generated from natural population growth and gain an understanding of future demand.

5.8.4 **Table 15** summarises the current TGRs for football in the local authority, and uses them to assess the potential impact of projected changes to the population profile on demand for football.

Table 15: TGRs and potential change to number of football teams in the local authority: 2015-2036

2015 AGE GROUPS	2015 AGE GROUPS (k)	2015 TEAM S	2015 TGRs	2036 AGE GROUPS (k)	2036 TEAMS	CHANGE (+/-)
Mini-soccer (6-9 mixed gender)	8.30	113	73	8.72	118.7	5.7
Junior football (10-15 male)	5.94	129	46	6.72	145.9	16.9
Junior football (10-15 female)	5.64	12	470	6.60	14.0	2.0
Senior football (16-45 male)	32.22	141	228	34.74	152.1	11.1
Senior football (16-45 female)	32.15	4	8037	33.63	4.2	0.2

5.8.5 The above suggests a growth in all age/gender groups in team numbers by 2036 and, in particular in the younger age groups. The population data on which the above calculations are predicated¹¹ are themselves only based upon previous trends, and do not necessarily take into account the impact of planned new residential growth yet to be determined.

5.8.6 It is to be noted that the FA has expressed concerns over the predicted changes suggested in this table, suggesting that it under-estimates the likely scale of increase in team numbers by 2036. The FA's alternative assessment is considered towards the end of this section, and comment provided.

Projected change in the population resulting from planned new growth

5.8.7 The above projects the change in team numbers arising out of natural change in the population up to 2036. There is also a need to consider any additional teams generated from localised population change resulting from planned new development. This new development may give rise to a significant local redistribution of the population, and conceivably in the

¹¹ Compiled from a forecast produced on 19/03/2015 using POPGROUP software developed by Bradford Council, the University of Manchester and Andelin Associates

spatial demand for playing pitches. The precise housing growth allocations to be catered for in the emerging new development plan are currently not determined.

Changes in participation trends and how football is played

5.8.8 Although population growth will influence demand, changes in participation may perhaps have the most significant impact on demand for playing pitches.

5.8.9 Changes to youth football have only been introduced very recently (including the creation of 5 v 5 and 9 v 9) and as such, the impact is not yet fully apparent. The FA indicate that in pilot areas, the introductions of these new formats has seen an increase in the number of teams playing and greater retention of players through the older age groups. In particular:

- where historically two 7 v 7 teams would merge to become one 11 v 11 team when starting to play junior football, now the two teams will seek additional players and instead of merging will remain as two 9 v 9 teams; and
- the same will happen at 9 v 9 age groups, where 9 v 9 teams transition to 11 v 11 teams, they will stay as two teams and seek additional players instead of merging.

5.8.10 The FA therefore believe that there will be an increase in the overall number of teams (and participants) in future years as a result of the youth review and that higher levels of demand will occur as a result. In this event:

- the already insufficient stock of age appropriate junior football pitches would become even more constrained, and mini soccer pitches (7 v 7 and 5 v 5) would also become insufficient; and
- if issues relating to the drop off in the transition between junior and senior football were addressed however, the spare capacity currently seen in adult football pitches may also become constrained.
- A number of football initiatives are also being implemented by Sport England, focusing on 14 – 24 year olds, and this is similarly expected by the FA to increase the number of teams being formed.

Club development plans and aspirations

5.8.11 Several football clubs have aspirations to grow and this will impact both on demand across the local authority as a whole but also more locally at a site specific level. Club aspirations are set out in **Table 16**. These are bone fide statements on the clubs' part. Where clubs stated that they would like to field teams in a particular category, we have provided a very indicative quantification of how many teams this might be.

Table 16: Club aspirations to field more teams

Club	Adult men's teams	Adult women's teams	Youth boys' teams	Youth girls' teams	Mini soccer teams	Other (e.g. Vets)	Club total
Broomfield FC	0	0	1	0	1	0	2
Clay pigeon fc	1	0	0	0	0	0	1
United Chelmsford Churches Football Club	1	0	0	0	0	0	1
Wickham Royals F.C	1	0	0	0	0	0	1
Woodham radars	1	0	1	1	1	0	4
Boreham FC	1	0	1	0	0	0	2
Boreham Village Youth	0	0	1	0	1	0	2
Writtle FC	1	1	0	0	0	0	2
Chelmsford City Ladies & Girls FC	0	0	0	1	0	0	1
Galleywood FC	0	0	0	0	0	1	1
Wickford & Runwell United FC	0	0	1	0	0	0	1
SANDON ROYALS FC	1	0	0	0	0	0	1
City Supporters FC	1	0	0	0	0	0	1
Stock Utd F.C.	0	0	1	0	0	0	1
Chelmer Vets FC	0	0	0	0	0	1	1
William de Ferrers Fc Reserves	1	0	0	0	0	0	1
Uplands Rangers YFC	0	0	1	1	1	0	3
Chelmsford City Youth FC	0	0	1	0	1	0	2
Danbury & Bicknacre FC	1	0	1	0	1	0	3
Meadow Youth FC	1	1	1	1	1	0	5
Ravens Football Club	1	0	0	0	0	0	1
Chelmsford City Ladies FC	0	0	0	1	1	0	2
Ravens Youth FC	0	0	1	0	1	0	2
Writtle	1	1	0	0	0	0	2
Galleywood Youth FC	1	0	0	1	1	0	3
Focus Ferrers	0	1	0	1	1	0	3
Writtle College Football Team	1	1	0	0	0	0	2
Stock Utd F.C.	0	0	0	0	1	0	1
Baddow Spartak FC	1	0	0	0	1	0	2
AFC Woodham	1	0	0	1	1	0	3
Old Chelmsfordians FC	1	0	1	0	1	0	3
Total	18	5	12	8	15	2	60

5.8.12 Taking into account the necessary caveat, the above aspirations suggest that responding teams might like to field an additional:

- 23 adult teams;
- 20 junior teams; and,
- 17 mini soccer teams.

5.8.13 The clubs have also stated some of the obstacles that, they feel, stand in the way of them realising these aspirations (**Table 17**). In practice, there may be little that can be done to reduce some of these obstacles, especially in the current financial climate. However, the statements serve to emphasise that some clubs would like to expand their activities were it not for the existence of certain obstacles- one of the goals of the strategy which this needs assessment underpins should be to seek ways in which these obstacles can be mitigated.

Table 17: Obstacles in the way of fielding more teams

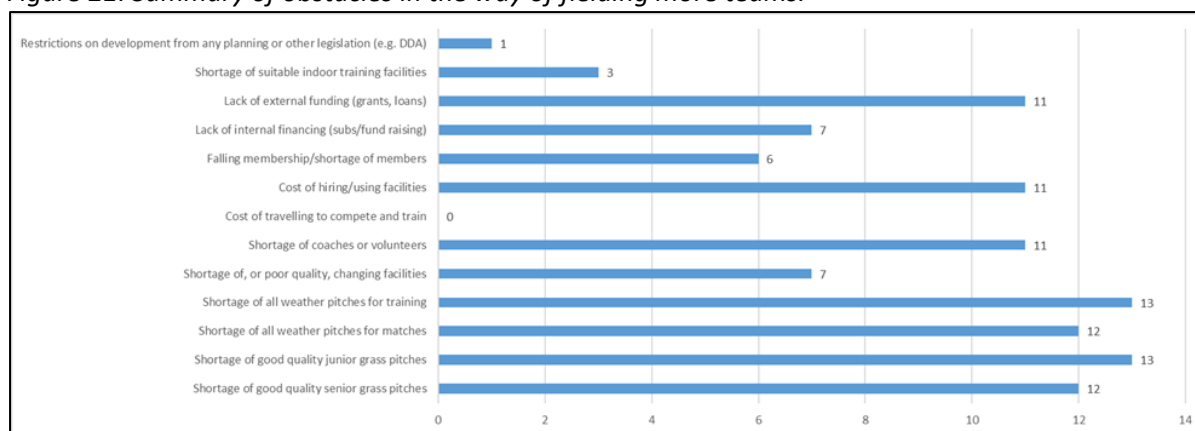
Club	Shortage of good quality senior grass pitches	Shortage of good quality junior grass pitches	Shortage of all weather pitches for matches	Shortage of all weather pitches for training	Shortage of, or poor quality, changing facilities	Shortage of coaches or volunteers	Cost of travelling to compete and train	Cost of hiring/using facilities	Falling membership/shortage of members	Lack of internal financing (subs/fund raising)	Lack of external funding (grants, loans)	Shortage of suitable indoor training facilities	Restrictions on development from any planning or other legislation (e.g. DDA)
Broomfield FC	0	1	0	1	1	0	0	0	0	0	0	0	0
Clay Pigeon fc	1	0	1	1	0	0	0	1	0	0	1	0	0
United Chelmsford Churches Football Club	1	0	1	0	0	0	0	0	1	0	0	0	0
Wickham Royals F.C	0	0	0	0	0	1	0	1	0	1	1	0	0
Woodham radars	0	1	1	1	0	0	0	1	0	0	0	1	0
Boreham FC	1	0	1	1	0	0	0	0	0	0	0	0	0
Boreham Village Youth	1	1	0	0	1	0	0	0	0	0	0	0	0
Writtle FC	1	0	0	1	0	0	0	1	0	0	0	0	0
Chelmsford City Ladies & Girls FC	0	0	0	0	0	1	0	0	1	0	1	0	0
Galleywood FC	1	0	0	0	0	0	0	1	0	0	1	0	0
Wickford & Runwell United FC	0	0	0	1	0	0	0	1	0	1	1	0	0
Sandon Royals FC	0	0	0	1	0	0	0	0	1	1	1	0	0

[illegible]

Club	Shortage of good quality senior grass pitches	Shortage of good quality junior grass pitches	Shortage of all weather pitches for matches	Shortage of all weather pitches for training	Shortage of, or poor quality, changing facilities	Shortage of coaches or volunteers	Cost of travelling to compete and train	Cost of hiring/using facilities	Falling membership/shortage of members	Lack of internal financing (subs/fund raising)	Lack of external funding (grants, loans)	Shortage of suitable indoor training facilities	Restrictions on development from any planning or other legislation (e.g. DDA)
Writtle College Football Team	0	0	0	1	1	0	0	0	0	1	0	0	0
Stock Utd F.C.	0	1	0	0	1	1	0	0	1	0	1	0	0
Baddow Spartak FC	0	0	1	1	0	0	0	0	0	0	1	0	0
AFC Woodham	0	1	1	1	0	0	0	0	0	0	0	1	0
Old Chelmsfordians FC	0	1	0	0	0	1	0	1	0	1	0	0	0
Total	12	13	12	13	7	11	0	11	6	7	11	3	1

5.8.14 The obstacles will obviously differ depending on the club. However, the following (**Figure 21**) summarises the overall significance of stated obstacles.

Figure 21: Summary of obstacles in the way of fielding more teams.



5.8.15 It is very apparent that shortage of good quality pitches for matchplay, as well as artificial pitches for training are considered to be major obstacles, overall; as are lack of funding and cost of hiring/using facilities.

5.8.16 Also of note is reference to the shortage, or poor quality of, changing facilities. Much of the analysis in this section has focussed on the quality of pitches, and its impact on the capacity of those pitches to absorb matchplay and training activity. However, the quality (or non-existence) of changing facilities can have a very important influence on the capacity of playing field sites to serve the needs of teams, given league requirements.

5.8.17 The site quality assessment identified where changing facilities existed, and assessed their 'external' quality. However, clubs were also invited to comment on the quality and adequacy of changing facilities through the questionnaire survey. In overall terms, clubs rated facilities average to good, but there were some exceptions to this, norm. The club questionnaire survey comments are included in the 'All Data' spreadsheet in included as **Appendix 3**.

5.8.18 When adding the extra teams that might be generated if responding clubs could achieve aspirations to additional teams arising from projected population growth (2036), the total increased future demand is shown in **Table 18** below.

Table 18: Summary potential overall growth in team numbers

A. Extra teams from population growth		B. Extra teams for aspirational growth		Combined teams (A+B)	Grass pitches required	Impact on net peak-time supply based on existing stock (Figures 5.6-5.8)	Note
Adult	11.3	Adult	23	34.3	17.1	+24 (down from +41)	Assumes 2 games/pitch/week
Junior	18.9	Junior	20	38.9	19.5	-55 (down from -36)	Assumes 2 games/pitch/week
Mini	5.7	Mini	17	23.4	5.8	n.a.	Assumes 4 games/pitch/week

5.8.19 The text supporting table 15 suggests that as the population associated with housing growth is not yet known, the total growth in teams associated with pop growth may therefore be higher than the figures generated by the TGRs using the existing trend based data, so these figures should be used as an absolute minimum and amended when new pop data is available. Table 18 also shows that, if the existing pitch stock remains the same, and; all additional matches were played at peak-time, the net peak-time negative supply of pitches for junior/youth games will be aggravated, as will there be a reduction in the net peak time positive supply of adult pitches (which also appear to be used for matches by younger teams (with over-marking).

5.8.20 As mentioned earlier, the FA has expressed concern over the projections offered in Table 15, and urges very strong caution around the figures that are included in Table 15 on the team growth rates particularly on 2036 teams and the change figure. It provided calculations to suggest that based on additional housing growth (for which it assumed 14000 units) it estimated the local authority would generate an additional 81 teams (26 mini soccer / 34 youth / 21 adult). The figures provided in Table 15 only account for a total of 34-36, and the FA believes this significantly underestimates potential team numbers for 2036 which could have a knock on effect on the number of additional pitches required. However, when the figures provided in Table 15 are added to the aspirational figures provided in Table 18, the resultant figures actually *exceed* the FA projections.

5.8.21 If the stock of football pitches in secured community use remains the same, the above additional teams will place further demands upon the pitch stock. Firstly, they will compound issues in relation to wear and tear on existing pitches. Secondly, they will impact upon the net supply of pitches at times of peak demand. Earlier Figures indicated the net balance of supply of adult, youth, and mini-soccer pitches respectively, based on the current level of provision. Assuming that the current times of peak demand remain the same over the coming years, the above additional teams and match requirements would aggravate the overall situations – especially in relation to the peak time shortage of junior pitches, and the over use of adult pitches.

5.8.22 This situation will, in part, be offset by new pitches to be laid out as part of the planned Beaulieu Park development (perhaps amounting to the equivalent of 3 full-size adult football pitches (including a pavilion)). New development at Runwell Hospital will also provide for improved sports facilities at the existing site but, is unlikely to result in additional space available for grass pitches.

5.9 The role of AGPs in meeting local football needs

5.9.1 Throughout this section there have been references to the use of AGPs by local football clubs. Their use for casual, small-sided football, as well as football training is now commonplace. However, the later FA supported Third Generation (3G) surfaces can also host competitive play, with the endorsement of local leagues. This is increasingly the case with mini-soccer in some parts of the country.

5.9.2 Several local clubs have expressed a desire access to AGP (3G) to satisfy at least some of their training needs. The remainder of this section explores the existing and potential roles of such facilities.

Overview

5.9.3 AGPs are frequently used for football training and are becoming more commonplace for competitive play (and are now approved surfaces by FIFA). There are a variety of different surfaces of AGPs and their suitability for football is as follows:

- Long pile 3G with shock pad – suitable
- Long pile 3G – preferred surface for football
- Short pile 3G – acceptable surface for some competitive football and football training
- Sand filled – acceptable surface for football training
- Sand dressed – acceptable surface for football training
- Water based – acceptable surface for football training if irrigated.

5.9.4 Of particular relevance here is the use of sand-based AGPs for training by local football teams. Current relevant guidance produced by Sport England, in association with the NGBS, suggests that such surfaces are suitable for modified forms of training/matches, but not for serious training and matches.¹² It would therefore be wrong to ignore this type of surface, given de facto use by local football clubs. However, they should not form part of the analysis in respect of determining the existing and future needs for serious training and matchplay.

Quantity

5.9.5 In the Chelmsford area, there is a small varied stock of AGPs (**Table 19**) that might be used for football training or competition in some way, albeit most not meeting current FA requirements for competitive play.

¹² 'Selecting the Right Surface for Hockey, Football, Rugby League and Rugby Union'. (Sport England 2010). See Appendix 1.

Table 19: AGPs in the local authority (excluding the water-based facility at Chelmer Park used solely for hockey)

Name	Ward	AGP type	Ownership Type	Management Type	Sports Lighting	AGP Length	AGP Width	Year built	Refurbished?
CHELMER PARK	Galleywood	Sand full-size	Local Authority	Local Authority (in house)	Yes	106	60	1989	Yes
CHELMSFORD COUNTY HIGH SCHOOL FOR GIRLS	Patching Hall	Sand full-size	Foundation School	School/College/University (in house)	Yes	100	60	2003	No
GREAT BADDOW HIGH SCHOOL	Great Baddow West	3G small-size	Community school	Not Known	No	0	0	2013	No
MELBOURNE PARK	St. Andrews	3G full-size	Local Authority	Local Authority (in house)	Yes	100	64	2014	No
MOULSHAM HIGH SCHOOL	Moulsham Lodge	3G full-size	Community school	School/College/University (in house)	No	100	60	2015	No
NEW HALL SCHOOL	Boreham and The Leigs	Sand full-size	Other Independent School	School/College/University (in house)	Yes	100	60	2003	No
SOUTH WOODHAM FERRERS LEISURE CENTRE	South Woodham-Elmwood and Woodville	3G full-size	Foundation School	Local Authority (in house)	Yes	106	79	2015	No
THE SANDON SCHOOL	Little Baddow, Danbury and Sandon	3G small-size	Foundation School	Commercial Management	Yes	35	25	2004	No
THE SANDON SCHOOL	Little Baddow, Danbury and Sandon	3G small-size	Foundation School	Commercial Management	Yes	35	25	2004	No
WESTLANDS COMMUNITY PRIMARY SCHOOL	Waterhouse Farm	3G small-size (no floodlights)	Community school	Not Known	No	62	42	2008	No

Name	Ward	AGP type	Ownership Type	Management Type	Sports Lighting	AGP Length	AGP Width	Year built	Refurbished?
WESTLANDS COMMUNITY PRIMARY SCHOOL	Waterhouse Farm	3G small-size (no floodlights)	Community school	Not Known	No	61	45	2008	No
WRITTLE SPORTS AND SOCIAL CLUB	Writtle	3G small-size	Local Authority	Sport Club	Yes	37	27	2014	No

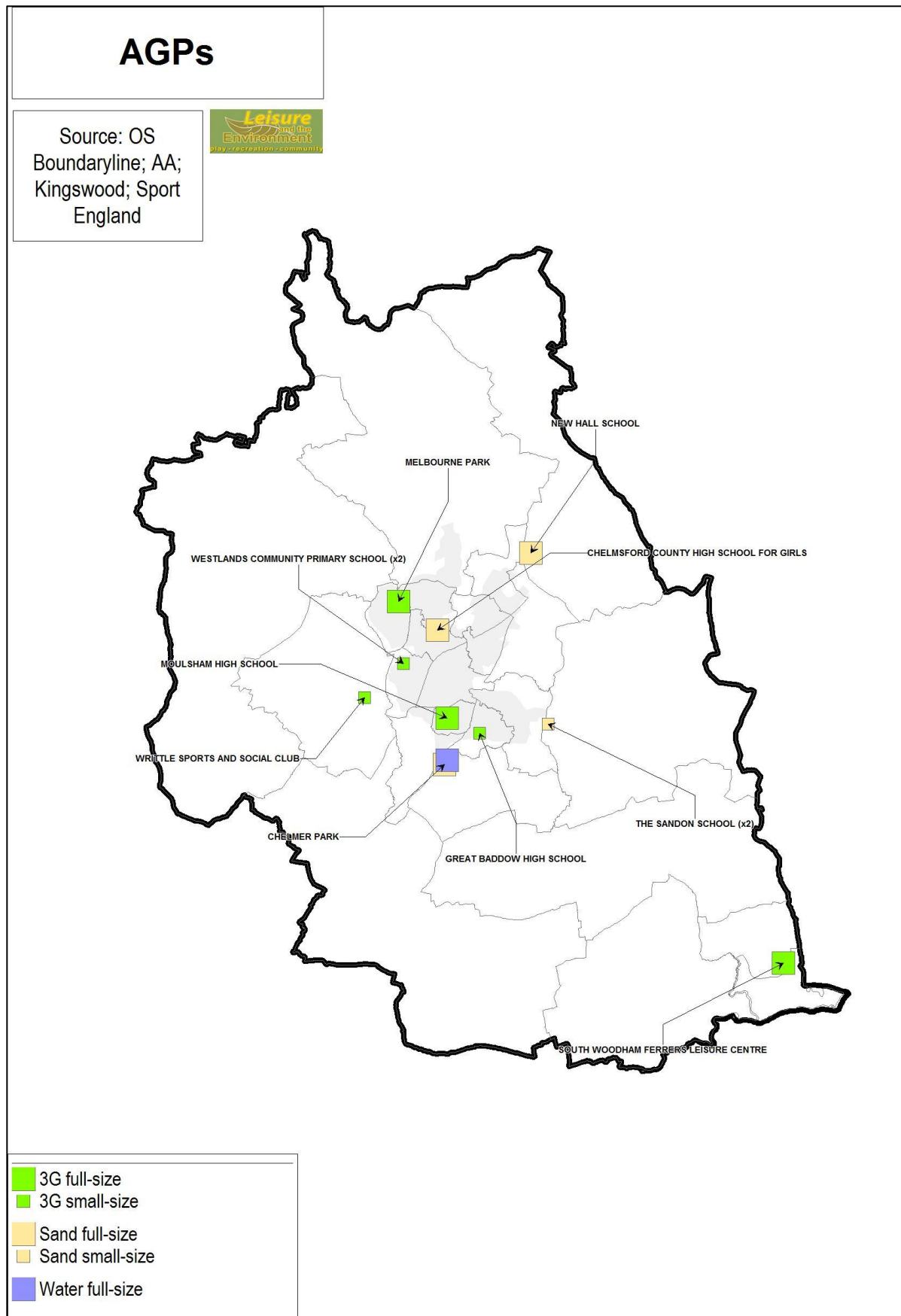
5.9.6 In summary, the AGPs in table 19 comprise:

- 3 x full size 3G pitches – the preferred surface for football;
- 6 x smaller-size 3G pitches, albeit two of these are on primary school sites, and probably not immediately available for community use;
- 3 x sand-based full-size pitches, although two of these will not be available for football; and,
- Of the pitches listed those at Great Baddow and Moulsham Schools; Melbourne Park; and Writtle Minors have been certified for matchplay in season 2015/6 by either the FA or FIFA. The new 3G facility at William de Ferrers/South Woodham Ferrers Leisure Centre, has now also received FA certification.

5.9.7 The above facilities will be available to local football in varying degrees. Facilities at Chelmer Park are largely for the use of hockey. Certain school facilities such as at New Hall School are used for some community activity, but not for football. The provision is summarised in the map below (**Figure 22**), together with the location of some of the provision in surrounding areas.

5.9.8 In addition to the above there is a very firm proposal at Chancellor Park to create a 3G grass training pitch on the existing hard courts. This new 5-a-side/7-a-side pitch will be used for football training and some rugby training (which is the existing, albeit limited main use of the hard courts). The 3G training pitch will have 2 x 5-a-side soccer pitches side by side, and a 7-a side pitch marked out.

Figure 22: AGPs in the local authority, and in neighbouring areas



Demand for AGPs for Football

5.9.9 The adequacy of AGPs to accommodate demand for football, taking into account both training and competitive fixtures, is an important issue. Demand for hockey is considered later (Section 8) as there can often be competing demands from these two sports as both are reliant upon AGPs. Table 6 and 7 (and the supporting text) in this section highlighted that several clubs rely on local AGPs for training.

Adequacy of Provision

5.9.10 Supply and demand is measured on a site-specific basis considering:

- the amount of play that a site is able to sustain - based upon the number of hours that the pitch is accessible to the community during peak periods (up to a maximum of 34 hours per week). Peak periods have been deemed to be Monday to Thursday 17:00 to 21:00; Friday 17:00 to 19:00 and Saturday and Sunday 09:00 to 17:00, although individual sites differ according to their own policy, planning restrictions etc;
- the amount of play that takes place (measured in hours); and
- whether there is any spare capacity at the site based upon a comparison between the capacity of the site and the actual usage.

5.9.10 It should be noted that pitch bookings and conversations with pitch operators has been used to compile usage for AGPs. Whilst the analysis seeks to represent the regular weekly usage, it is clear that there is significant variation in usage from season to season, and maybe even from week to week. The peak time capacity for AGPs is midweek evenings. Relevant points made by the operators are included in the Note column in **Table 20**.

5.9.11 **Table 20** and the accompanying map at **Figure 23** estimate and locates AGPs and estimates usage in relation to capacity. From these it is clear that some spare capacity may exist at particular venues, but it is uncertain whether a) this is at times suited to those clubs looking for training facilities; b) it is located in relation to this demand; and c) it is affordable. With regard to the last of these points several clubs have expressed a concern about the cost of hiring AGP space for training, and perhaps this is a reflection of a lack of facilities relative to demand, which allows some providers to charge more for usage than might be the case if the choice of facilities was wider, and therefore greater competition amongst providers to attract users.

5.9.12 The comments made in the Table 20 are an estimate of the current de facto situation. However, they should not form part of the analysis in respect of determining the existing and future needs for football in respect of both serious training and matchplay¹³

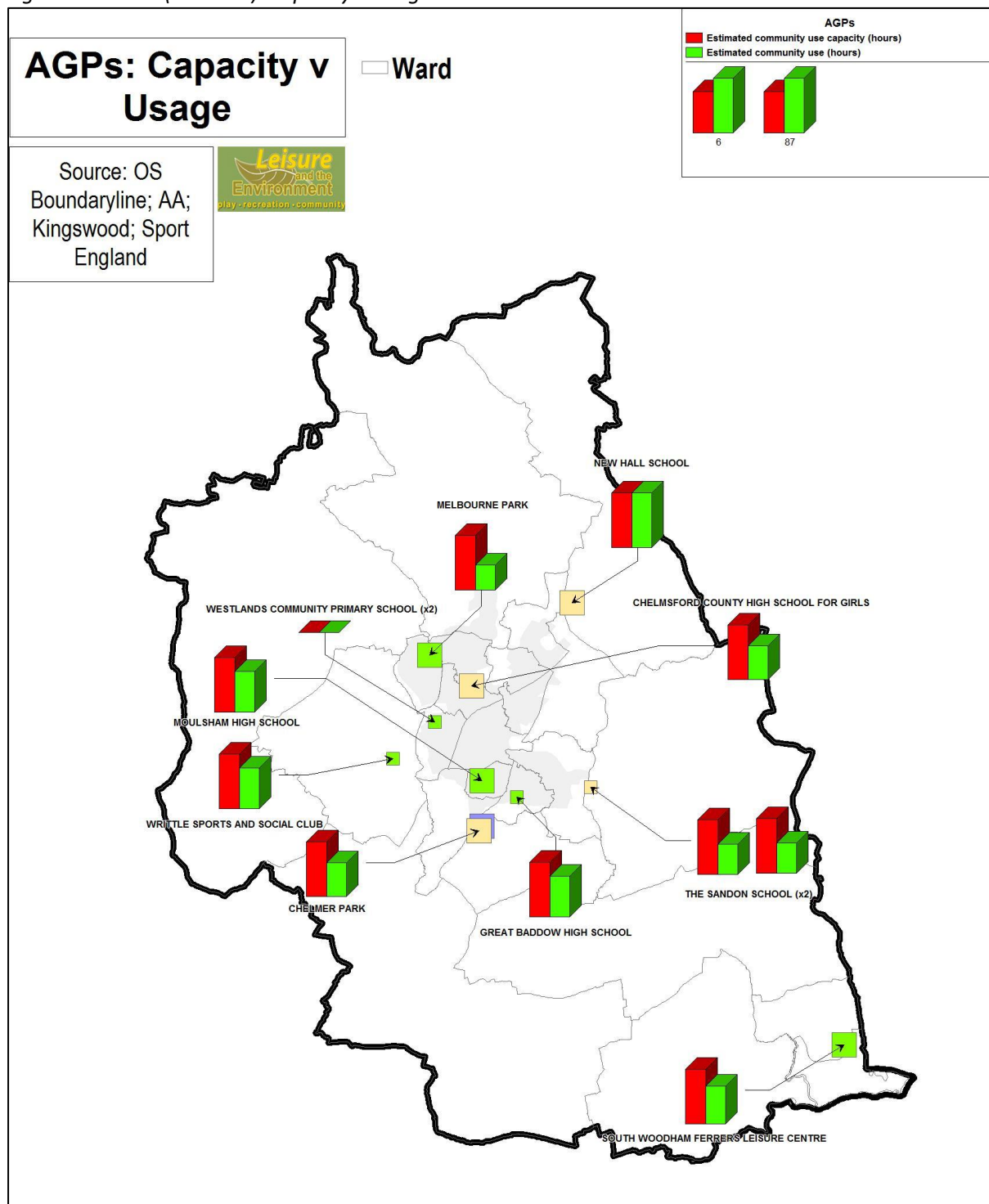
¹³ Selecting the Right Surface for Hockey, Football, Rugby League and Rugby Union'. (Sport England 2010). See Appendix 1.

Table 20: Usage of AGPs in the local authority

Name	AGP type	Sports Lighting	AGP Length	AGP Width	AGP Area (sqm)	Estimated community use capacity (hours)	Estimated community use (hours)	Significant availability on weekday evenings (10 hours +)?	Significant availability on weekends (10 hours +)?	Note
CHELMER PARK	Sand full-size	Yes	106	60	6,360	81	50	TRUE	TRUE	City Council programming suggests limited additional peak-time capacity for community use on this sand-based surface, when full-extent of bookings are taken into account
CHELMSFORD COUNTY HIGH SCHOOL FOR GIRLS	Sand full-size	Yes	100	60	6,000	22.5	14	FALSE	TRUE	The School suggests there is limited additional capacity for community use on this sand-based surface
CHELMSFORD HOCKEY CLUB	Water full-size	Yes	100	60	6,000	0	0	FALSE		Neither available nor suited for football
GREAT BADDOW HIGH SCHOOL	3G small-size	No	0	0	0	40	30	TRUE		The partner users for this surface are the local football and rugby clubs. The surface has an inflatable dome. The school is in partnership with West Ham UFC. This facility is not Football Foundation/FA funded.
MELBOURNE PARK	3G full-size	Yes	100	64	6,400	87	40	FALSE	TRUE	City Council programming suggests limited additional peak-time capacity for community use on this 3G surface, when full-extent of bookings are taken into account

Name	AGP type	Sports Lighting	AGP Length	AGP Width	AGP Area (sqm)	Estimated community use capacity (hours)	Estimated community use (hours)	Significant availability on weekday evenings (10 hours +)?	Significant availability on weekends (10 hours +)?	Note
MOULSHAM HIGH SCHOOL	3G full-size	No	100	60	6,000	40	30	TRUE		This facility is Football Foundation/FA funded, and is near capacity use at peak times.
NEW HALL SCHOOL	Sand full-size	Yes	100	60	6,000	6	6	FALSE	FALSE	No additional availability for community use.
SOUTH WOODHAM FERRERS LEISURE CENTRE	3G full-size	Yes	106	79	6,400	46	32	TRUE	TRUE	This is a recently installed surface (replacing a sand-based surface). At the time of investigations only a draft programme of use was available, and its business plan is still maturing.
THE SANDON SCHOOL (x2)	3G small-size	Yes	35	25	875	36	20	TRUE		Limited/no use of these small pitches.
WESTLANDS COMMUNITY PRIMARY SCHOOL	3G small-size	No	62	42	2,604	0	0	FALSE		Limited/no use of these small pitches.
WESTLANDS COMMUNITY PRIMARY SCHOOL (x2)	3G small-size	No	61	45	2,745	0	0	FALSE		Limited/no use of these small pitches
WRITTLE SPORTS AND SOCIAL CLUB	3G small-size	Yes	37	27	999	40	30	FALSE		Heavily used by local club

Figure 23: AGPs (Football)- capacity v usage



FA Calculated requirements

5.9.13 Discussions held with the FA Regional and County Facility Development Officers tend to confirm the view expressed by many local clubs (and some operators) that there are insufficient 3G pitches available for training, in particular.

5.9.14 Information provided by the FA/Essex County FA suggest a need for 8.66 full-size 3G pitches (for football) based on an assumption of 399 teams within the local authority; and,

that 45 teams could be allocated viable training slots on a single such pitch. As there are 3 full-size 3G pitches currently in the local authority, this leaves a deficit of 5.66 full-size¹⁴

5.9.15 These pitches do not take into account existing pitches that are sand-based, and/or those that are less than full-size (irrespective of whether they are 3G or sand-based surface). The former, in particular are not suited to serious training and match play.¹⁵

5.9.16 It is felt that any new full-size 3G provision should be focused on the Chelmsford urban area, and particularly the north, south, and central zones, as areas of immediate search. The recent reconstruction of the AGP at South Woodham Ferrers Leisure Centre to a full-size, FA accredited specification probably meets the needs of this community in the immediate term.

5.10 Football: Key issues for the strategy to address

5.10.1 Wet weather really impacts upon the ability of pitches to absorb play and training.

5.10.2 There is a desperate need for more AGPs both for training and, increasingly, for matchplay to help deal with wet weather, and increased demand leading to wear and tear. If there were to be geographical priority areas for additional facilities they would be located in the vicinity of existing hub and spoke clubs; on school sites; and on good communication links. Additional facilities in the north, south, and central zones of the Chelmsford urban area would be the most appropriate overall locations.

5.10.3 There are geographical hotspots of demand where access to pitches is extremely problematic.

5.10.4 Various multi-team clubs have to spread their play over a number of sites, leading to no focal point for some clubs.

5.10.5 Increased population levels will heighten demand for pitches in some locations, in coming years.

5.10.6 It might be an aim to get as much junior matchplay onto AGPs as possible.

5.10.7 The quality of changing facilities at some sites requires attention.

5.10.8 These themes will be addressed further, and translated to locally/site specific recommendations in the Strategy and Action Plan.

¹⁴ This FA guidance may be subject to review, but was the version available for use at the time of preparing this report.

¹⁵ Selecting the Right Surface for Hockey, Football, Rugby League and Rugby Union'. (Sport England 2010). See Appendix 1.

6.0 CRICKET

6.1 General

6.1.1 This section evaluates the adequacy of pitches for cricket and provides:

- An overview of the supply and demand for cricket pitches
- An understanding of activity at individual sites in the local authority
- A picture of the adequacy of current provision
- The future picture of provision for cricket
- A summary of key issues

6.2 Pitch Supply

6.2.1 There are 34 sites containing grass facilities for cricket. This figure includes all known public, private, school and other pitches whether or not they offer community use, as summarised in **Table 21**. The list does not include sites outside the local authority, but which are known to be used by clubs based in the local authority- these include sites in Billericay and Purleigh.

6.2.2 There are sites that are generally considered to be unavailable for wider community use, and these include facilities at Essex County Ground; New Hall School; and, Widford Lodge Preparatory School.

Table 21: Cricket sites in community use

Name	Ward	Availability	Ownership	Turf wicket strips (estimate)	Non-turf wicket strips	Cricket Fields
Admirals Park	St. Andrews	A1	LA	8		1
Beaulieu Park Sports Fields	Chelmer Village and Beaulieu Park	A1	LA	8		1
Bedford Playing Fields, King Edward School	Broomfield and The Walthams	A3	Education	8		2
Boreham Recreation Ground	Boreham and The Leighs	A1	LA	8		1
Broomfield CC	Broomfield and The Walthams	A1	LA	10		1
Chelmer Park	Galleywood	A1	LA	34	2	3
Chignal Cricket Club	Chelmsford Rural West	A2	Club	10		1
Church Meadow, Rettendon	Rettendon and Runwell	A1	LA	8		1

Name	Ward	Availability	Ownership	Turf wicket strips (estimate)	Non-turf wicket strips	Cricket Fields
Clarks Field, Slade Lane	Galleywood	A2	Other	8		1
Coronation Park	Trinity	A1	LA	20	2	2
Dawsons Field	Little Baddow, Danbury and Sandon	A2	Club	10	1 (ripped, and considered unusable)	1
Essex CCC	Moulsham and Central	C	Club	14		1
East Hanningfield (& Great Burstead) CC	Bicknacre and East and West Hanningfield	A2	Private	10		1
Great Waltham Cricket Club	Broomfield and The Walthams	A2	Club	10		1
Little Baddow Cricket Club	Little Baddow, Danbury and Sandon	A2	Club	10		1
Little Waltham Cricket Club	Broomfield and The Walthams	A2	Club	8		1
Marconi Sports Centre	Great Baddow East	A2	Club	8		1
Margaretting Village Playing Field	South Hanningfield, Stock and Margaretting	A1	LA	8		1
New Hall School Cricket Field	Boreham and The Leighs	C	Education	12		2
Great Baddow Recreation Ground	Great Baddow West	A1	LA	10		1
Old Chelmsfordians Association	Writtle	A2	Club	5		1
Pleshey CC (unused in recent years)	Chelmsford Rural West	A2	Other	8		1
Roxwell Recreation Ground	Chelmsford Rural West	A1	LA	10		1

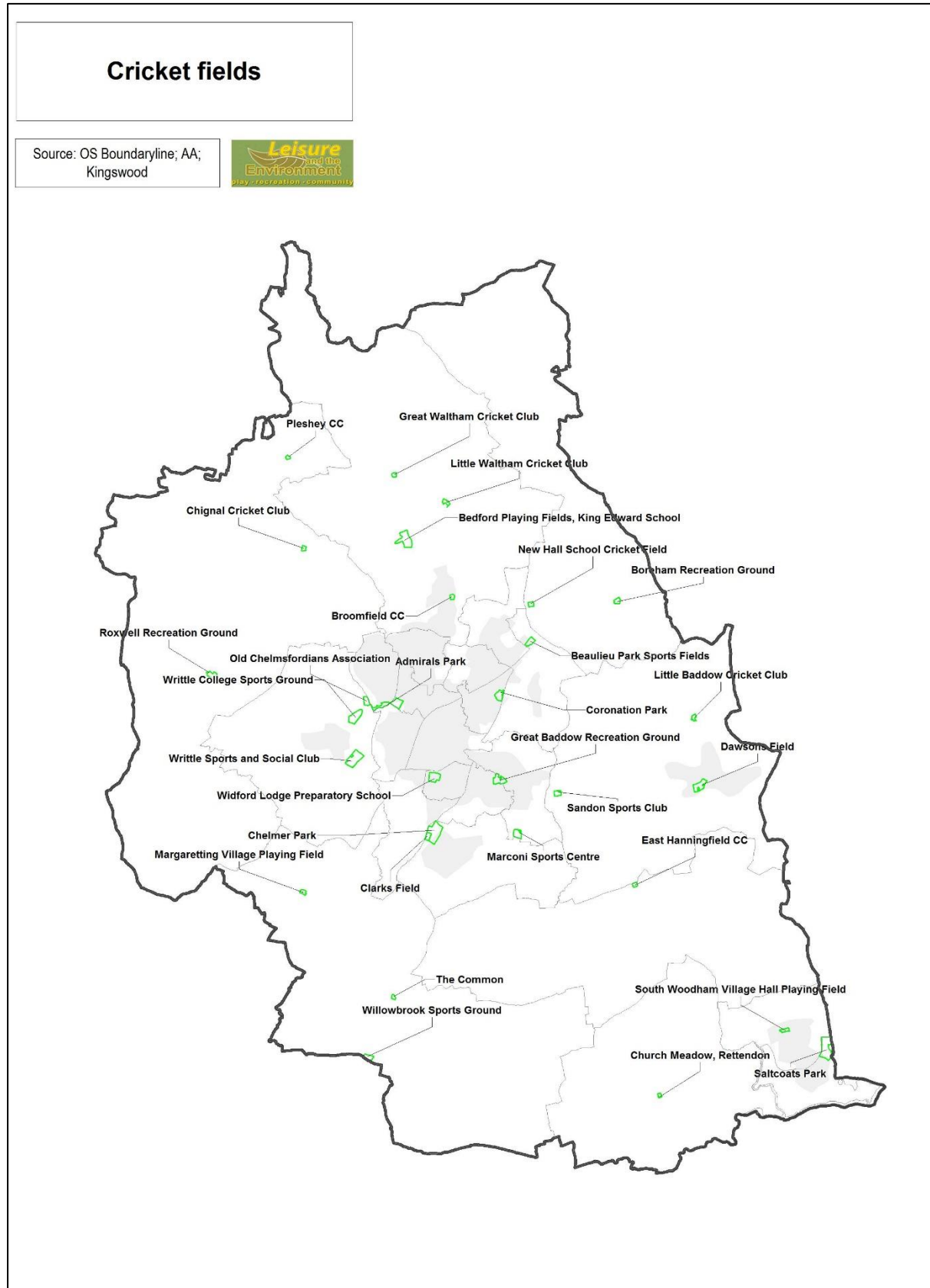
Name	Ward	Availability	Ownership	Turf wicket strips (estimate)	Non-turf wicket strips	Cricket Fields
Saltcoats Park	South Woodham-Chetwood and Collingwood	A1	LA	10		1
Sandon Sports Club	Little Baddow, Danbury and Sandon	A2	Other	8		1
South Woodham Village Hall Playing Field (square unused in recent seasons)	South Woodham-Elmwood and Woodville	A1	Other	8		1
The Common	South Hanningfield, Stock and Margaretting	A1	LA	10		1
Widford Lodge Preparatory School	Moulsham Lodge	C	Education	10		1
Willowbrook Sports Ground	South Hanningfield, Stock and Margaretting	A2	Club	8		1
Writtle College Sports Ground	Writtle	A3	Education	8		1
Writtle Sports and Social Club	Writtle	A2	LA	8		1

6.2.3 In addition to the above Springfield School has a non-turf wicket, but no dedicated outfield.

6.2.4 Facility ownership/management is dominated by the local authority and club sectors (the former also includes local town and parish councils, as well as the City Council). There are also a couple of education venues. **Figure 24** shows the distribution of facilities across the local authority.

6.3 As will be explained later in this section, some of the sites are more heavily used than others. Those with the heaviest use tend to be located in the main urban areas, whilst those with lightest use tend to be found in the outlying rural areas.

Figure 24: Cricket fields location



6.3 Management and Maintenance of Cricket Pitches

Pitch Quality

6.3.1 The quality of cricket pitches is a key component of provision. The importance of quality in cricket means that some leagues require umpires to rate the pitches after each match, ensuring that they are fit for purposes and that any issues with the overall pitch quality, the wicket, or the outfield are identified. If pitches and associated ancillary provision are not up to the required quality standards, this can lead to relegation from the league and / or loss of promotion. By compromising a player's game experience, it can have a detrimental effect on participation particularly in younger age groups

6.3.2 The quality of pitches in the local authority was therefore assessed through site visits undertaken using the non-technical assessment that accompanies the Playing Pitch Strategy Guidance note and prepared by the ECB, as well as consultation with local cricket clubs, and the Essex County Cricket Board.

6.3.3 Assessments indicate that the overall quality of cricket pitches in the local authority is largely ranging between standard and good, with a small number of exceptions.

6.3.4 While most sites are used exclusively for cricket, some sites are also used for football and rugby. They can also be located in public recreation grounds that are free-to-access and have a multi-functional nature. This can add to the wear and tear of pitches and impact upon the ability to undertake maintenance. The issue of maintenance is one that the ECB and Essex Cricket are keen to address and where appropriate are willing to provide training and mentoring of volunteers. A dialogue with providers or operators is key to helping establish this ethos of self-help. There is currently a working relationship between the City Council, the Essex Cricket Groundsman Association and the Regional IOG/ECB Pitch Advisor which addresses issues of maintenance and training provision. The ECB and Essex Cricket would like to see this relationship enhanced with increased engagement from the City Council.

6.3.5 **Table 22** summarises the sites containing cricket pitches in the local authority and the quality issues identified. It also provides an indication of the quality of existing non-turf wickets and training facilities at each site, as well as any issues that have been identified with maintenance of facilities.

Table 22: Cricket sites in the local authority and a quality assessment

Name	Ward	Comments	Quality rating
Admirals Park	St. Andrews	Standard not considered to be good by those teams using the site. Used as an overflow pitch by Galleywood, Stock, and Old Chelmsfordians CCs.	Poor
Beaulieu Park Sports Fields	Chelmer Village and Beaulieu Park	Wickham CC use this ground. Beaulieu Park sold/let the pavilion to a playgroup. Shared outfield with cricket. The Council always lets the pitch out to football on the last game of the season which means alternative have to be found.	Standard
Bedford Playing Fields, King Edward School	Broomfield and The Walthams	Used as an overflow pitch by Old Chelmsfordians CC. Pavilion and nets. Also used for school games	Standard
Boreham Recreation Ground	Boreham and The Leighs	Boreham CC use this ground, and it is shared with football and other uses. Boreham Sports and Social Club. Recreation ground with access pressures. Average quality overall.	Standard
Broomfield CC	Broomfield and The Walthams	The resident club is Broomfield CC. The Club would like to improve/upgrade our changing facilities to cater for all teams including mens/women/girls/boys - plans are being drawn up but the cost is likely to be prohibitive.	Standard
Chelmer Park	Galleywood	Home ground to Chelmsford CC. Three cricket fields with outfields partly shared for football. Pavilion. Sightcreens, 2 x non-turf strips. Nets	Good
Chignal Cricket Club	Chelmsford Rural West	Home of Chignal CC. Pavilion, sightcreens, nets. Facilities average quality, nets derelict and outfield uneven.	Low Standard
Church Meadow, Rettendon	Rettendon and Runwell	Used by Rettendon CC. Sight screens will be required if first XI is promoted to higher division. The site is also used for other activities. Pavilion. Net. Good quality facility for a small club.	Standard
Clarks Field, Slade Lane	Galleywood	Home of Galleywood CC. Shared site with the football club. Equipment is ageing and requires new investment. The area around the ground is difficult to maintain and drainage and fencing is in need of improvement.	Low Standard
Coronation Park	Trinity	Site is the home of Springfield CC, and is also the home of Chelmsford RFC. Two cricket fields with shared outfields used by rugby. Pavilion/clubhouse, nets, non-turf strip.	Good

Name	Ward	Comments	Quality rating
Dawsons Field	Little Baddow, Danbury and Sandon	Home of Danbury CC. Separate ground for cricket within larger sports complex. Pavilion/clubhouse. Sightscreens. Generally good quality but outfield uneven and artificial wicket is ripped	Standard
Great Hanningfield CC	Bicknacre and East and West Hanningfield	Home of Hanningfield and Bursted CC. Pavilion. Excellent quality ground with new pavilion. Nets currently derelict.	Good
Great Waltham Cricket Club	Broomfield and The Walthams	Home of Great Waltham CC. Pavilion	Good
Little Baddow Cricket Club	Little Baddow, Danbury and Sandon	Home of Little Baddow CC. Pavilion. Good quality overall but outfield is uneven in significant areas. Local school use	Standard
Little Waltham Cricket Club	Broomfield and The Walthams	Home of Little Waltham CC. Pavilion, nets. Good quality provision	Good
Marconi Sports Centre	Great Baddow East	Home of Marconi CC and used as an overflow pitch by Great Baddow CC. Good quality overall facility with pavilion and nets. Outfield shared with football.	Standard
Margaretting Village Playing Field	South Hanningfield, Stock and Margaretting	Home of Margaretting CC. Outfield shared with football. Village hall and changing. Underused and basic facility. Will probably be used as an overflow site for Galleywood CC from next season.	Standard
Great Baddow Recreation Ground	Great Baddow West	Home of Great Baddow CC. Facility in a public park with shared outfield with football. Pavilion. Very good quality council maintained facility in multi-functional park.	Standard
Old Chelmsfordians Association	Writtle	Basic facility a good quality sports ground. Pavilion. No nets or non-turf strip? Shared outfield with other sports. Small cricket table.	Standard
Pleshey CC	Chelmsford Rural West	Appears not to be used now. Once home of Pleshey CC. No pavilion. Horse grazing on visit. May not even be considered to be a cricket facility anymore.	N.A.
Roxwell Recreation Ground	Chelmsford Rural West	Appears not to be regularly used. Basic square in public recreation ground. The Roxwell CC no longer appear to play regular fixtures.	Standard

Name	Ward	Comments	Quality rating
Saltcoats Park	South Woodham-Chetwood and Collingwood	Home of South Woodham Ferrers CC. Nice facility, but with shared outfield with rugby. Pavilion, nets. Club has to use a second ground at Purleigh (outside LA)	Standard
Sandon Sports Club	Little Baddow, Danbury and Sandon	Home of Sandon Sports CC. Very basic square with shared outfield. Pavilion.	Poor
South Woodham Village Hall Playing Field	South Woodham-Elmwood and Woodville	Very basic unused square with shared outfield. Pavilion. Appears to be unused. Pavilion for recreation ground. Now no longer used by local teams.	Poor
The Common	South Hanningfield, Stock and Margaretting	Attractive ground on common land, and with pavilion. Shared for general recreation. Nets. Common land status restricts use and club (Stock CC) often have to use venues elsewhere.	Standard
Willowbrook Sports Ground	South Hanningfield, Stock and Margaretting	Cricket square on shared recreation ground. Outfield shared with rugby. Pavilion. Appears little used for cricket. This site is the home of St. John's Billericay CC., which runs 2 adult male teams (playing on Saturday in the T. Rippon League); and, one team on Sunday (playing Friendlies). Share ground with Billericay RFC. The Cricket Club draws on players from the Billericay area, and the resident teams have therefore been excluded from the overall 'count' for assessment purposes. (See Table 6.4).	Standard
Writtle College Sports Ground	Writtle	Square with shared outfield in larger sports ground. Pavilion. Great and Little Baddow CCs use this site as an overflow pitch.	Standard/Good
Writtle Sports and Social Club	Writtle	Home of Writtle CC. Basic square with shared outfield in larger sports ground. Pavilion. Good quality facilities overall & shared social club. Mobile net. Wicket average	Standard

6.3.6 Looking at the above assessment it is clear that most sites are considered to have achieved at least a 'standard' overall quality score. Those sites that have poor or low-standard overall scores but which are important for local cricket are Admirals Park, and Clarks Field (next to Chelmer Park). Sites at Pleshey and South Woodham Ferrers Village Hall, have a now receding history of use for cricket, and ratings are non-applicable and poor, respectively.

Club comments in relation to quality of home facilities

6.3.7 Clubs responding to the questionnaire survey had more detailed comments (shown in **Table 23**) to make on the quality of their facilities.

Table 23: Comments in relation to home facilities

Name	Ward	Ownership	Relevant comments from consultation
Admirals Park	St. Andrews	LA	Standard not considered to be good by those teams using the site.
Beaulieu Park Sports Fields	Chelmer Village and Beaulieu Park	LA	Beaulieu Park sold/let the pavilion to a playgroup which means we cannot offer proper teas or the usual niceties that go with a cricket game, but the pitch plays OK, and there is ample changing rooms and shower.....Plus the council provide us with plenty of chairs and tables, so is never a major problem. Nets are fairly hard to come by for a club that does not own its own pitch. But luckily Chelmsford CC loan them to us once a week. The council always lets the pitch out to football on the last game of the season which means we have to find alternate facilities every year.
Broomfield CC	Broomfield and The Walthams	LA	Improving our changing, toilet and showering facilities are a priority but are inhibited by a lack of finance, something that also applies to provision of disabled facilities as per the previous question. Our annual income through bar income, subscriptions and fundraising only just covers our outgoings and leaves no provision for improving facilities. Accommodating home matches is not a problem. Lack of finance and a small number of volunteers affect our ability to expand and to progress. We have many improvements in mind to further this commitment in terms of both on and off the field. We need work to our pavilion facilities such as changing/showering as mentioned, and on the field to our ground equipment and net facilities. All of which are inhibited by a lack of finance. We would like to improve/upgrade our changing facilities to cater for all teams including

Name	Ward	Ownership	Relevant comments from consultation
			mens/women/girls/boys - plans are being drawn up but the cost is likely to be prohibitive.
Church Meadow, Rettendon	Rettendon and Runwell	LA	When our pitch is used by village society it is getting difficult to find alternatives. We require sight screens if first xi is promoted to higher division. The site is also used for other activities.
Clarks Field, Slade Lane	Galleywood	Other	Our facilities are maintained by volunteers which has its own challenges as too much work falls on too few people. Some of our equipment is ageing and requires new investment. The area around the ground is difficult to maintain and drainage and fencing is in need of improvement. Our facilities have been modernised but we are full to capacity. We do have some plans to expand but we have limited funding and space to do so. Cleaning is a challenge as we are reliant on volunteers to do so. We would like to invest in a new two lane artificial Net Facility at our ground and also undertake drainage improvements and maintenance of our boundary areas so that we maintain control of these areas which are overgrown and in the Summer become out of control with brambles; nettles and areas where we lose a tremendous amount of cricket balls. We would prefer to play 3rd XI games at a more local venue and have reached agreement for the 3rd XI to play at Margaretting Village Hall Ground in 2015. Some teams currently play in Billericay.
Coronation Park	Trinity	LA	Very well maintained by Chelmsford City Council. We share our Home with Chelmsford Rugby Club and only have access to matches from May to August. We have a superb training facility but we are restricted use by the City Council re. times of use - New application in to extend times.
Dawsons Field	Little Baddow, Danbury and Sandon	Club	Parts of the site can be a bit boggy in wet weather. Insufficient changing accommodation to allow use of all pitches at same time.
Great Hanningfield CC	Bicknacre and East and West Hanningfield	Private	We have a lease on the ground and we carry out all our own pitch preparation - it is a private ground. We are in the process of starting a youth development side and our facilities may not be able to cope with the extra matches that may be played.

Name	Ward	Ownership	Relevant comments from consultation
Marconi Sports Centre	Great Baddow East	Club	Used as an overflow pitch by Great Baddow CC.
Margaretting Village Playing Field	South Hanningfield, Stock and Margaretting	LA	Will probably be used as an overflow site for Galleywood CC from next season.
Saltcoats Park	South Woodham-Chetwood and Collingwood	LA	The 3rd Saturday team plays at Purleigh, just outside the LA.
The Common	South Hanningfield, Stock and Margaretting	LA	We have poor access at our venue and no suitable facilities within it. There are limited facilities to hire in the Chelmsford area at short notice for use in friendlies. In the past 5 years we have used Admirals Park & Beaulieu Park which are in Chelmsford District and Hannakins Farm & Lake Meadows which are in Basildon District. There have been a couple of occasions where none of the above grounds were available. We own and maintain our own Clubhouse which sits on Common Land. We are limited by space as the Common Land in question is a very small area with mixed uses within the Community. We cannot always use the facilities as much as we would like as we have to accept that villagers would like to use the land for other recreational activities in which they are entitled to do!
Writtle College Sports Ground	Writtle	Education	Standard considered to be good by those teams using the site. Used as an overflow site by Little and Great Baddow CCs.

6.3.8 Bringing together both the findings of the site specific information presented in Table 22, as well as the key issues arising through consultation (Table 23), it is clear that across the local authority:

- Dedicated cricket sites are generally of an average to good standard, although there are specific issues on certain sites, and some of the ancillary facilities are quite basic and require refurbishment/overhaul.
- Issues may exist in relation to those facilities that are not part of a dedicated cricket site. Especially in terms of protection of the playing surface from other users, and the curtailment of the season where cricket shares a surface with winter sports.

6.4 Security of tenure

6.4.1 A significant number of clubs have long-term leases or outright ownership of their facilities. Other clubs, although perhaps only renting, will often use facilities that are either local authority owned, or else vested in some form of trust. The latter, although not allowing for clubs to 'put down their roots' and further develop facilities, will afford some limited form of security of tenure. The club survey has highlighted one example of where a club is potentially at risk of losing its facility: this is Stock CC, which uses Stock Common as a home base, but which has concerns about long-term security.

6.5 Demand

Participation across the local authority

6.5.1 There are estimated to be 125 cricket teams in the local authority (this excludes a small number of teams affiliated to local clubs but playing outside the local authority). The teams are shown in **Table 24** below.

Table 24: Clubs/teams and where they play

Name	Ground(s)	Adult male teams	Ladies teams	Junior Male/female Teams	League
Boreham CC	Boreham Recreation Ground	3			T.Rippon Mid-Essex; Friendlies
Broomfield CC	Broomfield CC	3		3	T Rippon Mid Essex League; Warsop & Stebbing Sunday League; CEDCB Under 15 League
Chelmsford CC (Clubmark Club)	Chelmer Park	8	1 (indoor N/A)	06-Oct	Essex Premier; Essex Sunday Premier; Dukes Essex T20 League; Lady Taverners u11 SE & London; CEDBC Under 9's (West)
Chignal CC	Chignal CC	1			T Rippon Mid Essex League
Danbury CC	Dawsons Field	1			T Rippon Mid Essex League
East Hanningfield and Great Burstead CC	East Hanningfield CC	3			T Rippon Mid Essex League
Galleywood CC	Slades Lane/Admirals Park	4		7	T Rippon Mid Essex Cricket League; Warsop Stebbings Sunday League; Warsop Stebbings Sunday League; CEDCB Under 18 20/ 20; Trevor Bailey Matchplay Competition; Central Essex League
Great Baddow CC (Clubmark Club)	Great Baddow Park/Writtle College/Marconi Sports Ground	5		4	T Rippon Mid Essex League; Central Essex League; Warsop Stebbings Sunday League
Great Waltham CC	Great Waltham CC	3	1	3	T Rippon Mid-Essex League; Warsop Stebbing Sunday League; Central Essex League; Beaumont Seymour League
Little Baddow CC	Little Baddow CC/Writtle College Sportsground	4		5	T Rippon Mid Essex League; Central Essex League

Name	Ground(s)	Adult male teams	Ladies teams	Junior Male/female Teams	League
Little Waltham CC	Tufnell Hall	3			T Rippon Mid Essex League
Marconi CC	Maroni Sports Club	2			T.Rippon Mid-Essex League
Old Chelmsfordians CC (Clubmark Club)	Lawford Lane/Bedford Playing Field/Admirals Park	6	1	02-Apr	T Rippon Mid-Essex League; Beamont Seymour League. Central Essex League
Rettendon CC	Church Meadow	3			T Rippon Mid Essex League
Sandon Sports CC	Sandon Sports Club	1			T Rippon Mid Essex League
South Woodham Ferrers CC	Salcoats Park	3		2	T Rippon Mid Essex League; Warsop Stebbings Sunday League; Central Essex League
Springfield CC (Clubmark Club)	Coronation Park	4		10	T Rippon Mid Essex League; Warsop Stebbings Sunday League; Central Essex League
Stock CC	The Common/Admirals Park	4		4	T Rippon Mid Essex League; Warsop Stebbings Sunday League; Central Essex League
Wickham CC	Beaulieu Park	2			T Rippon Mid Essex League
Writtle CC	Writtle Sports & Social Club	3		5	T Rippon Mid Essex League; Warsop Stebbings Sunday League
	Total	66	2	57	

6.5.2 The table does not make reference to clubs that currently do not appear to field any teams playing in regular leagues.

6.5.3 Representative teams are excluded from the above totals as they are made up of the same players as those in the club teams. They are however considered when evaluating the use of facilities and the impact that they have on the adequacy of provision.

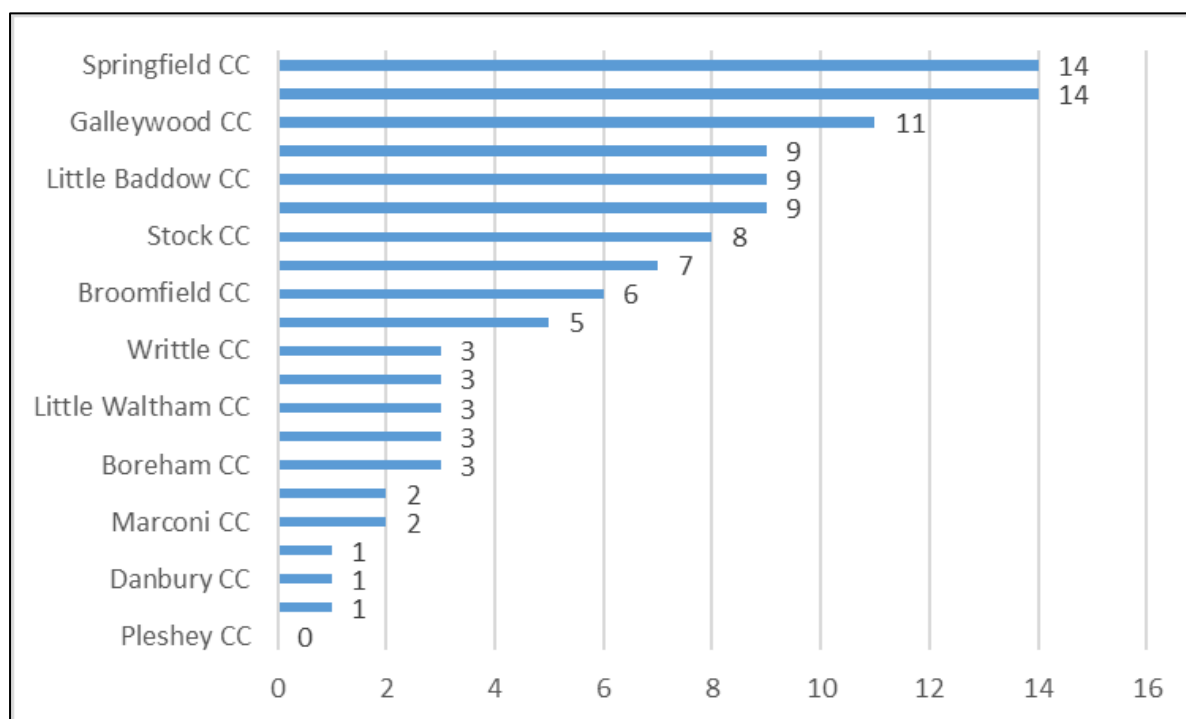
Distance travelled to home ground

6.5.4 The evidence from the club questionnaire is that the majority of players will travel between two and five miles to reach their home venue, and so some amount of travel is an expectation. The majority of membership is therefore drawn from up to 5 miles from the home venue, and the catchments are therefore generally quite localised. The higher the level of cricket, the further players would need to be prepared to travel to reach the home ground of a higher performing club.

6.5.5 There are examples of clubs having to use facilities outside the local authority as overflow sites, and these are South Woodham Ferrers CC (which uses a ground at Purleigh; and, Stock CC (which uses grounds in Basildon). There are examples though of clubs having to distribute their teams over two (or even three) sites within the local authority.

6.5.6 In terms of the number of teams fielded by each club, the following **Figure 24** illustrates how the clubs would be ranked.

Figure 24: Total teams fielded by each local club



6.5.7 The two biggest teams do not appear to have a need for additional sites (currently). The Chelmsford CC benefit from having three cricket fields at Chelmer Park; and, the Springfield Club two fields in Coronation Park. However, the majority of the next order of clubs do rely on access to second grounds, and sometimes third grounds to field all their

teams, as highlighted in Table 22: this is especially the case where clubs field more than two adult Saturday teams.

6.5.8 The majority of cricket is in the form of formal club-based cricket teams, playing in a variety of leagues, in particular the T. Rippon Mid Essex League (adult Saturday); Wardrop Stebbings Sunday League (adult Sunday); Central Essex District Cricket Board (juniors); and, Beaumont Seymour League (ladies). The Essex County Cricket Board (via District Cricket Boards) also play a very important role in running junior cricket. There are some teams playing less formal cricket (either in midweek leagues or just friendlies). While most of these are associated with a club and a home ground, some travel to different grounds and rent their pitches depending upon availability.

Trends in participation

6.5.9 Clubs responding to the questionnaire survey indicated the following overall changes in the number of teams fielded over the most recent three seasons (**Table 25**).

Table 25: changes in numbers of teams

	Increased	Decreased	Stayed the same	Response Total
Adult Male	25%	25%	50%	12
Ladies	0%	0%	100%	7
Juniors/Colts	22%	11%	67%	9
			Answered	12
			Skipped	3

6.5.10 The above suggests that, from the overall experience of local clubs, there has been:

- No real change in numbers of adult male teams;
- No change in the number of ladies teams; and,
- A growth in junior teams.

6.5.11 Some of the responding clubs offered reasons for the identified growth or decline in the numbers of teams fielded, as summarised in **Table 26** below.

Table 26: Reasons expressed for growth or decline in team numbers

Club	Comment
Galleywood CC	Principally the development of youth players leading to increased numbers of players available at all youth age groups as a result of the training activities we offer them. We are now seeing the fruits of our labours start to flow with youngsters now capable of stepping up to play Adult League cricket
Broomfield CC	The initiative to run a Sunday XI from 2015 is one to address the problem of retention of young players for whom there is little opportunity once they become too old for Junior cricket but are perhaps too young for adult cricket. Our intention is for those players to play in this Sunday XI supported by older members. It is an initiative to address the problem highlighted by a recent ECB and ECCB

Club	Comment
	survey concerning the loss of those youngsters, often to the game completely and to the format of matches
Springfield CC	Coaching in all local schools via the C2S initiative, in conjunction with the Great Baddow CC and the County Cricket Board.
Stock CC	Adult Male participation has decreased because of a lack of playing opportunities due to time constraints/other commitments
Chignal CC	Loss of players to other clubs in the area
Sandon Sports CC	Players retiring, moving clubs or out of the area and no colts programme
Great Baddow CC	Although not referenced in its club questionnaire response, the Club is involved in coaching in all local schools via the C2S initiative, in conjunction with the Springfield CC and the County Cricket Board.

Views of the Essex County Cricket Board

6.5.12 Discussions with the ECB and the Essex County Cricket Board suggest the following factors that might affect growth over the following years:

- Growth in shorter forms of the game needs to be considered, including demand for and access to artificial wickets;
- Growth of 8-a-side 'Last Man Standing' leagues might lead to greater demands on council provision from after-work competitive leagues targeting business led teams;
- Above trends likely to lead to a general change in cricket from a club-based to a team based-focus in the future;
- Expansion of women's and girl's cricket needs to be considered in terms of access to facilities;
- Potential loss of facilities;
- Fostering links with schools;
- Recognition and catering for informal and non-affiliated activity; and,
- Seizing opportunities for new cricket provision linked to new development (s106/CIL etc).

6.5.13 Recent ECB survey showed 35% of people playing the same are from families of South Asian origins so this needs to be considered in terms of the location of such cultural groups, changing population demographics and the accessibility of cricket facilities – including awareness of the specific needs of such groups.

Displaced Teams

6.5.14 There are three examples of clubs that have to use facilities outside the local authority in order to field all their teams. These are Stock CC and Galleywood CCs (both using facilities in Basildon local authority; and South Wootton Ferrers CC (using facilities in the village of Purleigh). In addition, though there are examples of clubs who have to use sites away from their 'home grounds' elsewhere in Chelmsford local authority, and these are identified in **Table 27** below.

6.5.15 The club questionnaire survey asked where clubs trained. Where answers were provided (table 27) they indicated that the majority practiced off-wicket, often using nets. However, two clubs indicated that they trained on match pitches.

Table 27: Where clubs train (on ground)

Club Name	Where does your club train at your home ground?
Galleywood Cricket Club	Elsewhere on home ground
Broomfield Cricket Club	Nets at home ground
Old Chelmsfordians Cricket Club	Nets at home ground
Springfield C.C.	Nets at home ground
Rettendon	Nets at home ground
East Hanningfield & Great Burstead	On a match pitch at home ground
Great Baddow Cricket Club	Nets at home ground
Stock Cricket Club	On a match pitch at home ground
Wickham CC	Offsite
Little Baddow Cricket Club	On a match pitch at home ground, and nets
Chelmsford CC	Nets at home ground

6.5.16 Some clubs also indicated that they also trained using facilities elsewhere, away from their home grounds, as shown in **Table 28** below.

Table 28: Remote training venues

Club	Remote training venue
Stock Cricket Club	Skeggs Farm (private indoor facility), and Great Baddow CC
Wickham CC	Chelmer Park
Chelmsford CC	County Ground

6.5.17 It is also likely to be the case that local clubs will use various sports halls for winter training. The ECB have made reference to the paucity of good quality indoor nets for winter training and the planned re-development of indoor nets adjacent to County Ground will make this worse.

School activity

6.5.18 School activity for cricket is generally outside the remit of this report, although it can have an indirect bearing on the supply of and demand for local pitches.

6.5.19 The study has revealed that there are three education sites containing cricket fields that are potentially of local significance. These include:

- Bedford Playing Field (owned by the King Edward School);
- Writtle Agricultural College playing field;
- New Hall School cricket field; and,
- Springfield Primary School

6.5.20 The first two sites are both well used by community teams, as highlighted in **Table 29**. The facility at New Hall School does not appear to be used by community teams.

6.5.21 The three education establishments which own the above facilities play cricket as either curricular extra-curricular activity. Use by community teams is therefore accommodated as secondary activity, which presumably does not conflict with primary needs.

6.5.22 Some school activity does take place off school campuses at Chelmer Park where some bookings are made for school matches, although these are fairly insignificant in relation to other club-based activity. Coronation Park is also booked for school competitive matches.

Casual activity

6.5.23 In addition to the affiliated and regular competitive cricket, there is a small but significant amount of casual competitive cricket that takes place. The primary focus of this activity is at Admirals Park, where bookings are taken by the City Council for either one-off games, or block bookings for casual local works matches that take place mid-week in the Summer. There is, for example a local taxi drivers' league. This activity is not officially recognized by the cricket governing bodies, but seems to be an important component of local cricket for those who do not or cannot afford the time to play on a regular and frequent basis.

6.5.24 Discussions with the City Council suggests that whilst Admirals Park is the prime location in the local authority for hosting casual cricket matches, there is considered to be sufficient capacity at this venue to absorb additional matches during the week, should these be required.

6.5.25 In other parts of the country, where of the population comprises a relatively high Asian component there can often be a significant level of casual cricket matches amongst Asian groups which, again, have no affiliation to clubs or local leagues. Examples of such activity can be found in parts of London, as well as other locations like Luton and Stoke-on-Trent.

6.5.26 Chelmsford, as a local authority, does not have a significant Asian component as part of its population, compared to other parts of the country, and does not appear to host a significant level of informal Asian-based. However, changes to the ethnic composition of the local authority population might result in an upturn in the demand for such activity, and the situation is worth monitoring.

6.5.27 Both the ECB and Essex County Cricket Board, stress the importance of capturing and planning for the needs of casual cricket, and have responded to these trends themselves by promoting versions of the sport such as T20 cricket, and Last Man Standing competitions. Essentially such activity can be 'team-based' as opposed to club-based, and if such activity is to be promoted and popularised within the local authority it will be important to provide

facilities that can be easily accessed and booked by such teams, which suggests venues in local parks like Admirals Park.

6.5.28 The impression from this study is that the larger clubs have much better access to T20 competitions and other short- game derivatives. Smaller clubs may wish to consider the potential impact on traditional matchplay in the medium to long term if young people want to focus on the shorter game and are therefore drawn increasingly to the larger clubs.

6.6 Assessing the Supply and Demand Information and Views

6.6.1 There are two components involved in this calculation:

- Assessing the ‘capacity’ of wickets to absorb the overall number matches they are required to host without undue wear and tear; and,
- Assessing the availability of pitches to be available for matches at the times that they will be required.

6.6.2 The above two are considered in the following paragraphs.

6.6.3 For cricket, unlike other pitch sports, the capacity of a pitch is measured on a seasonal basis (as opposed to weekly) and is primarily determined by the number and quality of wickets on a pitch. Play is rotated throughout the season across the wickets to reduce wear and allow for repair.

6.6.4 As a guide, the ECB suggests that a **good** quality wicket should be able to take:

- 5 matches per season per grass wicket (adults);
- 7 matches per season per grass wicket (juniors);
- 60 matches per season per non turf wicket (adults); and,
- 80 matches per season per non turf wicket (juniors).

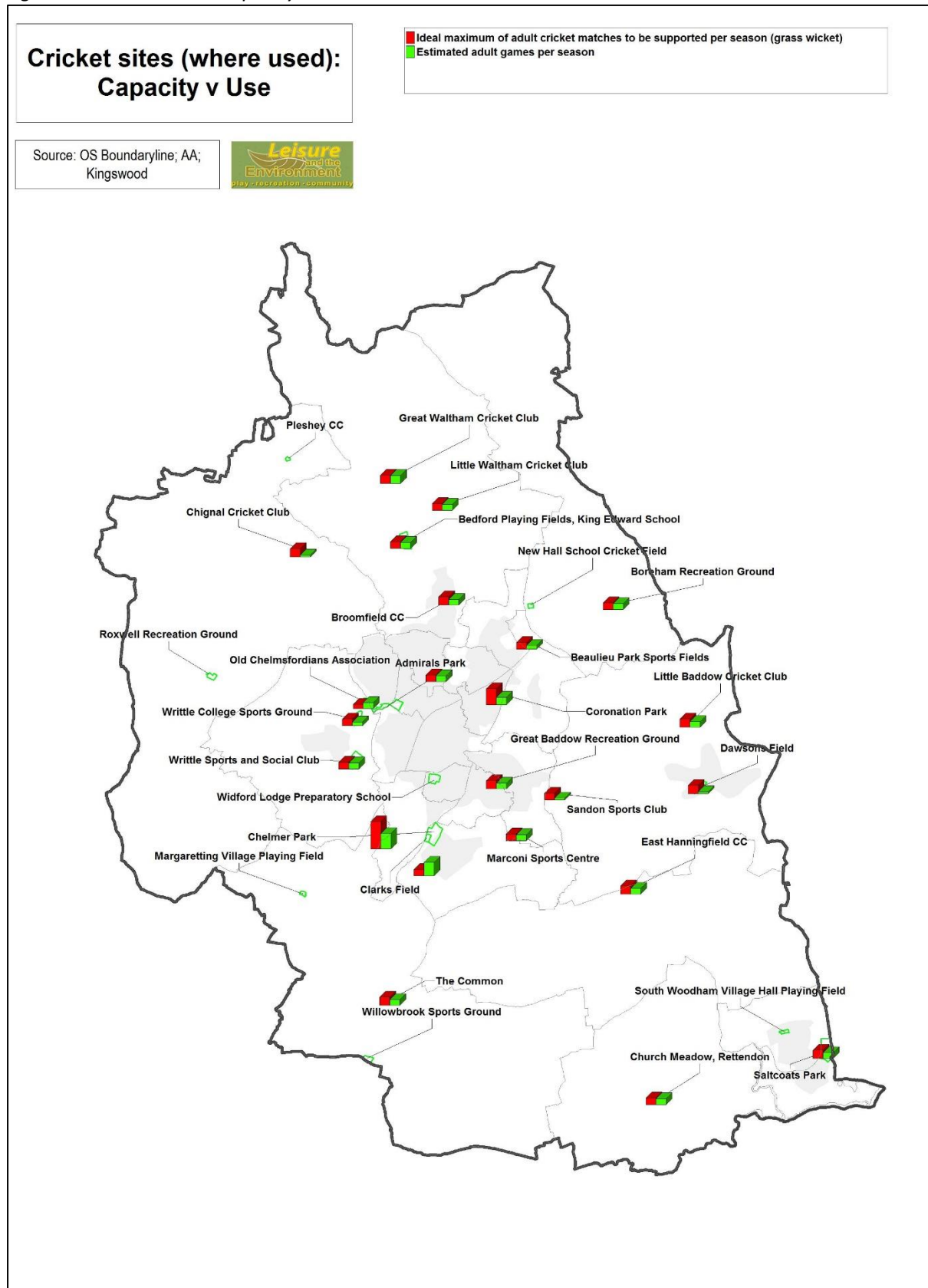
6.6.5 Demand (in relation to capacity) is therefore measured in terms of the number of home games that each team will play per season.

6.6.6 Some junior play in the local authority will take place on non-turf wickets. This meets with ECB requirements, unless teams are playing in high standard junior play, and/or are in the 13 years + age groups, in which case play must take place on the grass square. The provision of non-turf wickets can therefore enhance the capacity of a site.

6.6.7 Assessing demand from adult teams is easier to establish due to the unambiguous requirement for turf pitches for play in local league structures and above.

6.6.8 **Figure 25** summarises the situation at the cricket sites across the local authority in respect of the notional capacity of the sites to absorb adult matches against the estimated number of matches played by adult teams per season. Cricket training will normally take place off the cricket square, and within nets, on non-turf wickets, in the outfield, or winter training indoor bowls.

Figure 25: Grass wicket capacity relative to adult demand



6.6.9 Training therefore is not a key factor in determining overall use of turf wickets over the course of a season. However, junior matches and training will also be an important

consideration in determining wear and tear on wickets, and the following **Table 29** factors these considerations into calculations on a site-by-site basis, using data on team numbers and training patterns supplied through the consultation. Generally, it was identified that the majority of training took place 'off-square' using the outfield, artificial strips, or nets. Any winter training takes place off-site and indoors. For these reasons the impact of training can largely be discounted from estimations of site capacity for cricket.

6.6.10 Cricket squares tend to be roped off in off-season, and so are not usually adversely affected by other activity.

6.6.11 Where sites are italicised it is possible that capacity issues exist or loom in respect to the use of turf strips. Although younger, junior, teams can train and play matches off the turf wickets, beyond a certain age they are required by league regulations to have access to a natural turf wicket for matchplay. As teams move through the age-groups the pressure will increase on turf wickets, and might contribute to 'drop-out' rates in local clubs, because the capacity to absorb this additional demand is not available.

Table 29: Capacity v Usage (including junior matches and non-turf wickets, where they exist): (Column E-H use ECB guidance summarised in sub section 6.7)

Name	A. Estimated adult matches/season	B. Estimated junior matches/season	C. Turf strips	D. Non-turf strips	E. Capacity guide: adult matches/season/turf strip	F. Capacity guide junior matches/season/turf strip	G. Capacity guide: adult/matches/season/non-turf strip	H. Capacity guide: junior /matches/season/non-turf strip	I. Ideal adult match capacity/season on turf strips (C x E)	J. Ideal junior match capacity/season on turf strips (C x F)	K. Ideal adult match capacity/season on -turf strips (D x G)	L. Ideal junior match capacity/season on non-turf strips (D x H)	M. Net Capacity (Adults) (I+K) - I	N. Net Capacity (Juniors) (J+L) - B
Chelmer Park	96	52	34	2	5	7	60	80	170	238	120	160	194.00	346
South Woodham Village Hall Playing Field			8		5	7	60	80	40	56	0	0	40.00	56.00
Admirals Park	36		8		5	7	60	80	40	56	0	0	4.00	56.00
Coronation Park	48	120	20	1	5	7	60	80	100	140	60	80	112.00	100.00
Margaretting Village Playing Field			8		5	7	60	80	40	56	0	0	40.00	56.00
Beaulieu Park Sports Fields	24		8		5	7	60	80	40	56	0	0	16.00	56.00
Broomfield CC	36	45	10		5	7	60	80	50	70	0	0	14.00	25.00
Boreham Recreation Ground	36		8		5	7	60	80	40	56	0	0	4.00	56.00
Saltcoats Park	36	24	10		5	7	60	80	50	70	0	0	14.00	46.00
Roxwell Recreation Ground			8		5	7	60	80	40	56	0	0	40.00	56.00
The Common	36	48	10		5	7	60	80	50	70	0	0	14.00	22.00
Church Meadow, Rettendon	36		8		5	7	60	80	40	56	0	0	4.00	56.00
Noakes Park	36	48	10		5	7	60	80	50	70	0	0	14.00	22.00
Little Baddow Cricket Club	36	60	10		5	7	60	80	50	70	0	0	14.00	10.00
Willowbrook Sports Ground			8		5	7	60	80	40	56	0	0	40.00	56.00
Dawsons Field	12	20	10		5	7	60	80	50	70	0	0	38.00	50.00
Little Waltham Cricket Club	36		8		5	7	60	80	40	56	0	0	4.00	56.00

Name	A. Estimated adult matches/season	B. Estimated junior matches/season	C. Turf strips	D. Non-turf strips	E. Capacity guide: adult matches/season/turf strip	F. Capacity guide: junior matches/season/turf strip	G. Capacity guide: adult/matches/season/non-turf strip	H. Capacity guide: junior /matches/season/non-turf strip	I. Ideal adult match capacity/season on turf strips (C x E)	J. Ideal junior match capacity/season on turf strips (C x F)	K. Ideal adult match capacity/season on -turf strips (D x G)	L. Ideal junior match capacity/season on non-turf strips (D x H)	M. Net Capacity (Adults) (I+K) - I	N. Net Capacity (Juniors) (J+L) - B
Pleshey CC			8		5	7	60	80	40	56	0	0	40.00	56.00
<i>Great Waltham Cricket Club</i>	48	36	10		5	7	60	80	50	70	0	0	2.00	34.00
Great Hanningfield CC	36		10		5	7	60	80	50	70	0	0	14.00	70.00
Chignal Cricket Club	12		10		5	7	60	80	50	70	0	0	38.00	70.00
Sandon Sports Club	12		8		5	7	60	80	40	56	0	0	28.00	56.00
Writtle Sports and Social Club	36	60	8		5	7	60	80	40	56	0	0	4.00	-4.00
<i>Old Chelmsfordians Association</i>	36	24	5		5	7	60	80	25	35	0	0	-11.00	11.00
<i>Clarks Field</i>	84	96	8		5	7	60	80	40	56	0	0	-44.00	-40.00
Marconi Sports Centre	36		8		5	7	60	80	40	56	0	0	4.00	56.00
Bedford Playing Fields, King Edward School	36	50	8		5	7	60	80	40	56	0	0	4.00	6.00
Writtle College Sports Ground	24		8		5	7	60	80	40	56	0	0	16.00	56.0

6.6.12 It is fair to say that none of the clubs responding to the questionnaire survey have explicitly referenced ‘too many games being played on the turf square’ as an issue of importance. Any concerns with respect to home venues have been summarised in Table 23, and cover a variety of themes including a desire for improved ancillary facilities and equipment; and, the need for secondary and tertiary venues to field extra teams.

6.7 Scenario Testing: The Future

Future Picture of Provision

6.7.1 The future requirement for playing pitches will be impacted by several factors, including;

- Changes to the number of people living in the area and / or to the demographic profile of the population;
- Changes in participation trends and in how pitch sports are played;
- Club specific development plans and aspirations; and
- Amendments to the current facility stock either through the provision of new pitches or the loss of current pitches.

6.7.2 These issues are considered in turn in order to build a picture of future demand for playing pitches.

A Population Change

Team Generation Rates

6.7.3 Team Generation Rates (TGRs) indicate how many people in a specified age group are required to generate one team. TGRs are derived by dividing the appropriate population age band by the number of teams playing within that area in that age band. By applying TGRs to population projections, we can project the theoretical number of teams that would be generated from population growth and gain an understanding of future demand.

6.7.4 **Table 30** summarises the current TGRs for cricket in the local authority and uses them to assess the potential impact of projected changes to the population profile on demand for cricket.

Table 30: TGRs and potential change to number of cricket teams in the local authority: 2015-2036

2015 AGE GROUPS	2015 AGE GROUPS (k)	2015 TEAMS	2015 TGRs	2036 AGE GROUPS (k)	2031 TEAMS	CHANGE (+/-)
Junior cricket (7-17 male)	11.09	53	209	12.41	59.3	6.3
Junior cricket (7-17 female)	10.36	4	2590	11.75	4.5	0.5
Senior cricket (18-55 male)	40.98	66	621	43.60	70.2	4.2
Senior cricket (18-55 female)	41.23	2	20,614	42.59	2.1	0.1

6.7.5 Table 30 suggests that there will be an increase in the number of teams by 2036, and especially in the adult male and junior male categories.

6.7.6 The population data on which the above calculations are based¹⁶ are themselves only based upon previous trends, and do not necessarily take into account the impact of planned new residential growth yet to be determined.

Projected change in the population resulting from planned new growth

6.7.7 The above projects the change in team numbers arising out of natural change in the population up to 2036. There is also a need to consider any additional teams generated from localised population change resulting from planned new development. This new development may give rise to a significant local redistribution of the population, and conceivably in the spatial demand for playing pitches. The precise housing growth allocations to be catered for in the emerging new development plan are currently not determined

Changes in participation trends and how sport is played

6.7.8 Changes in participation may perhaps have the most significant impact upon future demand for cricket pitches. Analysis of recent trends in participation reveals the following;

- Earlier in this section it was shown that those clubs responding to the questionnaire survey had, overall, experienced some growth in the junior age-group categories.
- In recognition of changing lifestyle patterns and the challenges of 50 over cricket, the ECB are now seeking to introduce alternative forms of the game, including Last Man Standing and T20, as well as other initiatives to encourage informal participation such as O40 Leagues, Pub Leagues and U19 competitions.
- The ECB strategy is currently focused in these areas: Clubs, leagues & volunteers (Clubs); Children & Young People (Kids); Community engagement & inclusive participation (Community); Casual cricket and new formats (Casual)
- The emergent theme from of the strategy, highlights the potential to grow more informal formats of the game whilst maintaining the current player base in club based cricket. This may result in the growth of more casual play and midweek leagues and this could generate demand for 'casual' venues within the local authority. A central, accessible venue would be ideal.
- In addition to this, the 'Chance to Shine' charity may induce additional interest amongst children, as it currently supports around 350 hours of free coaching in schools. There is also Kwik Cricket locally, with 72 teams involved, and this might also translate into some additional future demand to play in older age groups.

Development plans and aspirations

6.7.9 Clubs responding to the club questionnaire survey revealed the following aspirations, and potential obstacles frustrating their realisation (**Table 31**).

¹⁶ Compiled from a forecast produced on 19/03/2015 using POPGROUP software developed by Bradford Council, the University of Manchester and Andelin Associates

Table 31: Club plans and aspirations

Club	Adult Men's Teams	Adult Women's Teams	Junior Boys' Teams	Junior Girls' Teams	Other (e.g. Vets)
Galleywood CC	1	0	0	0	1
Old Chelmsfordians CC	0	0	1	1	0
Springfield CC	0	0	1	0	0
Rettendon CC	0	0	1	0	0
East Hanningfield & Great Burstead CC	0	0	1	0	0
Great Baddow CC	0	0	0	0	0
Stock CC	1	0	1	0	0
Total	2	0	5	1	1

6.7.10 Although Chelmsford CC did not respond to the club survey, it is known (via the ECB) that they have plans to run more female teams (1 additional ladies' team, and 3 additional girls' teams).

6.7.11 Taking into account the necessary caveats, the above aspirations suggest that responding team might like to field an additional:

- 3 adult teams;
- 9 junior teams; and,
- 1 vets' team

6.7.12 It is noted that none of the clubs *responding to this questionnaire* identified an aspiration to field a ladies' team beyond those already playing. If this were to occur it is likely to result from the translation in demand from girls to adult play, where there are existing junior females playing regularly (such as at Chelmsford CC).

6.7.13 The clubs have also stated some of the obstacles that, they feel, stand in the way of them realising these aspirations. In practice, there may be little that can be done to reduce some of these obstacles, especially in the current financial climate. However, the statements serve to emphasise that some clubs would like to expand their activities were it not for the existence of certain obstacles- one of the goals of the strategy which this needs assessment underpins should be to seek ways in which these obstacles can be mitigated. These are summarised in **Table 32**.

Table 32: Obstacles stopping clubs fielding more teams

Club	Shortage of good quality junior grass pitches	Shortage of all weather pitches for matches	Shortage of all weather pitches for training	Shortage of, or poor quality, changing facilities	Shortage of coaches or volunteers	Cost of travelling to compete and train	Cost of hiring/using facilities	Falling membership/shortage of members	Lack of internal financing (subs/fund raising)	Lack of external funding (grants, loans)	Shortage of suitable indoor training facilities	Restrictions on development from any planning or other legislation (e.g. DDA)
Galleywood CC	0	0	0	1	1	0	1	0	0	0	0	0
Old Chelmsfordians CC	0	0	0	1	1	1	0	0	0	0	0	0
Springfield CC	0	0	0	0	1	0	0	0	0	0	1	1
Rettendon CC	0	0	0	0	1	0	0	0	0	0	0	0
East Hanningfield & Great Burstead CC	0	0	0	0	1	0	0	0	0	0	0	0
Stock CC	1	0	0	0	0	1	0	1	0	0	0	1
Wickham CC	0	0	0	0	1	0	0	1	0	1	0	0
Total	1	0	0	2	6	2	1	2	0	1	1	2

6.7.14 The obstacles will obviously differ depending on the club. However, **figure 26** summarises the overall significance of stated obstacles.

Figure 26: Summary of obstacles in the way of fielding more teams.



6.7.15 Shortage of coaches and volunteers is seen as the biggest overall obstacle in the way of team numbers growing.

6.7.16 When adding the extra teams that might be generated if responding clubs could achieve aspirations to additional teams arising from projected population growth (2036), the total increased future demand is shown in **Table 33** below.

Table 33: Summary potential overall growth in team numbers

A. Extra teams from population growth		B. Extra teams for aspirational growth		Extra matches (A+B)	Grass Fields required
Adult	4.3	Adult	3	7.3	1-2
Junior	6.8	Junior	9	15.8	1 (share the above)

6.8 Cricket: Key issues for the Strategy to address

6.8.1 The concept of a central venue for casual cricket should be promoted, with the provision of non-turf wickets. This would help develop team-based (as opposed to club-based cricket for those who cannot commit to regular and frequent games).

6.8.2 Some of the larger clubs require access to more than one ground to help grow participation.

6.8.3 There are some sites (in rural areas) that are under-used- what is their future? The underuse of sites in rural areas needs to be explored and understood. For example, how are they being marketed, is the booking process as easy as it can be? Are the right stakeholders being engaged with i.e. partnerships between clubs, schools, leagues, casual teams and other potential users?

6.8.4 With some sites where there is multi-age group play there are/will be problems with the capacity to absorb matchplay, especially where there are burgeoning numbers in the

junior age groups. Access to grass wickets at an appropriate age may put some wickets under pressure.

6.8.5 The impression from this study is that the larger clubs have much better access to T20 competitions and other short- game derivatives. Smaller clubs may wish to consider the potential impact on traditional matchplay in the medium to long term if young people want to focus on the shorter game and are therefore drawn increasingly to the larger clubs.

6.8.6 A coherent and sustainable long term plan for the maintenance of sites

6.8.7 These themes will be addressed further, and translated to locally/site specific recommendations in the Strategy and Action Plan.

7.0 RUGBY

7.1 Introduction

7.1.1 This section assesses the adequacy of pitches for Rugby Union. There is no Rugby League played in the local authority. Although there is some Rugby League played in Essex, such as in Billericay, Brentwood and Colchester, activity is sparse, and there does not appear to be any move at a local or national level to establish a presence for the sport in Chelmsford local authority. Accordingly, this section concentrates on the Rugby Union code in the local authority by presenting the following:

- An overview of pitch supply.
- An overview of demand for rugby.
- The pattern of play of rugby.
- A review of the capacity and adequacy of current provision across the local authority, including an understanding of activity at individual sites.
- A summary of findings and key issues for the Plan to address - separate document.

7.2 Overview of Pitch Supply

7.2.1 There are 13 sites containing facilities for rugby in the local authority. This figure includes all known public, private, school and other pitches whether or not they are in secured community use. The total pitch provision across the local authority is summarised in **Table 34**.

7.2.2 The Willowbrook Sports Club site (2 adult pitches and club-owned) is not included in the above list. It is on the absolute extremity of the local authority and is geographically better related to Billericay. The site is used as a home base for Billericay Rugby Club, and is heavily used for this purpose. The membership of Billericay RFC is drawn largely from outside the Chelmsford local authority area. The Willowbrook site therefore is discounted largely from the assessment made in this section.

Table 34: Rugby pitches in the local authority

Name	Ward	Availability	Ownership	Adult pitches	Mini pitches
Coronation Park	Trinity	A1	LA	3	
Saltcoats Park	South Woodham-Chetwood and Collingwood	A1	LA	3	
Runwell Hospital F.C	Rettendon and Runwell	A2	Other	1	
Willowbrook Sports Ground	South Hanningfield, Stock and Margaretting	A2	Club	2	
St John Payne Catholic School	Patching Hall	B	Education	2	
The Boswells School	The Lawns	A3	Education	3	2

Name	Ward	Availability	Ownership	Adult pitches	Mini pitches
The Sandon School	Little Baddow, Danbury and Sandon	A3	Education	1	
William de Ferrers School	South Woodham-Elmwood and Woodville	A3	Education	3	
Writtle College Sports Ground	Writtle	A3	Education	1	
Chelmer Valley High School	Broomfield and The Walthams	C	Education	1	
Great Baddow High School	Great Baddow West	C	Education	3	
New Hall School	Boreham and The Leighs	C	Education	1	
St Peter's College	St. Andrews	C	Education	1	
Widford Lodge Preparatory School	Moulsham Lodge	C	Education		2
			Total	25	4

7.2.3 Sites are in a variety of ownerships. The majority of pitches and sites are controlled by the education sector. However, the most notable sites from the standpoint of community rugby activity are those which are controlled by the local authority and clubs.

7.3 Quality Scoring of Sites

7.3.1 The score given to the overall pitch quality is based upon Sport England's new playing pitch strategy guidance¹⁷ and is shown in **Table 35** below.

7.3.2 There are two scores recorded on the assessment form: one is for pitch maintenance (frequency of aeration and surface dressing) and the other is for the type of drainage a particular pitch has (natural, pipe drained, pipe and slit drained, unknown). Also noted but not scored on the assessment forms are qualitative and ancillary information (length and coverage of grass, size of pitch, problem areas, condition and safety of goal posts, and availability of changing, floodlighting and car parking).

7.3.3 It proved possible to assess all 4 sites that are used by local rugby teams.

¹⁷ (Appendix 4d found at (<http://www.sportengland.org/facilities-planning/planning-for-sport/planning-tools-and-guidance/playing-pitch-strategy-guidance/>))

Table 35: Rugby pitch quality ratings

Name	Availability	Ownership	Pitches Adult Rugby	Rugby pitch maintenance score	Rugby pitch maintenance rating	Rugby pitch drainage score
Coronation Park	A1	LA	3	5	M0	D1
Saltcoats Park	A1	LA	3	5	M0	D1
Runwell Hospital	A2	Other	1	6	M1	D2
Writtle Agricultural College	A3	Education	1	7	M1	D2
11-15 6-10 0-5 OVERALL SCORING	<p>Pitch Maintenance Scoring: Good (M2) Adequate (M1) Poor (M0)</p> <p>Maintenance M0 = action is significant improvements to maintenance programme M1 = action is minor improvements to maintenance programme M2 = action is no improvement to maintenance programme</p> <p>Drainage D0 - action is pipe drainage system needed on pitch D1 - action is pipe and slit drainage needed on pitch D2 - action is slit drainage needed on pitch D3 - no action needed on pitch drainage</p>					

7.3.4 The above table and suggests that, for the two larger multi-team clubs in particular, the quality and maintenance of the playing surfaces is below a satisfactory standard. The Chelmsford RFC and South Woodham Ferrers RFC are both based at local authority controlled sites that also host other activities. At Saltcoats Park football and cricket are also played, although there is some spatial zoning between the sports. At Coronation Park cricket is played over the summer months, and the rugby pitches are used as the outfield. The pitches at Coronation Park are also used for police rugby fixtures several times a season.

7.3.5 Although there may be some occasional conflict of interest between sports, it is the intensity of use of rugby pitches by resident and visiting rugby teams both for training and competition that leads to a situation where pitches are over-used relative to their capacity to absorb activity.

7.3.6 On multi-pitch rugby grounds, such as the above, one pitch is normally allocated as the midweek training pitch, and this is usually either permanently or temporarily floodlit. Over the course of a season grass training pitches will have to absorb a considerable amount of wear and tear both from training activity as well as match play.

7.3.7 The two smaller clubs, based at Writtle Agricultural College and Runwell Hospital, have fewer pressures in respect of overuse of pitches, and any issues relating to pitch quality and maintenance are far less significant compared to the situation at coronation and Salcoats Park.

7.3.8 Issues surrounding pitch capacity relative to use are considered further later in this section.

7.4 Overview of demand

Current Participation

7.4.1 Excluding Billericay RFC (based at Willowbrook sports club and hosting a range of adult and junior teams) the four clubs based within the local authority and drawing from the catchment yield the following teams (**Table 36**) as estimated in the 2014-15 season.

Table 36: Clubs and teams in the local authority (excluding Billericay RUFC)

Club	Ground	Adult male rugby teams	Adult female rugby teams	Colts male rugby teams (u18-19)	Colts female rugby teams (u18-19)	Youth male rugby teams (u13-17)	Youth female rugby teams (u13-17)	Mini rugby (u12)
Chelmsford RUFC	Coronation Park	4	1	1	0	5	0	7
South Woodham Ferrers RUFC	Saltcoats Park	4	0	1	0	4	0	7
Runwell Wyverns RUFC	Runwell Hospital F.C	2	0	0	0	0	0	0
Writtle Wanderers RUFC	Writtle College Sports Ground	2	0	0	0	0	0	0
	Total	12	1	2	0	9	0	14

7.4.2 The majority of adult teams being fielded by clubs play in the various Essex merit tables. The Chelmsford men's first team played in the London 2 North East Division; whilst the ladies team play in Women's NC North East Division. The older youth teams play in the various divisions of the Essex Youth League. The mini and midi teams generally play only friendlies.

7.4.3 The location of teams and pitches is shown on **Figure 27** below.

Figure 27: Location of rugby pitch sites



Trends in Local Participation

7.4.4 The club questionnaire survey combined with other evidence suggests that the number of teams fielded by local clubs has largely remained the same over very recent years. Chelmsford RFC suggests that there had been no change overall in the number of teams within various age groups. Conversely, South Woodham Ferrers RFC have experienced an increase in numbers of youth/junior teams. The other two local clubs have remained static in terms of the numbers of teams which they field.

Displaced, Unmet and Latent Demand

7.4.5 The extent to which the current participation hides latent or frustrated demand to play rugby is considered further later in this section. However, there does not appear to be much current evidence to suggest that the number of teams fielded locally and will increase dramatically, under the current circumstances.

7.4.6 There is little evidence of clubs/teams having to travel outside the local authority to the access home ground facilities.

Origins of Membership

7.4.7 The club survey indicates that the majority of players live within 5 miles of their home venue. The higher the standard of rugby the greater the preparedness of better players to travel to clubs offering opportunities to play at a higher standard.

Patterns of Play

7.4.8 The patterns of play for the various age groups in rugby over the course of a week follow the General National pattern of:

- Adult Males playing on Saturday afternoons;
- Cult teams playing on Saturday afternoons;
- News and junior teams playing on Sunday mornings; and,
- Adult female teams playing on Sundays.

Training patterns

7.4.9 All club/team training conducted by local clubs takes place on an allocated pitch. All team training sessions generally take place once per week for each of the team squads.

7.5 Capacity Scores - situation at individual sites

7.5.1 For rugby, supply and demand is measured by considering:

- the amount of play that a site is able to sustain (based upon pitch quality and the facilities and pitches available);
- how much play takes place;
- whether there is any spare capacity at the site based upon a comparison between the capacity of the site and the actual usage; and
- any other key issues relating to the site which have arisen through provider and user consultation.

7.5.2 Both the supply of pitches and the demand for pitches is measured through the use of match equivalents to ensure that a comparison is possible. To fully understand activity on a site, consideration is given to both:

- the adequacy of pitch provision over the course of a week; and,
- capacity of a site to meet additional demand at peak time. It is assumed that a team playing home fixtures every other week would generate the equivalent of 0.5 match equivalents per week (one fixture every other week). Match equivalent values are also used to measure the use of pitches for training, as well as the impact of use by educational establishments and casual access. 90 minutes of training is 1 match equivalent.

7.5.3 The Rugby Football Union (RFU) has devised a method for estimating the number of adult games that might be played each week in a season without undue wear and tear, based on an assessment of maintenance and drainage regimes. This is shown in **Table 37** below.

Table 37: RFU capacity assessment guide (adult matches week)

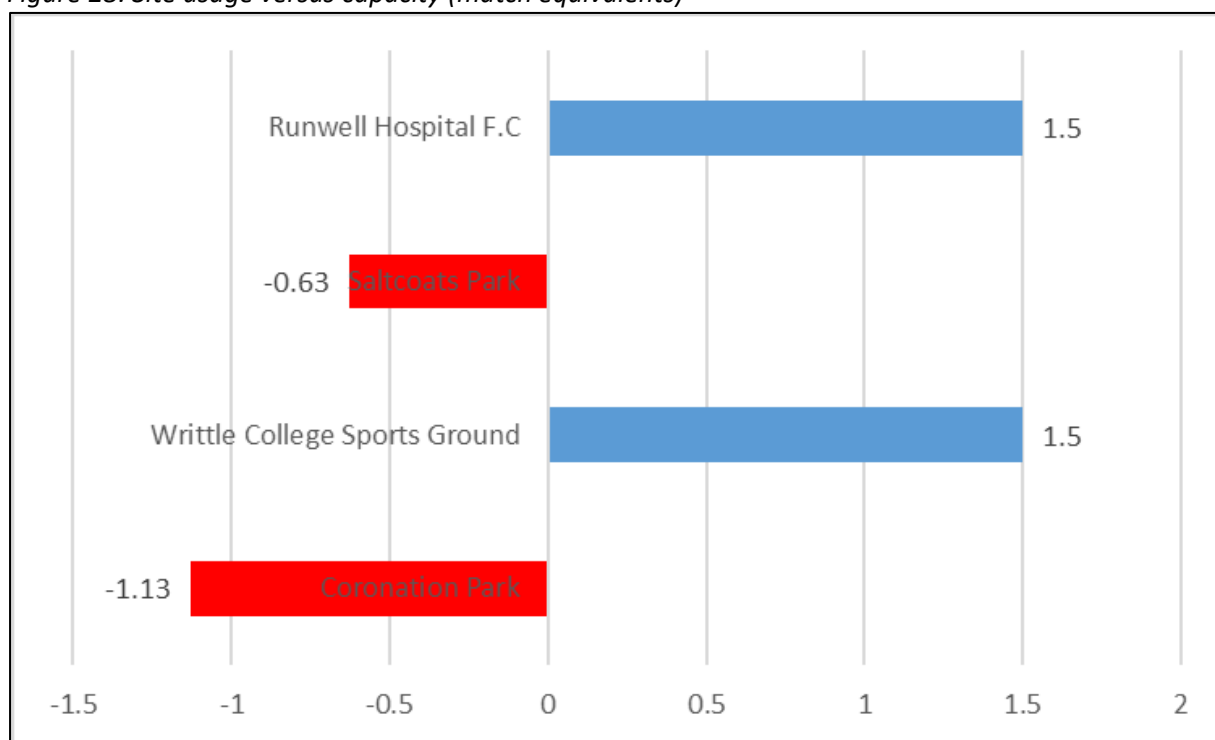
	Maintenance		
Drainage	Poor (M0)	Standard (M1)	Good (M2)
Natural Inadequate (D0)	0.5	1.5	2
Natural Adequate (D1)	1.5	2	3
Pipe Drained (D2)	1.75	2.5	3.25
Pipe and Slit Drained (D3)	2	3	3.5

7.5.4 As youth rugby is played on a senior pitch the RFU suggests it should be categorised as equivalent to a senior match. Youth teams tend to play on senior pitches. Where this occurs the play will have some impact on the quality of, and therefore use some of the carrying capacity of, the senior pitches. As they are senior pitches the youth play needs to be quantified as match equivalent sessions of a senior pitch. If a mini/midi team plays on half a senior pitch every week for half the time of a senior match then it may be appropriate to record the use as a quarter (0.25) of a senior match equivalent session a week against the senior pitches on a site. This would enable the demand to be captured against the senior pitches on a site where the play takes place while reflecting the limited impact on the quality and capacity of the pitches compared to the senior play.

7.5.5 The above is of course the basis for only a rough assessment of ‘carrying capacity’ of rugby pitch sites, and it must be informed by other considerations and the views of users and managers, where they are available. This said, the above method has been applied to the site assessment information and the estimates of teams’ match play and training needs to produce the following picture of overall site use relative to the notional capacity. The **Figure 28** (below) compares the estimated match equivalent capacity of the key rugby club sites, with the estimated level of match equivalent usage.

7.5.6 In rugby, the tendency is for different age groups (adults, juniors and minis) to play on the same playing surface, which is primarily marked out to adult pitch dimensions. Therefore, on most of the sites shown in Figure 28, usage by adults, juniors, and mini teams should be aggregated so as to provide the overall picture of use relative to the estimated capacity. A fuller explanation of the assumptions underpinning the calculations on which Figure 28 is based is provided in **Appendix 4** at the rear of this document.

Figure 28: Site usage versus capacity (match equivalents)



7.5.7 The following comments can be made:

- **Runwell Hospital:** Match equivalent played are still below notional aggregate pitch capacity.
- **Coronation Park:** The combination of match equivalent play greatly outstrips the notional capacity of the pitches to absorb the wear and tear of associated with this use. The floodlit training pitch is especially hard hit, as it is the focus of much training. The situation will be worse if the occasional use by other clubs/teams is also factored in.
- **Writtle Hospital:** Match equivalent played are still below notional aggregate pitch capacity.

- **Saltcoats Park:** As with Coronation Park. The combination of match equivalent play greatly outstrips the notional capacity of the pitches to absorb the wear and tear of associated with this use. The training pitch is especially hard hit, as it is the focus of much training.

7.5.8 In terms of relevant observations from the club consultation, the two large clubs (Chelmsford and South Woodham Ferrers) both experience problems with the wear and tear brought about by use of their home pitches. In terms of the latter club, the situation is mitigated to some extent by the fact that some training takes place on the adjacent William de Ferrers School fields. However, with the Chelmsford club all training takes place on the home ground.

7.5.9 In respect of South Woodham Ferrers, the Council have recently upgraded the drainage on Saltcoats Park, which may improve the overall pitch quality.

7.6 Scenario Testing: The Future

Future Picture of Provision

7.6.1 The future requirement for playing pitches will be impacted by several factors, including;

- Changes to the number of people living in the area and / or to the demographic profile of the population;
- Changes in participation trends and in how pitch sports are played;
- Club specific development plans and aspirations; and,
- Amendments to the current facility stock either through the provision of new pitches or the loss of current pitches.

7.6.2 These issues are considered in turn in order to build a picture of future demand for playing pitches.

A Population Change

Team Generation Rates

7.6.3 Team Generation Rates (TGRs) indicate how many people in a specified age group are required to generate one team. TGRs are derived by dividing the appropriate population age band by the number of teams playing within that area in that age band. By applying TGRs to population projections, we can project the theoretical number of teams that would be generated from population growth and gain an understanding of future demand. **Table 38** summarises the current TGRs for rugby in the local authority and uses them to assess the potential impact of projected changes to the population profile on demand for rugby.

Table 38: TGRs and potential change to number of rugby teams in the local authority: 2015-2036

2015 AGE GROUPS	2015 AGE GROUPS (k)	2015 TEAMS	2015 TGRS	2036 AGE GROUPS (k)	2036 TEAMS	CHANGE
						(+/-)
Mini-rugby (7-12 mixed gender)	12.02	14	858	17.88	20.8	6.8
Junior rugby (13-18 male)	5.9	11	536	6.84	12.8	1.8
Junior rugby (13-18 female)	5.5	0	n.a.	6.48	n.a.	n.a.
Senior rugby (19-45 male)	28.84	12	2,404	31.11	12.9	0.9
Senior rugby (19-45 female)	28.78	1	28,783	30.11	1	0

7.6.4 Table 38 above suggests that there will be an increase in the number of teams by 2036, and especially in the junior categories. There will also be a fractional increase in the number of adult teams.

7.6.5 The population data on which the above calculations are based¹⁸ are themselves only based upon previous trends, and do not necessarily take into account the impact of planned new residential growth yet to be determined.

Projected change in the population resulting from planned new growth

7.6.6 The above projects the change in team numbers arising out of natural change in the population up to 2036. There is also a need to consider any additional teams generated from localised population change resulting from planned new development. This new development may give rise to a significant local redistribution of the population, and conceivably in the spatial demand for playing pitches. The precise housing growth allocations to be catered for in the emerging new development plan are currently not determined

¹⁸ Compiled from a forecast produced on 19/03/2015 using POPGROUP software developed by Bradford Council, the University of Manchester and Andelin Associates

Changes in participation trends and how sport is played

7.6.7 Whilst focusing on maintaining its core market of 15v15 senior teams, the RFU is actively promoting its variants of the game for younger players – touch and tag rugby and ‘7s’ and also looking to develop more recreational and social rugby during the summer. This is likely to increase the numbers of junior teams and possibly summer activity for adults, which may cascade down to increase participation during the winter months.

7.6.8 There are also changes in the type of facilities now being used for rugby. Clubs are aspiring to use AGPs more for training, to reduce the impact on the grass pitches for training, thus enabling grass pitches to accommodate greater intensity of match play. In addition, clubs are now considering the possibilities of using IRB22 accredited AGPs for competitive fixtures. In this instance, the increased capacity offered by an AGP would mean that current and future training needs, as well as match play could be accommodated.

7.6.9 The 2015 Rugby World Cup may have a positive effect on participation locally, although this is difficult to quantify.

Development Plans and Aspirations

7.6.10 Clubs were asked about any aspirations they had to field more teams, as well as perceived obstacles in the way of achieving this, with the following results:

7.6.11 Chelmsford RUFC would like to run more junior and mini/midi teams (for both girls and boys) but consider that the following obstacles could get in the way:

- Shortage of good quality junior grass pitches
- Shortage of all weather pitches for matches
- Shortage of all weather pitches for training
- Lack of internal financing (subs/fund raising)
- Shortage of suitable indoor training facilities

7.6.12 Runwell Wyverns RFC would like to run additional adult teams, but consider the following obstacles could get in the way:

- Shortage of coaches or volunteers
- Falling membership/shortage of members
- Lack of internal financing (subs/fund raising)
- Lack of external funding (grants, loans)

7.6.13 South Woodham Ferrers RFC do not feel that they wish to field additional teams at this time. However, they would like to take control, through asset transfer, their club house, which they would like to further develop.

7.6.14 When adding a bone fide estimate of the extra teams that might be generated if responding clubs could achieve aspirations, to additional teams arising from projected population growth (2036), the total increased future demand is shown in **Table 39** below.

Table 39: Summary of potential overall growth in team numbers

Extra teams from population growth		Extra teams for aspirational growth		Extra matches (A+B)	Grass pitches required (assuming 2 games per pitch/week)
Adult	0.7	Adult	1	1.7	1
Junior	1.6	Junior	2	3.6	1
Mini/midi	6.9	Mini/midi	2	8.9	1

7.6.15 The above has implications both for the supply of pitches overall, at sites where clubs are currently based, as well as the over-use of existing pitches. The potential issues in this regard will especially impact upon the Chelmsford and South Woodham Ferrers Clubs. The lack of good quality grass and artificial surfaces for training and matchplay have already been highlighted as problematic for expansion of activity.

7.7 Rugby: Key issues for the Strategy to address

7.7.1 Rugby activity at Coronation Park and Saltcoats Park is hindered by overused facilities.

7.7.2 The Coronation Park facilities are especially over-used, and the conditions on the training pitch can be dire.

7.7.3 Drainage/surface improvements are required at Coronation Park.

7.7.4 The potential utility of a rugby-compliant AGP for training and mini-rugby should also be considered at an appropriate location.

7.7.5 Consider asset transfer of clubhouse facility at Saltcoats Park to the rugby club.

7.7.6 These themes will be addressed further, and translated to locally/site specific recommendations in the Strategy and Action Plan.

8.0 HOCKEY

8.1 Introduction

8.1.1 This section assesses the adequacy of pitches for hockey in the local authority by presenting the following:

- An overview of pitch supply
- An overview of demand
- The pattern of play
- A review of the capacity and adequacy of current provision
- The future picture of provision
- A summary of issues for the strategy to address

8.2 Overview of Pitch Supply

8.2.1 Hockey is almost exclusively played on AGPs. Guidance on AGPs (Sport England 2010) indicates the following surfaces to be suitable for hockey:

- Water Based (suitable for high level hockey)
- Sand Filled (preferred surface for hockey)
- Sand Dressed (acceptable surface for hockey)
- Short Pile 3G (acceptable surface for non-competitive hockey).

Quantity

8.2.2 Based upon the above criteria, there are 4 x full-size pitches with a preferred surface for hockey in the local authority: these are at Chelmer Park (x 2); New Hall School; and Chelmer County High School for Girls. There are other smaller facilities that could be used for training. All relevant facilities are listed in the **Table 40** (below).

Table 40: Pitches relevant to hockey in the local authority

Name	Availability	AGP type	Ownership Type	Management Type	Sports Lighting	AGP Length (m)	AGP Width (m)	Year Built
Chelmsford Hockey Club	A2	Water full-size	Sports Club	Sport Club	Yes	100	60	2003
New Hall School	B	Sand full-size	Other Independent School	School/ College/ University (in house)	Yes	100	60	2003
Chelmsford County High School for Girls	B	Sand full-size	Foundation School	School/ College/ University (in house)	Yes	100	60	2003

Name	Availability	AGP type	Ownership Type	Management Type	Sports Lighting	AGP Length (m)	AGP Width (m)	Year Built
Chelmer Park	A1	Sand full-size	Local Authority	Local Authority (in house)	Yes	106	60	1989 (since refurbished)
The Sandon School	A3	Sand half-size x 2	Foundation School	Commercial Management	Yes	35	25	2004

Quality

8.2.3 The quality of accessible pitches has been assessed through site audits, and the findings of these have been compared with and, where appropriate, modified by the views of facility users and managers. The overall ratings are as follows:

- **Chelmsford Hockey Club (water-based pitch):** The playing surface is generally rated to be in good condition, although grip on the surface is thought to be problematic, and the fence surrounds are considered by the Club to be in poor condition. The Club is looking to renew the surface in 2017. Changing facilities owned by the Hockey Club are deemed to be in good condition overall.
- **Chelmer Park (sand-based pitch):** The pitch is used by the Hockey Club for 14 hours/week, as part of a long-term agreement with the owners (Chelmsford City Council). The pitch is rated as being of satisfactory condition, but will require renewal in the near future, as the surface is now very old. The accompanying changing facility is also considered to be acceptable.
- **Chelmer County High School for Girls:** The pitch is rated as being in satisfactory condition, but the surface will probably need to be replaced in the next few years.
- **New Hall School:** The surface at this independent school is considered to be in satisfactory/good condition. The pitch is sometimes used by the Chelmsford Hockey Club teams for training and matchplay, when there are fixture clashes.
- **Sandon School:** These two small-size pitches are heavily used both by the school and community football teams for training, and the condition is, at best, acceptable. There is no recorded use by local hockey teams.

8.3 Overview of Demand

Current Participation

8.3.1 The Chelmsford Hockey Club is the major focal point for hockey within the local authority, and the only other club that currently exists is the single-team County Wanderers Ladies Hockey Club.

8.3.2 Up until last year there used to be a third club: the two-team De Ferrians Club, which fielded one men's and one ladies' team. This Club played out of the William de Ferrers School, but disbanded when the previous sand-based pitch at this school/leisure centre was replaced by a 3G surface this year. It is understood that some of the former members may have joined the two other local clubs.

8.3.3 The following teams (**Table 42**) are therefore recorded as being fielded:

Table 42: Clubs and fielded teams

Club	Team	Competition
Chelmsford HC	Mens 1s and 2s	East and Chelmsford Summer League
Chelmsford HC	Mens 3s, 4s and 5s	East
Chelmsford HC	Mens Vets	London Supervets
Chelmsford HC	Mens Evergreens	Friendlies only
Chelmsford HC	Ladies 1s	Nat League East Conference
Chelmsford HC	Ladies 2s, 3s, 4s, 5s, 6s and Mixed	Essex League
Chelmsford HC	Ladies Vets	Cup
Chelmsford HC	U14 Boys	Essex Youth League
Chelmsford HC	U16 Girls	Home Counties Girls League
Chelmsford HC	U12 Boys	Friendlies only
Chelmsford HC	U18 Boys	U18 Cup
Chelmsford HC	U14s Development	Essex Development League and East Championship
Chelmsford HC	U10 Boys, U10 Girls, U12 Girls (A&B)	Essex Mini League
County Wanderers HC	Ladies	Essex League Division One

8.3.4 Some of the Chelmsford HC teams, in particular, play to a high standard, hence the existence of the water-based pitch which is required for high standard matchplay.

Trends in Local Participation

8.3.5 The number of teams within the local authority has probably increased slightly over recent years. The loss of the De Ferrians Club has meant a loss of 1 adult male, and 1 adult female team. However, Chelmsford HC cite an increase in numbers of ladies and junior teams, with the given reasons for the increase being the success of a 'back to hockey scheme' for ladies; and, contacts with schools, members children and satellite club status helping in increasing junior numbers of players.

8.3.6 Discussions with England Hockey suggest:

- That the Essex/East area growth @ 6% in hockey participation, which is consistent with national situation;
- The proximity of the Olympic Park facilities and 2012 legacy effect may have an important positive influence for participation in the region;
- Growth in the junior game is 30%, slightly more girls than boys; and,
- However, hockey is essentially a club-focused sport due to facility needs and culture, and growth in the sport is ultimately limited by availability of facilities.

Origins of Membership

8.3.7 County Wanderers HC suggest almost all its members are likely to be drawn from between 1 and 5 miles of the club's home base. For Chelmsford HC the catchment is considered to be wider: 40% are estimated to come from between 0-5 miles of the home ground; and, 60% from farther away. This larger catchment probably reflects the relatively high standard of the club's matchplay, with good level players being prepared to travel significant distances to play for the Club. The membership of the Club is over 400, and although it is only a medium-sized club in national terms it will still have a big local draw.

Patterns of Play

8.3.8 For both clubs, match day and training patterns tend to follow national patterns: adult matches tend to be played on Saturdays, sequentially through the days. Junior matches are played on Sundays on a similar basis. Training for the various age/gender groups takes place during mid-week.

8.3.9 The exception to this is the Men's summer league, which takes place during the week.

Training Needs

8.3.10 In its club questionnaire response, the clubs suggest that all its training needs are met by home-based facilities, although New Hall School is occasionally used by Chelmer HC when there is clashing of timings at the Chelmer Park facilities.

Displaced, Unmet and Latent Demand

8.3.11 There is currently little evidence of unmet demand within the local authority from outside the existing club structure. However, Chelmsford HC has stated that it would like to run more adult male and female teams but suggests that obstacles getting in the way of it so doing include: shortage of artificial pitches for matches; shortage of artificial pitches for training; shortage of coaches or volunteers; lack of internal financing (subs/fund raising); lack of external funding (grants, loans).

8.3.12 Hence, whilst the club can meet all its current needs in respect of pitches for training and matchplay, additional pitches would be required if extra adult teams were to be fielded at some point in the future. The adequacy of current provision would also have to be reviewed given a change of circumstances in the provision of the second (sand-based) pitch at Chelmer Park (see below).

8.4 Pitch Capacity Issues

8.4.1 Under current circumstances, neither local club has expressed substantive issues in respect of their ability to accommodate matches and/or training. However, the Chelmsford HC has expressed a major concern over the renewal of the sand-based facility at Chelmer Park by the City Council, and its placement with a 3G surface which potentially could be unusable for hockey. It believes the wrong type of surface will prejudice its ability to encourage junior hockey. It feels that having two pitches of the same and appropriate surface for hockey would support plans to increase the number of people playing hockey in the area.

8.4.2 The Club feels that if the sand-based pitch is not replaced soon, or replaced with unsuitable surface such as 3G/other that better suits football, the Club could not accommodate all their matches and training, nor expand through 'Back to Hockey' and 'Quick Stick's development programmes, develop players to move to elite level, encourage juniors including primary (40+ schools involved @ 600 children) and secondary schools programme, or host tournaments. The Club states it has already lost the ability to host tournaments (including the national vintage tournament) due to the standard of the sand based pitch and the fact that the two surfaces are not the same. The Club also state that they want to continue to expand but are restricted by the fact that there are only 2 pitches in the vicinity that they can use.

8.5 Scenario Testing: The Future

Future Picture of Provision

8.5.1 The future requirement for playing pitches will be impacted by several factors, including;

- Changes to the number of people living in the area and / or to the demographic profile of the population;
- Changes in participation trends and in how pitch sports are played;
- Club specific development plans and aspirations; and
- Amendments to the current facility stock either through the provision of new pitches or the loss of current pitches.

8.5.2 These issues are considered in turn in order to build a picture of future demand for playing pitches.

Population Change

Team Generation Rates

8.5.3 Team Generation Rates (TGRs) indicate how many people in a specified age group are required to generate one team. TGRs are derived by dividing the appropriate population age band by the number of teams playing within that area in that age band. By applying TGRs to population projections, we can project the theoretical number of teams that would be generated from population growth and gain an understanding of future demand.

8.5.4 **Table 43** summarises the current TGRs for hockey in the local authority and uses them to assess the potential impact of projected changes to the population profile on demand for hockey.

Table 43: Potential change in teams numbers based on natural population change

2015 AGE GROUPS	2015 AGE GROUPS (k)	2015 TEAMS	2015 TGRs	2036 AGE GROUPS (k)	2036 TEAMS	CHANGE (+/-)
Junior hockey (11-15 male)	4.92	4	1229	5.70	4.6	0.6
Junior hockey (11-15 female)	4.59	4	1146	5.40	4.7	0.7
Senior hockey (16-45 male)	32.22	7	4602	34.74	7.5	0.5
Senior hockey (16-45 female)	32.15	8	4018	33.63	8.4	0.4

8.5.5 The above suggests that there will be fractional increases in teams numbers throughout the age groups.

8.5.6 The population data on which the above calculations are based¹⁹ are themselves only based upon previous trends, and do not necessarily take into account the impact of planned new residential growth yet to be determined.

Projected change in the population resulting from planned new growth

8.5.7 The above projects the change in team numbers arising out of natural change in the population up to 2036. There is also a need to consider any additional teams generated from localised population change resulting from planned new development. This new development may give rise to a significant local redistribution of the population, and conceivably in the spatial demand for playing pitches. The precise housing growth allocations to be catered for in the emerging new development plan are currently not determined

Changes in participation trends and how sport is played

8.5.8 New initiatives like 'Back to Hockey' or 'Rush Hockey' sessions targeted at certain age groups may engage new participants and increase participation in the sport. England Hockey have suggested that an appropriate model for promoting growth in the game may be to develop a hub club-satellite club framework, and this might better exploit the availability of sand-based AGPs on school sites, and improve links between schools and clubs.

Development plans and aspirations

8.5.9 As stated earlier, the Chelmsford HC have expressed a wish to field additional men's and women's teams, but have cited obstacles in the way of this happening which focus of the availability of appropriate pitches. The likely demographically induced growth in hockey

¹⁹ Compiled from a forecast produced on 19/03/2015 using POPGROUP software developed by Bradford Council, the University of Manchester and Andelin Associates

teams allied to the desire of the Chelmsford HC to field more adult teams, may in part justify a further England Hockey-accredited pitch with the Chelmsford City area.

8.6 Hockey: Key issues for the Strategy to address

8.6.1 Resolution of the replacement of the sand-based pitch at Chelmer Park is critical to the future of the Chelmsford HC. The Hockey Club and the City Council should continue to negotiate towards an agreed and mutually beneficial investment project for Chelmer Park based on the following:

- The sand pitch will be replaced by a sand-dressed surface predominantly for hockey use whilst continuing to be shared with football based on an agreed programme;
- Recognition of the importance of retaining football; income is 2/3 football, 1/3 hockey;
- The timescale for replacement remains at some point over the 2016/17 and 2017/18 financial years;
- A 'joint' refurbishment programme could be the aim, so that both the Council and the club can enjoy economies in scale in re-surfacing both pitches within an integrated project (each to a sand-dressed surface); and,
- A review of fees and charges for hockey will be part of a wider consideration of different financial models covering capital funding, revenues and ongoing management of the facilities, creating a sinking fund, VAT efficient bookings, membership options (junior subsidies) etc.

8.6.2 The Chelmsford Club's stated aspiration to field more teams, allied to potential growth in hockey player numbers resulting from local population increase, will make a significant contribution towards justifying an additional hockey-compliant pitch in the locality.

8.6.3 Recognition and protection of the value of the sand-based pitch at Chelmsford Girls County High School for community hockey.

8.6.4 These themes will be addressed further, and translated to locally/site specific recommendations in the Strategy and Action Plan.

PART C: OTHER OUTDOOR SPORTS²⁰

²⁰ Triathlon: Although not part of the formal remit of this Needs Assessment, Trifarm (a private operator) has aspirations to provide a permanent clubhouse and shower facilities at its base in Boreham. The Eastern Region Triathlon Academy reports that Trifarm is the only place in the region where it can meet for open water swimming and triathlon-specific training at convenient times, but that there is a need to improve the quality of its facilities.

9.0 OUTDOOR TENNIS

9.1 General

9.1.1 This section examines the provision of outdoor tennis, and analyses the situation with regard to:

- quantity of provision;
- quality of provision; and,
- accessibility of provision.

9.1.2 It is to be noted that the Lawn Tennis Association (LTA) has recently identified the local authority as a 'focus area', and is committed to producing a local development strategy. It is important that the content of this section does not compromise the production the strategy: instead, it may provide information to inform and refine the development of the strategy.

9.1.3 Lawn tennis can be played on a variety of surfaces, both indoors and outdoors. In this section it is only the provision of outdoor tennis facilities that is being considered directly, although there will be some crossover in participants playing both indoors and outdoors.

9.2 Quantity

Supply

9.2.1 There are estimated to be 76 courts at 22 different locations within the local authority, and which are listed in **Table 44** and shown on **Figure 29**. These do not necessarily include every private court (and perhaps also exclude some courts on various school campuses, which have no record of availability for community use). The map also shows the location of some courts in neighbouring local authorities, but close to the City boundary.

9.2.2 The courts located in the public parks tend not to be proactively managed, and are largely available for casual use. From a non-technical perspective the standard of such facilities is basic, but not poor, although most of the surfaces could benefit from a clean. However, a recent LTA survey has led it to consider that the standard of the facilities is in general poor. Of the 32 courts (2 recently lost to a new MUGA at Chancellor Park), the LTA considers that 22 are below the minimum required standard.

9.2.3 Some facilities have been excluded from the below list because, whilst they have tennis court markings, their current use tends to be for other activities and/or, as multi-use games courts.

9.2.4 Some courts listed in table 44 are not necessarily dedicated tennis courts, as they are also marked out for other activities.

9.2.5 The majority of the provision is located in the Chelmsford urban area. The greatest provision for pay and play tennis, which is the most casual form of provision, is located in local authority Parks. The provision listed is largely either macadam, or some other form of non-turf surface.

Table 44: Known outdoor tennis courts in the local authority.

Site Name	Courts	Floodlit	Surface type	Changing Rooms	Access Type	Management Type	Quality rating and other notes
ADMIRALS PARK	4	No	Macadam	No	Pay and Play	Local Authority (in house)	Considered by the LTA to be of poor standard, and requiring re-building. No potential to light.
ANDREW'S PARK	2	no	Macadam	No	Pay and Play	Local Authority (in house)	Considered by the LTA to be of poor standard. Previously 4 courts, but 2 converted to an 'Adizone'.
BEAULIEU PARK	2	Yes	Macadam	No	Pay and Play	Local Authority (in house)	Considered by the LTA to be of poor standard. Overlaid for netball and 5-a-side.
BOSWELL SCHOOL	1	No	Macadam	Yes	Sports Club / Community Association	School/College/University (in house)	Standard
CENTRAL PARK	1	No	Macadam	No	Pay and Play	Local Authority (in house)	Next to 'Adizone'. Considered by the LTA to be of average standard.
CHELMER PARK	4	Yes	Macadam	Yes	Pay and Play	Local Authority (in house)	Also overlaid and well-used for netball. Considered by the LTA to be of average standard.
DAWSONS FIELD (Danbury LTC)	2	Yes	Macadam	Yes	Members	Sports Club	Good. Considered an important local club/site by the LTA
GREAT BADDOW TENNIS CLUB (Millennium Recreation Ground)	6	Yes	Artificial grass	Yes (3 courts)	Members	Sports Club	Considered by the LTA to be 50% poor standard, and 50% average standard over the six courts.
GROVE TENNIS CLUB (Chelmsford LTC)	6	Yes	Macadam	Yes	Members	Sports Club	Good. Considered an important local club/site by the LTA
LIONMEDE PARK	4	No	Macadam	No	Pay and Play	Local Authority (in house)	Considered by the LTA to be of poor standard. Considered an important local club/site by the LTA.

Site Name	Courts	Floodlit	Surface type	Changing Rooms	Access Type	Management Type	Quality rating and other notes
MARCONI ATHLETIC & SOCIAL CLUB	6	Yes	Artificial grass	Yes	Pay and Play	Sport Club	Good. Considered an important local club/site by the LTA
MELBOURNE PARK	2	No	Macadam	No	Pay and Play	Local Authority (in house)	Considered by the LTA to be of poor standard.
NOAKES PARK AND BADDOW RECREATION GROUND	5	No	Grass	Yes	Pay and Play	Local Authority (in house)	Standard
NOAKES PARK AND BADDOW RECREATION GROUND	3	No	Macadam	Yes	Pay and Play	Local Authority (in house)	Standard
NURSERY SPORTS FIELD	2	Yes	Macadam	Yes	Pay and Play	Local Authority (in house)	Standard
OAKLANDS PARK	5	No	Macadam	No	Pay and Play	Local Authority (in house)	Considered by the LTA to be of poor standard. LTA consider that courts may require rebuilding.
OLD CHELMSFORDIANS ASSOCIATION	3	Yes	Macadam	Yes	Pay and Play	Sport Club	Good. Considered an important local club/site by the LTA
SOUTH WOODHAM FERRERS LEISURE CENTRE	4	yes	Macadam	Yes	Pay and Play	Local Authority (in house)	Standard
WILLOWBROOK SPORTS AND SOCIAL CLUB	3	Yes	Macadam	Yes	Pay and Play	Sport Club	Standard
WRITTLE COLLEGE	4	No	Macadam	Yes	Sports Club / Community Association	School/College/University (in house)	Standard

Site Name	Courts	Floodlit	Surface type	Changing Rooms	Access Type	Management Type	Quality rating and other notes
WRITTLE COLLEGE SPORTS GROUND	3	No	Macadam	Yes	Private Use	School/College/University (in house)	Standard
WRITTLE SPORTS AND SOCIAL CLUB	4	Yes	Macadam	Yes	Sports Club / Community Association	Sport Club	Standard

Views of local residents

9.2.6 The household survey highlighted that many users of outdoor sports facilities use them at least weekly. 53% of respondents suggested this to be the case for tennis courts and bowling greens (7% nearly daily).

Key agencies

9.2.7 The following agencies/organisations have expressed relevant comments

Views of the Lawn Tennis Association (LTA)

9.2.8 The Chelmsford City Council area is becoming a focus local authority area for the LTA and one which will hopefully serve as an exemplar in the region. The general push of the investment strategy will be, initially, to encourage more people into tennis, both through clubs, and through programming activity on parks tennis courts. The LTA will be looking to support these schemes with revenue funding, and there may also be some revenue funding spent on cleaning up and remarking some of the parks courts in readiness for programmed activity. The LTA will be working closely with the City Council with regard to park-based facilities; and, also with key clubs such as Grove, Chelmsford, Old Chelmsfordians; and Great Baddow.

9.2.9 When an area becomes a focus area the LTA completes a full technical audit of facility stock, as yet this has not been done for the Chelmsford area. From the LTA's perspective the most important facilities for tennis in the Chelmsford City Council area are at Grove (Chelmsford) Lawn Tennis Club (LTC); Old Chelmsfordians Tennis Club (TC); Marconi TC; Writtle TC; Great Baddow LTC; Danbury TC; Andrews Park; Beaulieu Park Recreation Ground; Central Park; Chancellor Park; Chelmer Park; Lionmede Recreation Ground; Melbourne Park; Oaklands Park; and Baddow Recreation Ground. The park sites that the LTA are 'testing' this summer (2016) with LA programmed activity are: Great Baddow Rec, Oaklands, Chelmer, Melbourne, Admirals, Lionmede and some play in the park at Central Park.

9.2.10 The first six sites are Club sites. The remainder are park sites which are all owned and managed by Chelmsford City Council. (n.b. some of the above sites have been categorised in this report as netball or multi-use courts, as opposed to bespoke tennis courts.

9.2.11 The LTA's British Tennis Strategic Plan (2016-2018) places particular emphasis on the following:

- **MISSION:** Get more people playing tennis more often
- **PURPOSE:** To enrich lives through tennis
- **VALUES:** Teamwork, Integrity, Passion & Excellence
 - **PARTICIPATION FOCUS**
 - Deliver great service to Clubs
 - Build partnerships in the Community
 - Enhance tennis offer in Education

- **PARTICIPATION DRIVERS**
- Become more relevant to coaches
- Refocus on recreational competitions
- Results oriented facility investment
- Apply best in class marketing and promotion
- “Jump start” the peak summer season
- Establish “no compromise” High Performance programme with focus
- **PARTICIPATION ENABLERS**
- More efficient and effective LTA
- Harness the full resource network
- New revenue generation

9.2.12 The LTA add “we would anticipate that once the area becomes prioritised demand will be driven up and there is a realistic expectation that this, in turn, would potentially create a need for further facility development, i.e. new courts, floodlights, ancillary facilities”.

9.2.13 Key opportunities for tennis in the Chelmsford City Council area are increasing usage and developing the use of park courts; and supporting local clubs to maximise their current facilities and expand when/if required.

9.2.14 LTA funding will potentially be available as a result of being an identified focus local authority, although this will depend on factors such as Sport England’s contributory funding to the NGB and the results of the evidence of demand and data collected from the pilot local authority programmed activity during the summer of 2016.

Views of Chelmsford City Council

9.2.15 Initial discussions with the LTA have been around the potential of the public tennis courts at park sites - linking tennis clubs with casual players; looking at coaching opportunities etc.

9.2.16 The quality of parks courts is variable but they are all of playable quality. They are available free of charge and bookings are not taken (other than for events etc.). The courts at Chelmer Park are floodlit as is the court (Multi- Use Games Area - MUGA) at South Woodham Ferrers.

Views of Active Essex

9.2.17 There seems to be a good supply of tennis courts in the City Council area - within parks and via the tennis clubs across the area. Park courts mainly seem to be used around the Wimbledon time.

9.2.18 The planned growth in housing in the north of Chelmsford could result in additional demand for tennis facilities.

9.2.19 With the proposed growth of Chelmsford, opportunities may arise for a Leisure and Tennis Centre such as at Southend or a David Lloyd type centre. The likely population profile

may suggest that Tennis is one of the sports that will fit the anticipated demographic (see Sport England Market Segmentation information).

Views of local councils

9.2.20 Both Little Baddow Parish Council and South Woodham Ferrers Town Council have expressed a local need for additional tennis courts.

Views of local clubs

9.2.21 Relevant responses were received from Danbury and Springfield tennis clubs, as follows:

9.2.22 Danbury has 370 members and reported that their playing membership has increased over the past three years. Springfield is a small club - ten members currently - and over the same time period it reported a decrease in membership.

9.2.23 Danbury has an active junior section with links to local schools but Springfield does not.

9.2.24 Both clubs would like to increase activity by attracting more members but Springfield note that they are currently "unable" to attract new members²¹.

9.2.25 Barriers to club development noted by Danbury are: a shortage of good quality indoor facilities; shortage of specialist equipment; shortage of playing members; and a lack of external funding.

9.2.26 Danbury have plans for improving their clubhouse and also highlight that they have just resurfaced two courts and replaced the fencing.

9.2.27 The above were the only two clubs to have responded to the consultation. Other key clubs are being engaged with by the LTA as part of its own strategy development process, and these include Chelmsford TC, Old Chelmsfordians TC, Great Baddow TC, and Grove TC.

9.3 Active People and Market Segmentation analyses

9.3.1 The following **Figure 30** illustrates the trends for adult participation in indoor tennis in terms of percentage of adults who play at least once a week. Given the small data samples, it was inappropriate to include Essex or Chelmsford as areas in this table.

²¹ Springfield Tennis Club may be restricted to very local players whilst using Lionmede, as there is limited parking available.

9.3.2 The estimates for the East of England appear similar or just above the average for England, although based on the evidence participation rates at national and regional have declined in recent years. If the most recent regional participation rate (0.28%) is applied to the Chelmsford adult population in the order of 392 adults within Chelmsford would be participating in indoor tennis at least once a week.

Figure 30: Participation of at least 1 x 30 minute session/week (% of adult population) in indoor tennis

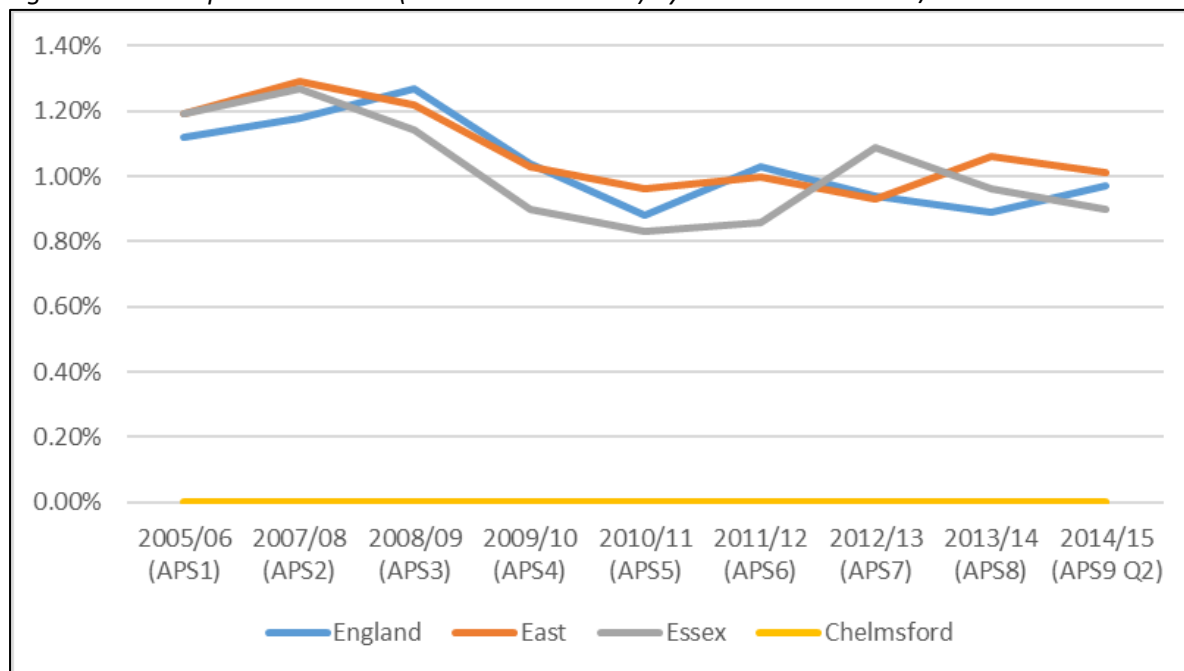


Note: where there is a 'zero' % reading it will be because an insufficient data sample exists to be included.

9.3.3 However, if all forms of tennis (both indoor and outdoor) are included in the analysis a further data set is available that includes measurements for Essex, as well as the regional and national levels. The data sample for Chelmsford would still be too small for it to be included. It will be seen that national, regional, and county trends and follow each other closely (see **Figure 31**).

9.3.4 If the most recent participation estimate for Essex (0.9%) is applied to Chelmsford, it suggests that around 1261 adults would be taking part in some form of tennis (either or both indoor and outdoor) at least once a week.

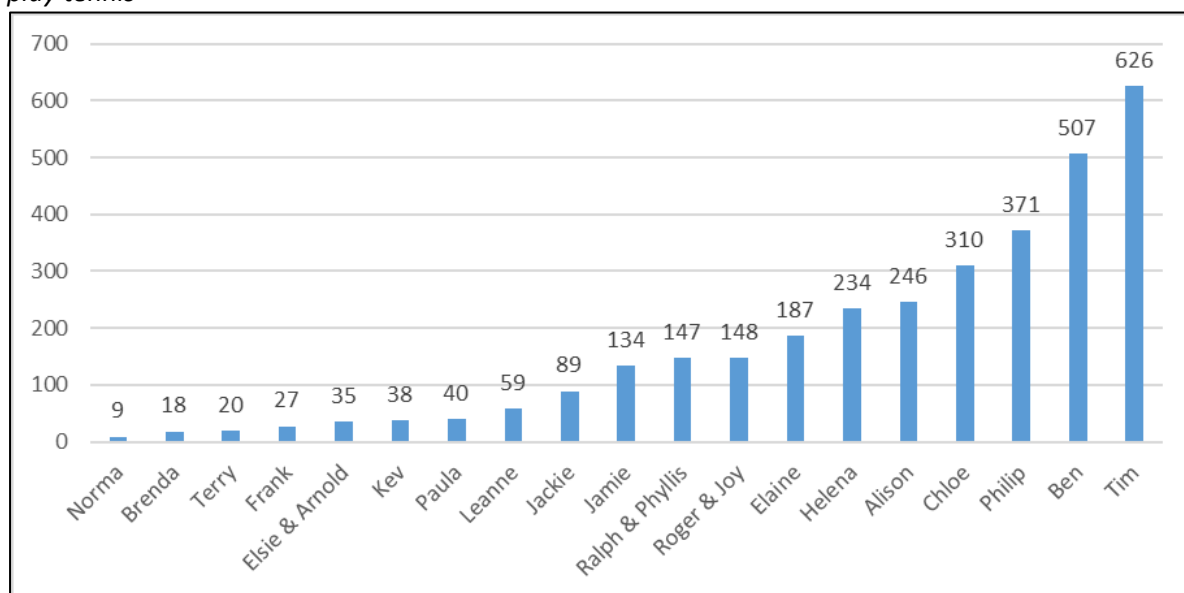
Figure 31: Participation in tennis (indoor and outdoor) by adults at least once/week



Note: where there is a 'zero' % reading it will be because an insufficient data sample exists to be included.

9.3.5 **Figure 32** shows the numerical expression of the percentage of overall Sport England adult Market Segments likely to take part in the given activities.

Figure 32: Numerical representation of Sport England (adult) Market Segments in Chelmsford likely to play tennis



9.3.6 As will be seen, groups including Tim, Ben, Philip, Chloe, Alison, Helena are all well represented. If just these groups alone came close to achieving their potential participation rates, the total number of regular tennis players amongst the adult population within Chelmsford would be significantly above that recorded through the Active People Surveys alone.

9.4 Quality

Views of local residents and site visits

9.4.1 16% of respondents to the household survey identified tennis, netball courts and bowling greens and footpaths, bridleways and cycle paths as being either poor or very poor.

9.4.2 However, the general perception based on site visits is that the overall standard of provision in respect of outdoor courts ranges from standard to excellent. The local authority controlled facilities tend to be quite basic, but still play-worthy at beginner/novice level. The club managed sites are normally of a significantly higher standard.

Views of Chelmsford City Council

9.4.3 The quality of parks courts is variable but they are all of playable quality. They are available free of charge and bookings are not taken (other than for events etc.). The courts at Chelmer Park are floodlit as is the court (Multi- Use Games Area - MUGA) at South Woodham Ferrers.

9.4.4 There is a degree of vandalism at some park courts e.g. broken glass on courts. One option suggested was to introduce a free scheme access via registration for a key fob based system (as is done in Norwich for example²²).

Views of local clubs

9.4.5 The two clubs that responded to the club survey made the following relevant comments:

9.4.6 Danbury rates the general quality of their main venue/facility as very good; Springfield say that overall quality is only "adequate".

9.4.7 Danbury rate most aspects of quality as good/very good but highlight facilities for the disabled as being poor. Changing and shower facilities; and equipment and storage facilities are noted simply as being "adequate".

9.4.8 Springfield do not rate any aspects of quality as being better than adequate other than "value for money" which they report as being good.

9.5 Accessibility

9.5.1 Accessibility to tennis facilities can be considered in two ways. Firstly, there is a geographical accessibility time/distance involved to access facilities by various modes of transport. Secondly, there is social and economic accessibility: generally speaking facilities courts can be accessed either on a pay-and-play basis (such as is the case with the local authority courts); or, through membership of a club. The results of the household survey indicated no clear view on the public's acceptance of travelling to use tennis courts, and by

²² The Parks Manager noted that the Norwich Scheme appears to be concentrated where there are clusters of courts, with secure fencing, access controls and a pre-booking scheme. Other than perhaps at Chelmer Park this may not be feasible for Chelmsford.

which modes of transport. However, if the results from other sports are used, the general level of expectancy to travel would be up to 15/20 minutes and with the majority of trips being made by car.

9.5.2 Private clubs can be expensive to join for those on limited financial means, and if the intent of the LTA and the City Council is to pursue a strategy to drive up tennis participation, the best approach may be to focus initially on park courts, to introduce more (young) people to the game, and then with progression routes to clubs as appropriate.

9.6 The future

9.6.1 There are many courts, especially those in parks, that are currently very under-used for tennis. Although future population change will have some impact upon demand for outdoor tennis, it is likely that any such increase could be absorbed by improvements to the existing stock of facilities. It is conceivable that the LTA initiative within the City will also increase local interest in playing tennis, but the emphasis should be on 'mending before extending' the existing stock. Any new provision, such as in large-scale development areas, should be designed with surfacing, marking, and multiple court configuration. So as to make it suited to multi-use activity.

9.7 Tennis: Key issues for the Strategy to address

9.7.1 The LTA have identified Chelmsford as one of their focus areas, and have committed to working with the local authority to investigate the opportunity for development of tennis in the area with the potential to consider infrastructure development if appropriate.

9.7.2 It is hoped that this report will complement the first strategic aim that has been accepted 'To create a high quality, financially sustainable facility stock across Chelmsford to meet the future demands of the local community.'

9.7.3 Park-based facilities should play a core role in the above strategy, in encouraging people into tennis who might otherwise not want to (initially) join a club.

9.7.4 It will be important that any development of local authority facility provision should be considerate of surfacing, markings, and is of a configuration that allows it to be used by a variety of activities. Park site development should also consider the introduction of amenities such as a kiosk and improved toilets etc.

9.7.5 It is recognised that there is a lack of indoor provision in the area currently which needs to be considered as part of the wider tennis infrastructure development planning.

9.7.6 Continue to support the clubs to offer high quality facilities and environment to retain existing and encourage new members.

10.0 BOWLS (OUTDOOR)

10.1 General

10.1.1 This section examines the provision of outdoor bowls, and analyses the situation with regard to:

- quantity of provision;
- quality of provision; and,
- accessibility of provision.

10.1.2 Bowls can be played on a grass or synthetic surface either indoors or out. In this section it is only the provision of outdoor bowls facilities that is being considered directly, although there will be some crossover in participants playing both indoors and outdoors.

10.2 Quantity

Supply

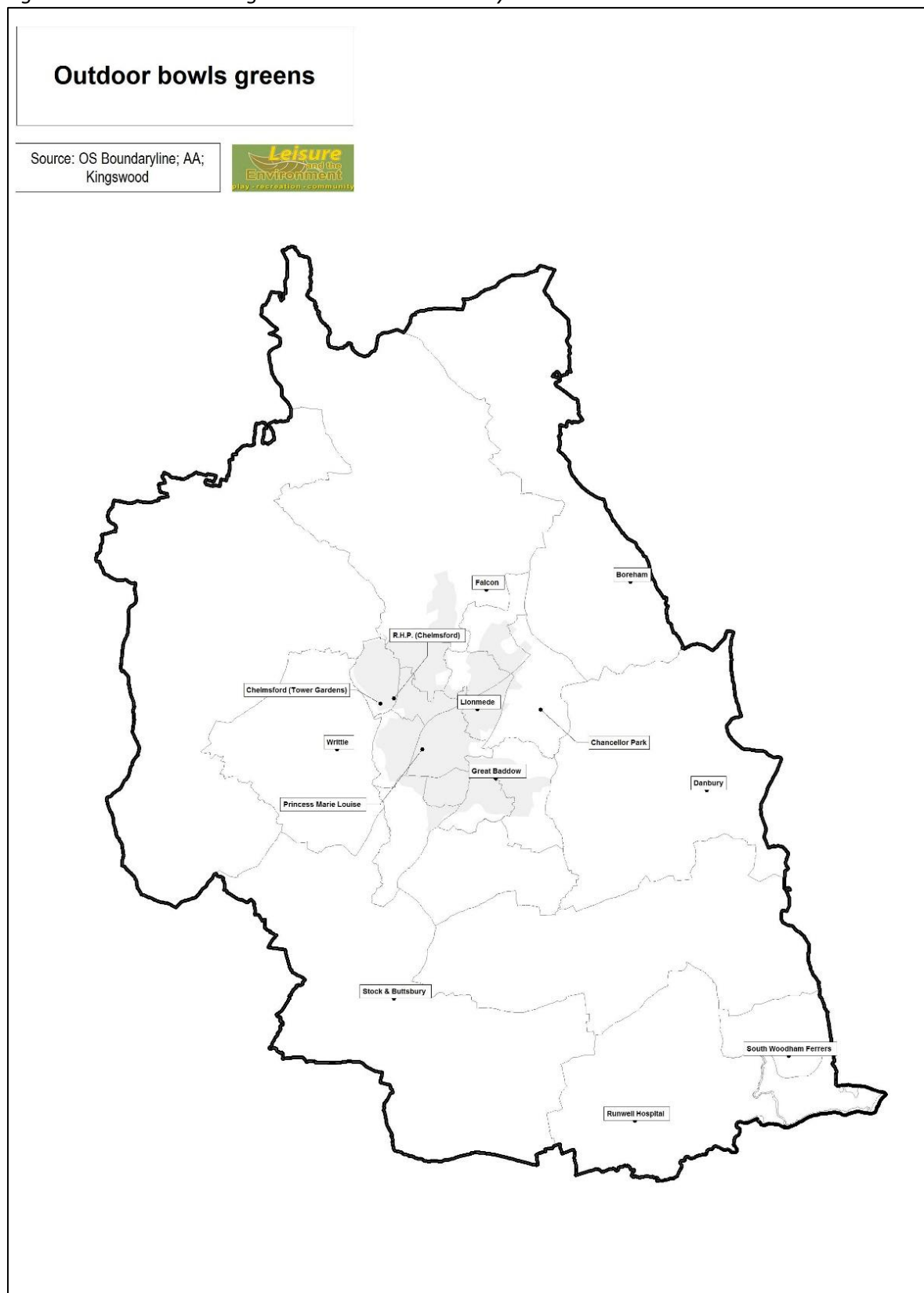
10.2.1 There are estimated to be 15 greens courts at 14 different locations within the local authority, and which are listed in **Table 45** and shown on **Figure 33**. The City Council own greens on three park sites (Chancellor Park, Lionmede, Park and Tower Gardens).

10.2.2 As can be seen from table 45, all of the greens and accompanying facilities are considered to generally be of a good standard. All of the clubs appear to have membership in excess of 100 members. Generally accepted guidance suggests that a standard bowling green requires in the order of 60 members to make it viable. All of the local clubs have membership levels well above this guidance level. (The Falcon Bowls Club in fact has over 900 members, but this covers 2 x outdoor greens, and an indoor facility).

Table 45: Known outdoor bowls greens in the local authority.

Name	Number of greens	Ward	Green quality rating	Notes
Boreham Bowls Club	1	Boreham and The Leighs	Good	This is used by Boreham BC (c. 50-75 members)
Chancellor Park	1	Chelmer Village and Beaulieu Park	Good	This is used by the public and various small clubs.
Chelmsford (Tower Gardens)	1	St. Andrews	Good	Used by Chelmsford BC (c.125 members)
Danbury	1	Little Baddow, Danbury and Sandon	Good	Used by Danbury BC (c. 100 + members)
Falcon	2	Broomfield and The Walthams	Good	Owned and used by Falcon BC (c. 900 members). Site also includes an indoor venue.
Great Baddow	1	Great Baddow East	Good	This is used by Great Baddow BC (c. 125 members)
Lionmede	1	Trinity	Good	Used by Lionmede BC (c. 100 members)
Princess Marie Louise	1	Moulsham and Central	Good	Used by Princess Marie Louise BC (c. 90 members)
R.H.P. (Chelmsford)	1	St. Andrews	Good	Used by RHP BC (c. 200 members)
Runwell Hospital	1	Rettendon and Runwell	Good	Used by Runwell BC (c. 90 members)
South Woodham Ferrers	1	South Woodham-Elmwood and Woodville	Good	Used by South Woodham Ferrers BC (c. 100 + members)
Stock & Buttsbury	1	South Hanningfield, Stock and Margaretting	Good	Used by Stock & Buttsbury BC (c. 75 members)
Writtle	1	Writtle	Good	Used by Writtle Bowls Club (c. 100 + members)

Figure 33: Outdoor bowls greens in the local authority



Views of local residents

10.2.3 The household survey highlighted that many users of outdoor sports facilities use them at least weekly. 53% of respondents suggested this to be the case for tennis courts and bowling greens (7% nearly daily).

Key agencies

10.2.4 The following agencies/organisations have expressed relevant comments.

Bowls England, the Bowls Development Alliance and Active Essex

10.2.5 The overall aim of the Bowls England strategy is stated as: "in conjunction with Affiliated Clubs and County Associations we will:

- Promote the sport of outdoor flat green bowls
- Recruit new participants to the sport of outdoor flat green bowls
- Retain current and future participants within the sport of outdoor flat green bowls
- The key themes of Promote, Recruit, Retain will underline all of our work during the course of this Strategic Plan".

10.2.6 Bowls England has identified the following strategic priorities for the period to 31st March 2017:

- To increase participation in the sport of outdoor flat green bowls
- To support County Associations and Clubs
- To provide strong leadership and direction

10.2.7 Bowls England through the *Bowls Development Alliance*²³ (BDA) have identified five "hot spot" areas in the country for the roll out of an "intensive recruitment and investment programme from 2013 - 2015. Essex is a priority "hot spot" area and Active Essex has been working in partnership with the Bowls Development Alliance over the past two years to increase participation levels in the sport of bowls. Active Essex report that overall this has been a successful initiative in Chelmsford and clubs have been actively engaged. It remains a challenge however for bowls club to retain and increase membership as it is predominantly viewed as a sport for older people. Attracting younger members is a priority for clubs.

10.2.8 Broadly speaking there appears to be sufficient outdoor greens to meet current demand both at parks sites and via a good number of local clubs.

10.2.9 Active Essex's overview as regards quality is that generally facilities tend to be in good condition with regards to the maintenance of the greens, however the club houses/pavilions are often needing more repairs as leases come to an end and clubs are trying to survive. The

²³ The BDA is the body for Bowls England (flat green outdoor) and English Indoor Bowling Association (flat green indoor) working together to grow the sport of bowls.

only initiative that Active Essex is aware of aimed at improving facilities is via the Sport England Inspired Facilities funding.

10.2.10 Active Essex note that a lot of the clubs do not have wheel chair access to both the green and the pavilion restricting the number of disabled people playing the sport. (Sport England targets for the BDA is to increase disabled people 16-54 years playing bowls).

10.2.11 Essex, including Chelmsford, has a high population of over 55s. There are known health benefits in being active throughout adulthood so it is important to continue to support the clubs within the community.

10.2.12 Bowls England recognises that the trend of a reducing number of affiliated members year-on-year is the biggest single issue facing the sport of flat green bowls. Whilst the board of Bowls England is keen for this trend to be reversed, it is also realistic enough to recognise that the trend may not be reversed within the term of its current Strategic Plan. It does however wish to focus its efforts on increasing participation, by both current and future participants, and success in this area can be achieved by all parties working together – Bowls England, County Associations and Clubs.

10.2.13 There are a number of bowling clubs in the City Council area that are sustaining their current levels of membership but a challenge for all is attracting new members, particularly younger players (the best international players are between 20-35 years).

Chelmsford City Council

10.2.14 Chelmsford City Council Parks and Open Spaces Service considered there to be an adequate supply of bowls facilities to meet local demands, and that the Council had recently closed a couple of outdoor greens managed by the authority due to lack of demand evidenced this fact.

Views of local clubs

10.2.15 Of those clubs responding to a questionnaire survey, the following relevant comments were made:

- Writtle BC reported an increase in playing membership over the last three years; Falcon BC and Chelmsford and Danbury BCs noted that membership had been stable. All the clubs had a current membership of over 100 with Falcon having nearly 900 members.
- Falcon BC noted as a reason for the decrease "generally older people bowl here and natural causes means level of membership decrease. We do try very hard to try and introduce new members to the game with free taster sessions and open days etc".
- None of the clubs have a junior section but Falcon BC note that "we are in liaison with Antony Bensley and Rosie Hurrell at the City Council to try and advertise our sessions to schools and young people".

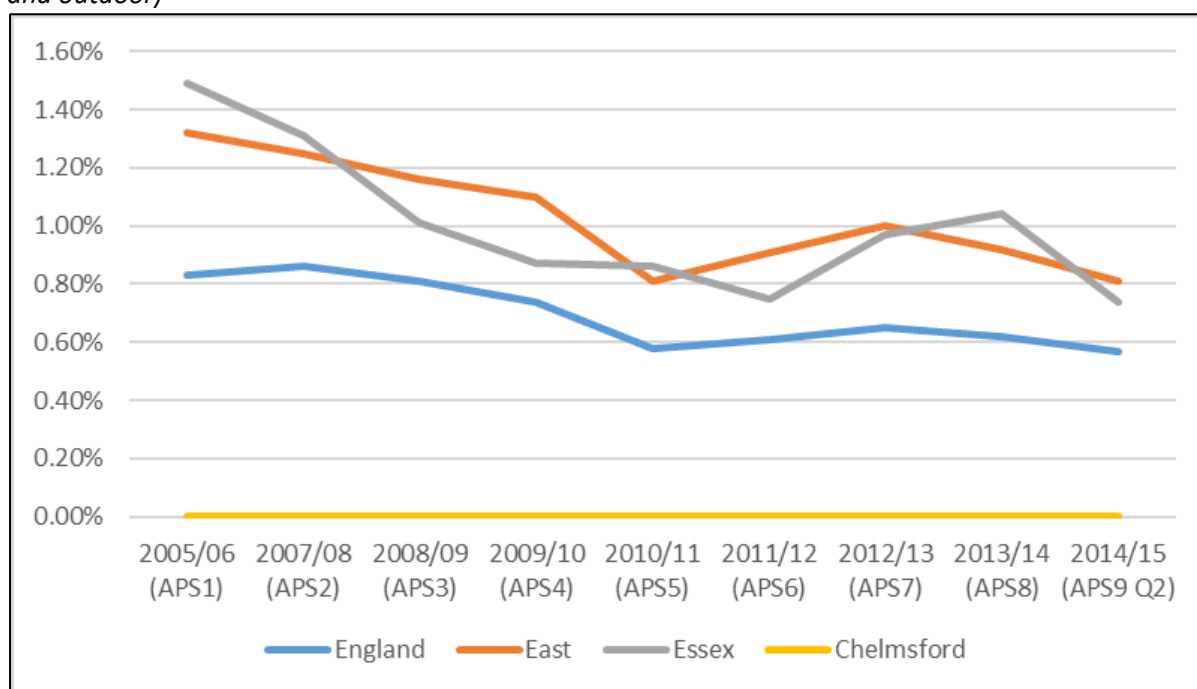
10.3 Active People and Market Segmentation analyses

10.3.1 **Figure 34** illustrates the trends for adult participation in all forms of bowls in terms of percentage of adults who play at least once a week. Given the small data samples, it was inappropriate to include Chelmsford within these comparisons. Estimates for Essex and the region appear to be above the average for England although, based on the evidence, participation rates at national, regional and county levels have all declined in recent years.

10.3.2 Using the most recent participation rate at county level and applying it to Chelmsford (0.74%) in the order of 1037 adults within Chelmsford would be participating in bowls (outdoor and indoor) at least once a week.

10.3.3 Bowls is traditionally a sports played by older members of the population. Given a generally ageing population within the local authority it might be expected that, rather than declining, rates of participation should be improving. The fact that they are not suggests other reasons contributing to the decline in the popularity of the sport.

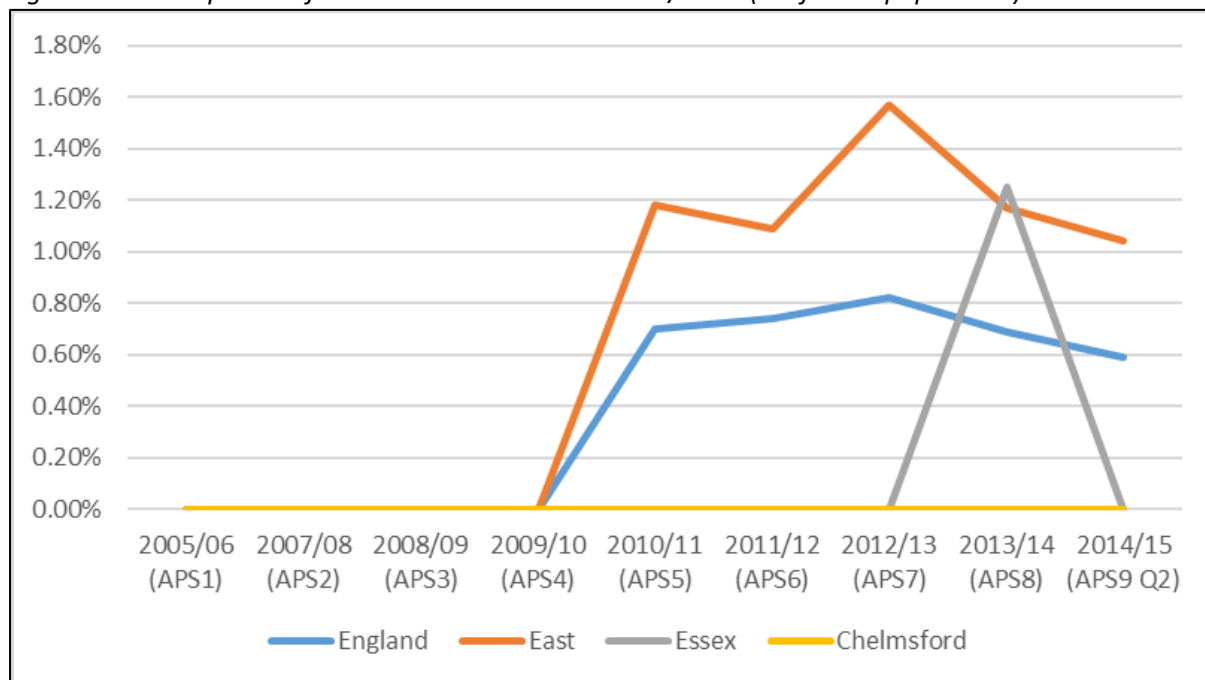
Figure 34: Participation of at least 1 x 30 minute session/week (% of adult population) in bowls (indoor and outdoor)



Note: where there is a 'zero' % reading it will be because an insufficient data sample exists to be included.

10.3.4 However, if the Active People Survey data for just indoor flat green bowls the picture is markedly different (see **Figure 35** below).

Figure 35: Participation of at least 1 x 30 minute session/week (% of adult population) in indoor bowls

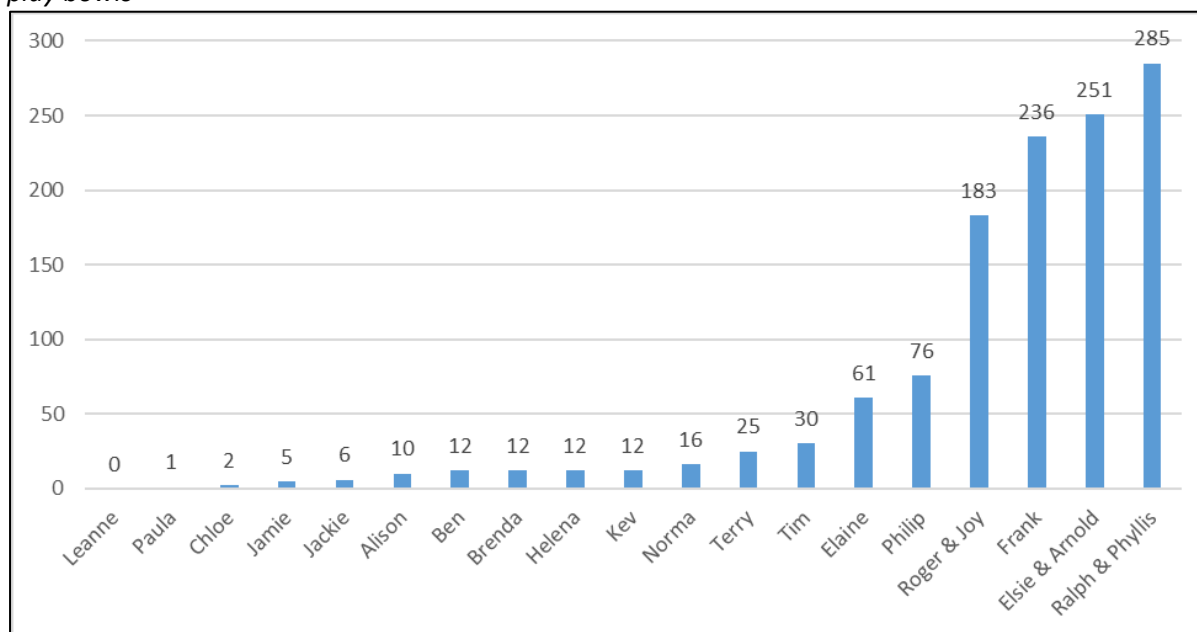


Note: where there is a 'zero' % reading it will be because an insufficient data sample exists to be included.

10.3.5 Data are available for Essex only for 2013/14 using these parameters. However, for the 2013/14 survey the estimate for Essex was 1.25%. If this percentage is applied to Chelmsford it would equate to 1,752 adults taking part in indoor bowls at least one a week. It is clear from this that on the basis of the evidence available participation in indoor bowls is far more popular (using this measure) than that in outdoor flat green bowls within Essex: presumably the nature of the facility offered allows for a much more intense and extended period of use compared to the outdoor turf greens. The promotion of further indoor venues may therefore be a way of driving up participation in the sport, if resources permit.

10.3.6 **Figure 36** shows the numerical expression of the percentage of overall Sport England adult Market Segments likely to take part in the given activities.

Figure 36: Numerical representation of Sport England (adult) Market Segments in Chelmsford likely to play bowls



10.3.7 Bowls as a sport is somewhat limited in its appeal outside the older demographic groups, and, as can be seen from the above figure, those Segments most likely to play are the post retirement Roger & Joy, Frank, Elsie & Arnold, and Ralph & Phyllis. Even when the above figures are added up it suggests that local participation (based on the Essex rates in Figure 10.2) are already better than might be expected.

10.4 Quality of provision

10.4.1 The household survey suggested that 81% of respondents believed that the quality of bowls facilities was either good or standard.

10.4.2 In terms of clubs responding to the questionnaire survey the following were relevant comments made in respect to the quality of facilities:

- All of the clubs are generally happy with the overall quality of their facilities rating overall quality as being very good.
- Chelmsford BC and Danbury BC highlighted facilities for the disabled as being poor; and Writtle BC said their facilities for the disabled were no better than "adequate".
- Chelmsford BC noted that their changing and shower facilities were "adequate"; and Danbury highlighted that "ease of getting to the facility" for members was "adequate".
- Chelmsford and Falcon BCs both wish to expand and develop their activities.
- The main barrier for development for Chelmsford BC is a falling membership/shortage of playing members.
- All of clubs had plans or aspirations to improve facilities as noted in **Table 46** below.

Table 46: Additional comments from local bowling clubs

Club	Other issues and comments
Chelmsford Bowling Club	We have plans for updating the Clubhouse. Thanks to having a good relationship with Chelmsford City Council our green is one of the best in the area. Our members are very active and helpful when it comes to maintenance of the club house. Any help with marketing and promotion of bowls would be welcome.
Falcon Bowls Club	We have put in a funding application in to refurbish our outdoor synthetic green. We also wish to build an outdoor pavilion but have had funding declined for this project. We are looking into ways of funding this facility. We would like to attract more members, especially outdoors, if we manage to refurbish the synthetic green. This would enable people with disabilities to enjoy the sport as they may not be able to manage bowling on the grass green.
Danbury Bowling Club	Need for ongoing maintenance only.
Writtle Bowling Club	We need hand rails to help people with disabling conditions to access the green safely; and to purchase bowling arms to support players to continue bowling despite having disabling conditions.

10.5 Accessibility

10.5.1 Accessibility to bowls facilities can be considered in two ways. Firstly, there is a geographical accessibility time/distance involved to access facilities by various modes of transport. Secondly, there is social and cultural accessibility.

10.5.2 In respect of travel catchments the household survey suggested that the majority of respondents would be prepared to travel up to around 15 to 20 minutes to access facilities such as bowls greens. The preferred mode of transport will generally be by car. However, overlain on this headline should be the consideration of the general age of bowls participants. As bowlers are generally significantly older than majority of adults playing sport, their preparedness to travel may not be as high. Accordingly, a general travel catchment of no more than 10 minutes may be more appropriate in terms of access by car to bowls facilities.

10.5.3 In respect of the social cultural and dimensions dictating access to facilities, bowls suffers from an image problem in respect of people's perception that it is an 'old person's sport'. This perception may be off-putting to younger people who might otherwise consider taking up the sport.

10.5.4 The best way of attracting new and younger membership may therefore be to offer demonstration/taster sessions in pay and play venues and indoor venues, which may have an ambience better suited to younger people. Another way of driving up participation amongst younger people could be to offer better opportunities for families to become members of clubs, which would encourage cohesive and demographically inclusive groups to bolster club membership, and therefore help to address the issues associated with ageing membership of clubs.

10.6 The future

10.6.1 There does not appear to be an unmet demand for outdoor bowls currently: an ageing population and local increases in population resulting from new development may have some upward influence on participation levels in future years, but there is no convincing argument to suggest that this will require additional provision. However, the existing level of provision appears to be well-used based on membership levels, and all facilities appear to be of a good standard and well-maintained. Therefore, there is no convincing alternative argument to suggest that the existing level of provision will not continue to be well-used into the foreseeable future, and especially if some innovations were adopted in participation campaigns and club management.

10.7 Bowls: Key issues for the Strategy to address

10.7.1 The promotion of (further) taster sessions, linked to '3-generation, family membership' might be a way of bolstering the type of environment which might encourage more young people into the game.

10.7.2 There does not appear to be a need for additional outdoor bowls facilities, currently; although population change in some areas may cause this to be reviewed at some point in the future.

10.7.3 Conversely, there is no convincing argument to suggest that the current level of provision is more than required.

10.7.4 These themes will be addressed further, and translated to locally/site specific recommendations in the Strategy and Action Plan (part D).

11.0 NETBALL (Outdoor)

11.1 General

11.1.1 This section examines the provision of outdoor netball, and analyses the situation with regard to:

- quantity of provision;
- quality of provision; and,
- accessibility of provision.

11.1.2 Some issues are then summarised to be addressed in the strategy.

11.2 Context

11.2.1 Netball is played on various surfaces, either indoors or out. In this section it is only the provision of outdoor facilities that is being considered directly, although there will be some crossover in participants playing both indoors and outdoors. The companion built facilities report prepared as part of the overall study has highlighted a local expression of need for a new central netball venue that could include both indoor and outdoor court provision: this is considered further later in this section.

11.2.2 Netball differs from other sports dealt with in this report, as it is generally considered to be a female-only sport. It has a very large participation base but, paradoxically, has had a tendency to be under-represented by coverage in technical needs assessments. Therefore, it is important to explain a little more about the structure of the sport locally:

11.2.3 Netball East Region is one of nine regions within Netball England. It develops and facilitates the delivery of all aspects of netball within the region.

11.2.4 Working together with the counties, Netball East deliver netball throughout the region including competition, coaching, finance, officiating, performance and membership. They run the regional league and the performance development programme in the region.

11.2.5 The Regional Unit together with the County Netball Development Officers are responsible for Club Development including the Club Action Planning Scheme (CAPS) and developing new junior clubs, working with further and higher education, communication and marketing, education and training, competition, finance and increasing participation.

11.2.6 The East Essex County Netball Association represents the registered Netballers residing in its area and the Leagues of Basildon, Chelmsford, Colchester, Harlow and Southend. It is affiliated to Netball East and to Netball England.

11.2.7 The development of netball facility projects is largely reliant on the sourcing of capital grants from external agencies/associations. Netball England has very limited capital funding that is reserved for national and regional priority projects.

11.3 Quantity of provision

Supply

11.3.1 In the Chelmsford City Council area there is a large netball senior and junior league. Chelmsford is a large hub for netball in the county due to the volume of people playing and also the facilities available:

- Chelmer Park: 4-court, lit facility, also marked out for tennis.
- New Hall School: 8-court, lit facility, also marked for tennis, and with priority school use.
- Beaulieu Park: 2-court, lit facility, also marked out for tennis, and 5-a-side football.
- Great Baddow High School: 3-court, lit facility, also marked out for tennis. (The NGB runs a County Academy out of this venue).
- Chancellor Park: 2-court, lit facility, also marked out for tennis. However, this facility will be converted to a football training facility in the near future.
- Chelmsford County High School for Girls: 4-court, un-lit facility, also marked for tennis, and with priority school use. The school had a recent planning application submitted for an indoor netball court with three external ones.
- Chelmer Valley High School: 4-court, lit facility, also marked out for tennis.

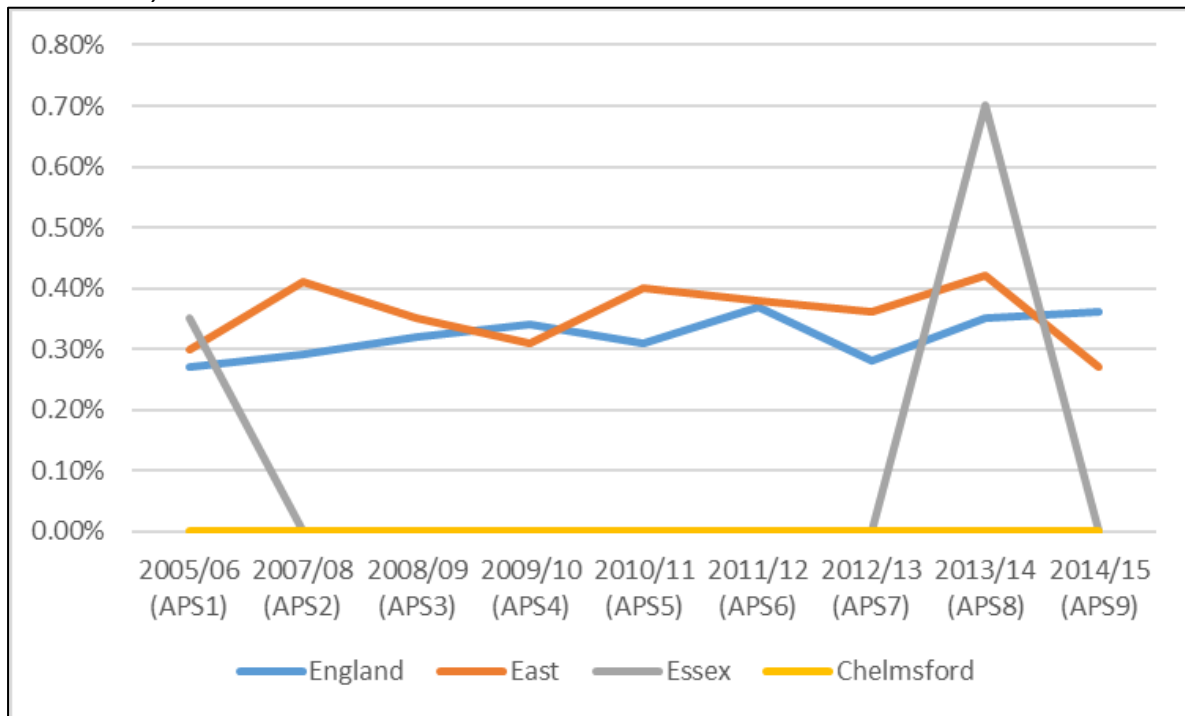
11.3.2 The most important facilities for netball in the Chelmsford City Council area are New Hall School, and Chelmer Park. The main parks facility for netball is Chelmer Park, but Chancellor Park also has courts that can be used. There is potential to use park courts more but car parking would also need to be considered.

Demand

Active People and Market Segmentation analyses

11.3.3 The following **Figure 37** illustrates the trends for adult participation in all forms of netball in terms of percentage of adults who play at least once a week. Given the small data samples, it was inappropriate to include Chelmsford within these comparisons. Estimates for Essex (where they exist) and the region appear to be above the average for England.

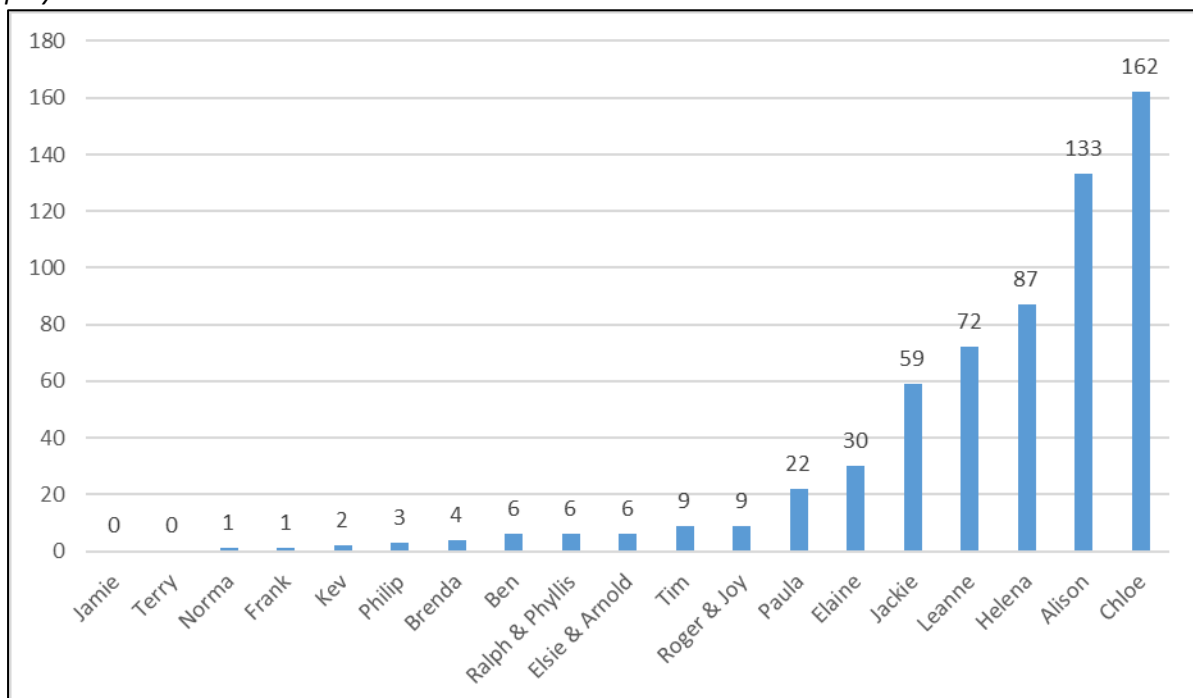
Figure 37: Participation of at least 1 x 30 minute session/week (% of adult population) in netball (indoor and outdoor)



Note: where there is a 'zero' % reading it will be because an insufficient data sample exists to be included.

11.3.4 Using the most recent participation rate at county level and applying it to Chelmsford (0.70%) in the order of 981 (largely female) adults within Chelmsford would be participating in netball (outdoor and indoor) at least once a week. These figures exclude junior participation. **Figure 38** shows the numerical expression of the percentage of overall Sport England adult Market Segments likely to take part in the given activities.

Figure 38: Numerical representation of Sport England (adult) Market Segments in Chelmsford likely to play netball



11.3.5 Combined, the total figure is 612 adults, and when this figure is compared with the Active People data it suggests that the area may be outperforming in terms of the 'expected' participation rates, and this is borne out by evidence concerning the numbers of local teams (see below).

11.3.6 Netball has both Winter and Summer seasons and is played both at weekends, and midweek. Locally, adults tend to play midweek, and juniors at weekends.

11.3.7 The Chelmsford and District Netball League is one of the largest leagues in the County and offers netball at every standard. The League currently comprises of 13 divisions with a membership of over 135 teams. All games are played from Monday to Thursday evenings at New Hall School, Boreham.

11.3.8 The Essex & District Junior Netball League currently has 83 teams from 11 clubs playing in the league- many based in Chelmsford. Chelmsford is also one of only two areas in the county who offer a High five netball league for the under 11 age group.

11.3.9 If an allowance is made of 10 players per team (to also include substitutes) this suggests that there may be in the order of 1,350 adult players, and 830 junior players. In respect of adult players this figure is higher even than the estimate derived from Active People data.

11.3.10 There have been a range of successful development initiatives including "*Back to Netball*" that have led to an increase in participation.

11.3.11 Clubs indicate that there are not enough courts to meet demand and that, in particular, there is a need for a dedicated 12-court floodlit facility.

11.3.12 Netball England has a county academy and a county satellite academy in the Chelmsford area which currently run out of Great Baddow High School. They note that the performance group often have difficulty each year looking for a suitable venue. The Satellite and County academies lead into the regional academy for the East Region which is currently held in Braintree. Players can progress from this into England squads. Essex have very much lead from the front for a number of years in the talent programme.

11.3.13 East Essex Netball consider there to be a demand for netball centre with some 8-10 outdoor courts and one or two indoor courts to host leagues and competitions; similar provision has been made at the Basildon Sports Village. East Essex Netball Association consider that such provision would be very well used by local clubs, and attract more people from Chelmsford.

11.3.14 Expressions of support for a netball centre have also come from other agencies and organisations, as well as individual clubs. For example, Active Essex query whether this could be accommodated at a multi-sports site such as Chelmer Park²⁴.

²⁴ The City Council Parks Manager notes that the only way additional netball could be accommodated at Chelmer Park would be by taking out some existing pitches.

Views of local leagues

11.3.15 Chelmsford and District Netball League have provided the following views:

- There is a need for facilities for Netball in the Chelmsford area. There are 12 divisions with 10 teams in a division and there is a need for 10 or even 12 courts.
- New Hall School in Boreham is used as they have the most (eight) Netball courts within the Chelmsford area. The league uses them every evening at 19:30 and 20:30.
- The league is at maximum capacity and not able to accept any new teams to the due to limited facilities.
- There are not enough toilet or changing facilities to meet the leagues needs at New Hall. As the facility is at a boarding school, the league has to be very quiet and children or dogs are not allowed. There are insufficient parking facilities which limits the social element.
- Junior teams play on a Saturday morning at Great Baddow High School in Chelmsford.
- Netball England are running "Back to Netball" sessions and last year the league had five new teams enter from these sessions. They are normally "mums" that played Netball at school and love the social side.
- Seven clubs reported that their playing membership has increased over the past three years; two note that membership has been stable; and three reported a decrease.
- 10 of the 12 clubs fielded adult teams; 5 of the 12 clubs catered for school children; and eight for teenagers/young people.

Views of local clubs

11.3.16 The views of local netball clubs are shown in **Table 47** below.

Table 47: Views of local clubs

Club	Other issues and comments (verbatim)
Brookshaw Stuart	We aim to run more teams and attract more members
Cathedral	We want to attract more members
Chelmsford	Chelmsford and District Netball League is the largest league in the East Essex region. We desperately need a dedicated venue (similar to Basildon Sports Village or Chelmsford Hockey Club). The league would flourish even more if we had use of proper changing facilities, some kind of bar/social club (which could be staffed by the league) and dedicated space for Officials. This could work in conjunction with the Chelmsford Junior League which has been equally successful for many years.
Conquerors Juniors	We would like to run more teams but do not have the court space available, if we did we would therefore attract more members into our club, more coaches, parents involvement. Please provide more Netball courts. Chelmer Park currently has four outside courts, increasing the number of courts to five would be great for all.
Galaxy	We want to field more teams
Great Waltham	We are looking at attracting new members and potentially running a new B team

Club	Other issues and comments (verbatim)
Pink Ladies	We need more training facilities.
Westlands	One barrier to our development is finding facilities or an area of land that could be developed.

11.4 Quality

Views of key agencies and organisations (Chelmsford City Council/Active Essex/England Netball)

11.4.1 There are considered to be several good venues for netball, but mostly at schools. However, the consensus appears to be that it would be good to have more netball provision at local leisure centres or even a dedicated centre for competition/county academy training. New Hall has recently been refurbished and the courts are of a much better standard, though they do still slope at the ends of the courts at the back.

11.4.2 Chelmer Park courts are felt to be in need of a refurbishment.

Views of responding local clubs²⁵

11.4.3 The most common issue as regards quality related to New Hall School changing and showering facilities. Seven of the nine clubs who used New Hall rated the quality of these as being poor or very poor. Two clubs highlighted poor quality in relation to equipment and storage facilities at New Hall School.

11.4.4 Changing and showering facilities at Great Baddow and Chelmer Valley Schools were rated as good by the clubs using them. Car parking was highlighted as being an issue at Great Baddow High School.

11.4.5 Other than the above quality tended to be rated as "adequate" or good for most aspects of provision.

11.4.6 All of the clubs noted a wish to see improvements at their main facility other than clubs playing at Chelmer Valley School.

11.4.7 The barrier to club development most commonly highlighted by clubs is a shortage of good quality outdoor and indoor facilities. Other common barriers noted were a lack of, or poor quality, changing facilities; a shortage of suitable training facilities; and the cost of hiring/using facilities.

²⁵ Responses were received from 12 netball clubs - Benford; Benton Hall; Brookshaw Stuart; Cathedral; Chelmsford; Conquerors Juniors; Flames Juniors; Galaxy; Great Waltham, LHF; Pink Ladies; and Westlands.

11.5 Accessibility

11.5.1 Accessibility to netball facilities can be considered in two ways. Firstly, there is geographical accessibility in terms of time/distance involved to access facilities by various modes of transport. Secondly, the cost and practicality in accessing and using facilities that are often on school sites.

11.5.2 In respect of travel catchments the household survey did not cover netball specifically, when trying to establish optimum travel distances on the part of people's propensity to travel to sports opportunities. However, leagues are centrally based, and usually fairly local to the catchment users. A travel time of up to 15/20 minutes to a central netball venue might therefore be considered reasonable, with the most significant mode of transport being by car.

11.5.3 In respect of the cost and practicality of accessing school sites, in particular, this is down to local leagues and clubs. Netball England does not have a huge involvement in booking facilities for the leagues. However, from the NGB perspective booking appears to be quite easy; though often pricing is an issue when working with a budget. Availability of indoor courts is a can also be a problem, it is considered.

11.6 The future

11.6.1 The needs of netball locally require particular attention. Local clubs and interests within the sport are very uniform in their views about the requirement for new facilities, and especially a central venue. This view does appear to be borne out by local participation figures, which significantly outstrip the levels that might be expected, based on Active People and Market Segmentation data. Furthermore, some clubs would like to run more teams, subject to facilities being available. The multi-faceted issue facing the sport locally, is that:

- Clubs already appear to struggle to find sufficient court space to meet their needs;
- There are aspirations on the part of some clubs to field more teams;
- If current demands cannot be met through lack of facilities, it is very possible that interest in playing the sport will decline due to a lack of opportunities, which will be very unfortunate, given sport's local popularity;
- Future population growth will only add to the level of demand; and,
- As school facilities, such as at New Hall, are heavily relied upon any future lack of availability of such facilities would be a critical loss to local netball. *In fact, at the time of finalising this report it became clear that facilities at New Hall for netball are unlikely to be available for use by community leagues and teams in in future years.*

11.7 Netball: Key issues for the Strategy to address

11.7.1 Demand is increasing but is frustrated by lack of facilities, locally.

11.7.2 A major hub venue of between 10-12 outdoor and 1 indoor court, may be required for further significant growth- this could be either a new standalone facility, or else an extension of an existing venue. This issue takes on added importance given the likely loss of facilities at New Hall School. Chelmsford Netball League do not have assured use of their current facility

at New Hall School. If the arrangement were to cease it will have serious implications for netball in Chelmsford potentially leaving the biggest league in East without a suitable venue. Security of tenure of an assured alternative venue should be sought, ideally with outdoor and indoor courts.

11.7.3 Whilst the above cannot be a short-term aspiration, the potential should be explored for a shorter-term 'fix' based on existing venues, and/or improving access to existing courts, currently not used for community netball, but having potential.

11.7.4 The need of netball interests to therefore have an assured local netball centre with both outdoor and indoor facilities.

11.7.5 These themes will be addressed further, and translated to locally/site specific recommendations in the Strategy and Action Plan.

12.0 GOLF

12.1 General

12.1.1 This section examines the provision of golf, and analyses the situation with regard to:

- quantity of provision;
- quality of provision; and,
- accessibility of provision.

12.1.2 Some issues are then summarised to be addressed in the strategy.

12.2 Context

12.2.1 Golf is a very land-extensive form of sports activity, and therefore requires large tracts of land, normally only found in the urban fringe, seaside link land, and open countryside. Its provision is made largely on a commercial/proprietary, or club basis. There are some notable examples of municipal courses, but there are none in the Chelmsford local authority.

12.3 Quantity

12.3.1 **Figure 39** and **Table 48** identify golf facilities within the local authority (and those with the neighbouring areas, on the map). Provision is focussed on three venues, and there are other facilities bordering the local authority. In addition to this, the City Council owns an 18-hole pitch and putt facility situated at West Park, in the City, and operated by 'Golfwise'.

12.3.2 With a total of 99-holes this makes an average provision of 1-hole /1,740 people within the local authority. ²⁶

²⁶ Compiled from a forecast produced on 19/03/2015 using POPGROUP software developed by Bradford Council, the University of Manchester and Andelin Associates

Figure 39: Golf provision in the local authority

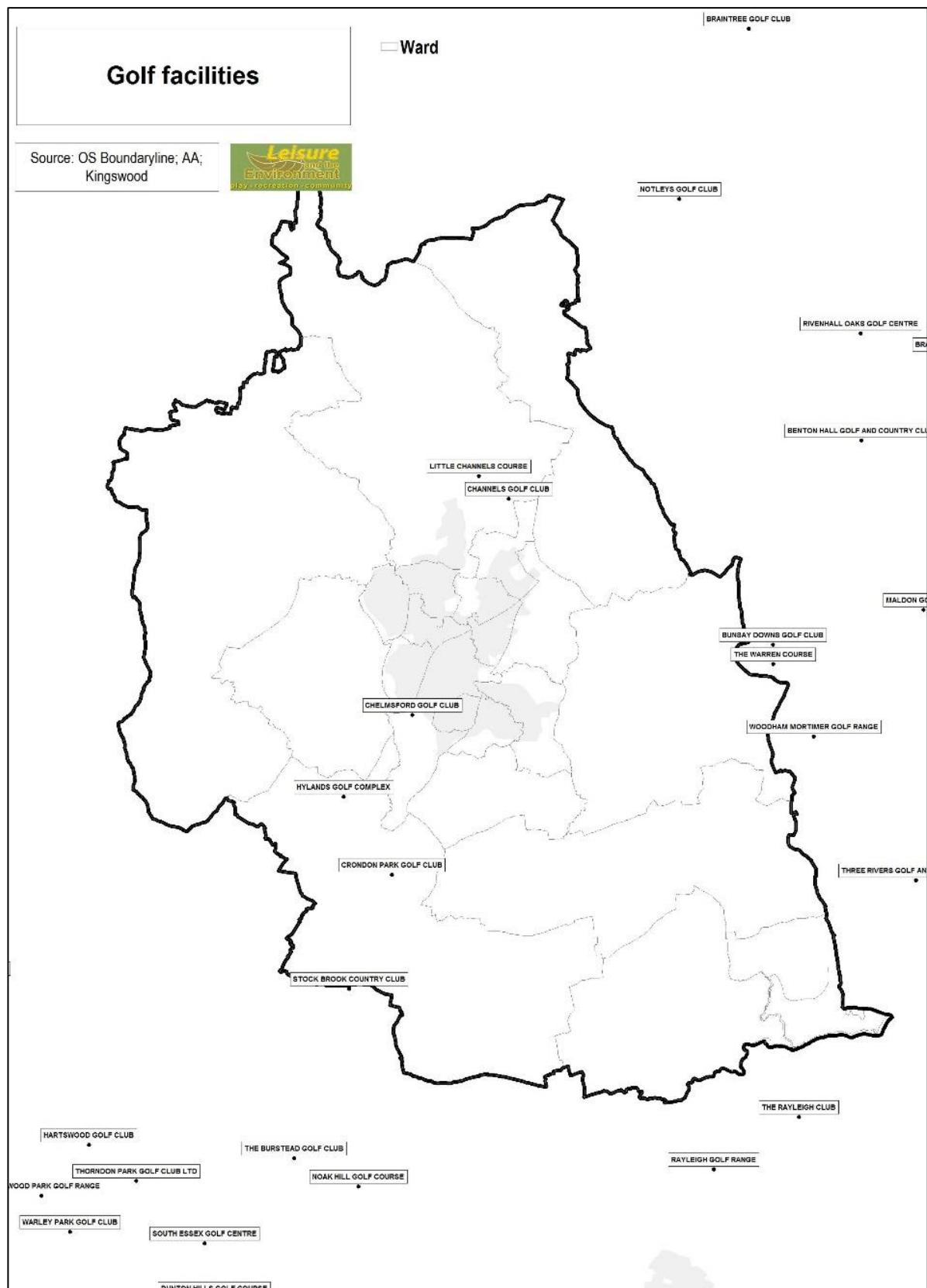


Table 48: Golf provision in the local authority

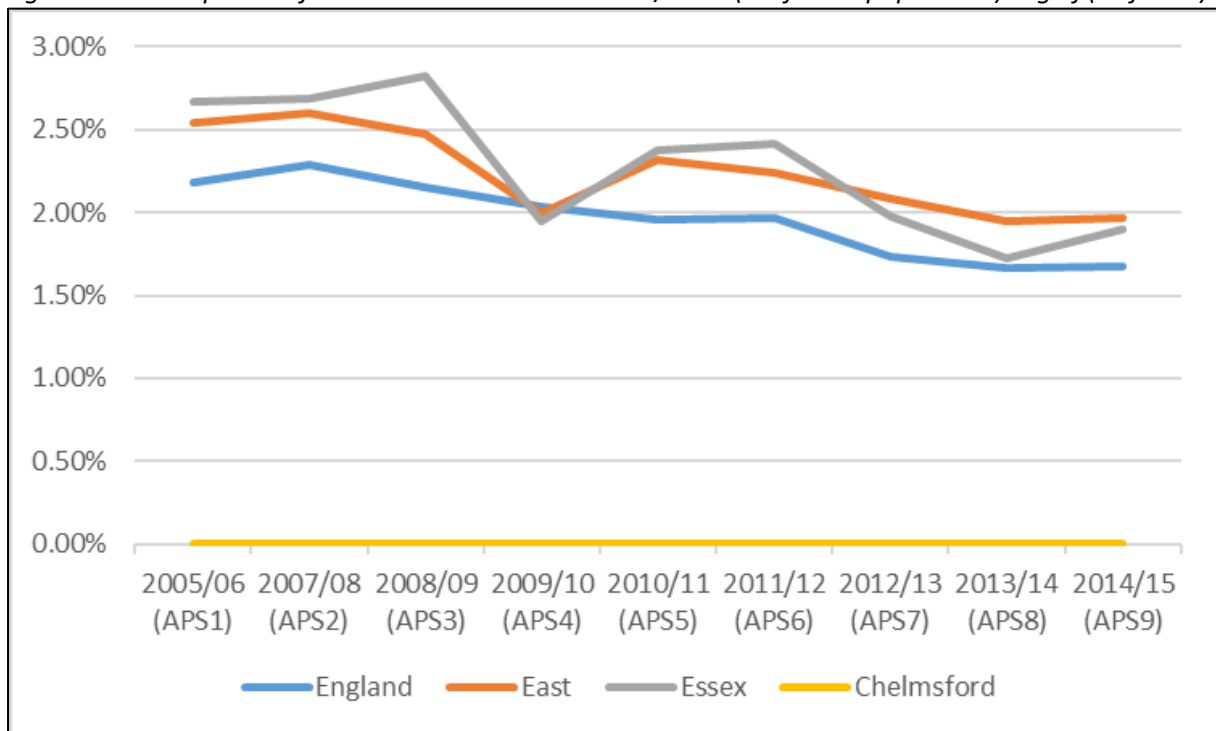
Name	Facility Type	Sub	Bays	Floodlit	Holes	Facility Status	Access Type	Ownership Type	Management Type
CHANNELS GOLF CLUB	Standard		N/A	N/A	18	Operational	Pay and Play	Commercial	Commercial Management
CHELMSFORD GOLF CLUB	Standard		N/A	N/A	18	Operational	Pay and Play	Sports Club	Sport Club
CRONDON PARK GOLF CLUB	Standard		N/A	N/A	18	Operational	Pay and Play	Commercial	Commercial Management
CRONDON PARK GOLF CLUB	Driving Range			Yes		Operational	Pay and Play	Commercial	Commercial Management
CRONDON PARK GOLF CLUB	Par 3		N/A	N/A	9	Operational	Pay and Play	Commercial	Commercial Management
HYLANDS GOLF COMPLEX	Standard		N/A	N/A	18	Operational	Pay and Play	Commercial	Commercial Management
HYLANDS GOLF COMPLEX	Driving Range			Yes		Operational	Pay and Play	Commercial	Commercial Management
HYLANDS GOLF COMPLEX	Standard		N/A	N/A	9	Operational	Pay and Play	Commercial	Commercial Management
LITTLE CHANNELS COURSE	Driving Range			Yes		Operational	Pay and Play	Commercial	Commercial Management
LITTLE CHANNELS COURSE	Standard		N/A	N/A	9	Operational	Pay and Play	Commercial	Commercial Management

Active People and Market Segmentation analyses

12.3.3 The following **Figure 40** illustrates the trends for adult participation in all forms of golf in terms of percentage of adults who play at least once a week. Given the small data samples, it was inappropriate to include Chelmsford within these comparisons. Estimates for Essex and the region appear to be above the average for England although, based on the evidence, participation rates at national, regional and county levels have all declined in recent years.

12.3.4 Using the most recent participation rate at county level and applying it to Chelmsford (c. 2 %) in the order of 2,802 adults within Chelmsford would be participating in golf activity at least once a week.

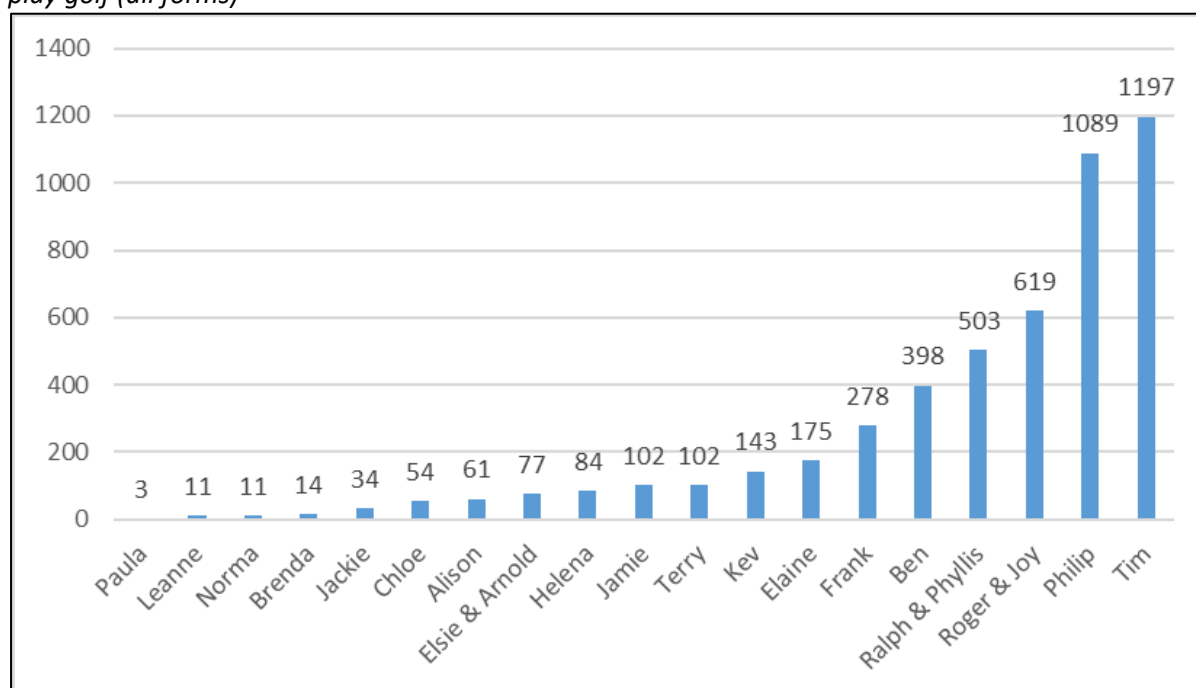
Figure 40: Participation of at least 1 x 30 minute session/week (% of adult population) in golf (all forms)



Note: where there is a 'zero' % reading it will be because an insufficient data sample exists to be included.

12.3.5 **Figure 41** shows the numerical expression of the percentage of overall Sport England adult Market Segments likely to take part in the given activities.

Figure 41: Numerical representation of Sport England (adult) Market Segments in Chelmsford likely to play golf (all forms)



12.3.6 Golf is played by a mixed demographic within the adult population, but is very-male dominated. If the totals in the above figure are added together it provides a figure of 4,755: this is well above the assumed participation rate for adults based on Active People data, which suggests that there may be potential to grow the sport locally.

View of key stakeholders

Chelmsford City Council

12.3.7 Golfwise are currently investigating the possibility for introducing 'Footgolf', and looking at potentially suitable venues.

12.3.8 The Park Development Manager's view is that there is no need for a municipal course with there being sufficient clubs to meet demand. For example, Chelmsford Golf Club and a number of other private golf clubs located around the City area. It appears that clubs are competing for custom and it is possible that some are struggling as regards viability.

12.3.9 The YMCA have developed a "StreetGolf" initiative which aims to bring golf to young people, regardless of their access to traditional facilities. It is ideal for use in an urban or inner city environment and provides a cheap means of trying out golf.

Active Essex

12.3.10 There appear to be enough golf courses to meet demand in the Chelmsford area and there are a number of strong clubs. Provision is club-based with the exception of a municipal pitch and putt course. New development will be likely to increase demand.

12.3.11 There has been a street golf initiative for young people but the exit routes from engagement at this level to club golf are difficult to carry through. The image of golf is that is more of an elite sport and that it is expensive.

Local clubs and operators

12.3.12 No questionnaire survey was conducted of golf clubs as part of this study. Experience suggests that it is very difficult to obtain membership information from commercial operators unless a clandestine 'secret shopper' method is adopted, and this is considered to be unethical. However, a biennial report 'The State of Golf' produced by the English Golf Union (EGU) stated the following:

12.3.13 Over half (53 per cent, or 1,037 English golf clubs) of the 1,954 clubs affiliated to either the EGU or the English Women's Golf Association (EGWA) or both, responded to the survey, with the majority of these (64 per cent, or approximately 663) being private members' clubs. Over a quarter (27 per cent, or approximately 280) of the respondents were proprietary, with the remainder being municipal (seven per cent, or approximately 73) and artisan (two per cent, or approximately 21) clubs.

12.3.14 The average English golf club has 514 members (out of an optimum total membership of 645), a drop of 33 since 2008, with 27 of that 33 coming from members aged 22 to 60. However, in terms of percentages, the biggest drops are from members with a younger age profile; 13 per cent of the category of members aged 22 to 44 have ended their membership and 12 per cent of juniors aged 15 or younger have ended theirs. While the average golf club has lost 14 members aged between 45 and 60, this represents a drop of only seven per cent from that age profile and, surprisingly, the category of members aged 61 or over, which represents 40 per cent of the average English golf club's membership, has seen its members rise (by about half of one per cent) since 2008.

12.3.15 In terms of gender, 82 per cent of clubs have vacancies for male adults and juniors, and 83 per cent have vacancies for female adults and juniors. The average club has 33 vacancies for adult males and 24 for adult females, and adult females are the most active of all the members, with 61 per cent of them participating at the club at least once a week.

12.3.16 If an average membership figure of 600 was applied to the existing 5 clubs/operations in the local authority it would suggest there to be around 3,000 adult golf members: a figure which would exclude pay-as-you-play golfers. The 3,000 estimate is similar to the 2,800 derived from Active People data, but lower than the Market Segmentation figure cited earlier: if regular pay-and-play golfers are also considered it might help account for the gap between the two figures.

12.4 Quality

12.4.1 The largely high-end commercial and members club nature of local provision makes it difficult to assess quality of facilities in an appropriate non-technical fashion. However, all provision looks to be both well-maintained and managed, and showing no signs of decay resulting from inadequate funding and maintenance.

12.5 Accessibility

12.5.1 The household sample survey conducted as part of this study did not ask specific questions in respect of access to golf courses. However, given the location of courses and the need to transport equipment it is highly likely that most trips to courses will be made by car.

12.6 The Future

12.6.1 Increased population growth in future years will undoubtedly increase demand for golf facilities in future. Between 2015 and 2036 the population is predicted to grow from 172,370 to 195,880- an increase of 23,510²⁷, applying the measure of 1 hole/1,741 people (based itself on current provision), this might suggest a potential need for 13.5 extra holes: this, of course, assumes that existing facilities are already well used.

12.6.2 It is understood that part of a golf club area (Channel GC) may be lost as part of the implementation of the North Chelmsford Action Area Plan. The Section 106 for the redevelopment of the site sets out the need to retain 18 holes at the golf course. Any loss of provision here could further accentuate the demand for additional facilities, when combined with the need generated by an expanded population.

12.7 Golf: Key issues for the Strategy to address

12.7.1 Although no standard of provision is recommended for adoption by the City Council, it is clear that the loss of part of an existing golf course, allied to demand generated by a larger population suggests a need to keep the level of local provision under review, which might be addressed through extending an existing facility, at an appropriate time: this however, is likely to be a commercial project, and subject to normal land-use planning, and other policies governing overall acceptability.

12.7.2 These themes will be addressed further, and translated to locally/site specific recommendations in the Strategy and Action Plan.

²⁷ Compiled from a forecast produced on 19/03/2015 using POPGROUP software developed by Bradford Council, the University of Manchester and Andelin Associates

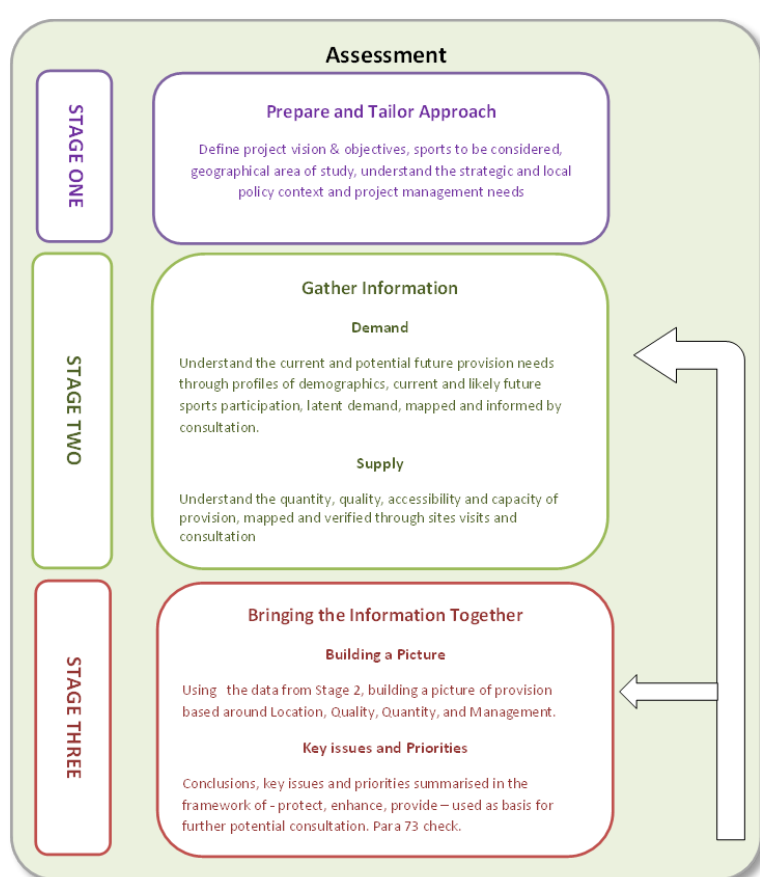
Appendix 1: Methodology – additional notes

The needs assessment work has been produced in line with the National Planning Policy Guidance (NPPF), which requires that (Paragraph 73, page 18):

‘.....planning policies are based upon robust and up-to-date assessments of needs for open space, sport and recreation facilities and opportunities for new provision.

This assessment and strategies have therefore been produced in line with guidance by Sport England (Assessing Needs and Opportunities Guide for Indoor and Outdoor Sports Facilities; January 2014) and ‘Playing Pitch Guidance, An approach to Developing and Delivering a Playing Pitch Strategy (Sport England 2013).

Assessing Needs and Opportunities Guide - ANOG



Assessing Needs and Opportunities Guide (ANOG) has been developed by Sport England and sets out an approach to undertaking needs assessment for sport and recreation facilities, in order to be compliant with the NPPF. The approach adopted for this work has utilized the process set out in the ANOG guide, as illustrated in the diagram.

While set out as separate methodologies, in reality, many of the tasks have been undertaken as a coordinated and linked approach due to the cross-overs and interrelationships between the methodologies. For both methodologies, the first element of work seeks to tailor the approach to

Playing Pitch Guidance – An Approach to Delivering a Playing Pitch Strategy

The ten stages are illustrated in following figure and it is this approach that has been followed for the analysis of pitch sports.

Developing and delivering a Playing Pitch Strategy – The 10 Step Approach



Appendix 2: Explanation of Sport England Active People and Market Segmentation analyses

Carried out on behalf of Sport England by the leading social research company TNS BMRB, the Active People Survey (APS) measures the number of adults taking part in sport across England. Providing the most comprehensive and authoritative picture of sports participation in England, APS is central to Sport England's measurement of its own strategy and the performance of key partners.

Key features of APS

- APS is the largest survey of its kind ever undertaken – 165,000 adults (age 14 and over) are interviewed each year
- The size of the survey means results can be published for a large number of different sporting activities and for every local authority area in England
- Time series data stretches back to the first wave of the survey in 2005/6
- A high quality, random sampling, survey design ensures results are representative of the population

High quality survey design including:

- Randomly sampled landline telephone interviews with adults aged 16 and over – extended to age 14 and over in July 2012
- Calls are made throughout the year and at different times across each day
- 500 interviews per local authority (district and single tier) each year

The sequence of surveys has now reached Active People year eight (AP8). The APS results are not always available at the local authority level due to the inadequate size of data samples in some situations.

Market Segmentation

Sport England's market segmentation has been designed to help understand the life stages and attitudes of different population groups –and the sporting interventions most likely to engage them.

The market segmentation data builds on the results of Sport England's Active People survey; the Department of Culture, Media and Sport's [Taking Part survey](#); and the [Mosaic tool from Experian](#). It presents a picture of 19 dominant social groups in each area, and puts people's sporting behaviour in the context of complex lives. Propensity modelling – a statistical technique that matches the probability of displaying a particular behaviour or attitude to each demographic category – was used to link the survey data to wider population groups.

This created a tool with two key elements:

- a Sport England segment for every adult in England
- the ability to count market segment profiles for any region or community, down to postcode level.

The 19 dominant social groups are summarised in the link: <http://segments.sportengland.org/querySegments.aspx>

Segment	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to increase Participation	Participation Profile
01	Ben (Competitive Male Urbanites)	Male 18-25 Single Graduate professional	Rugby, Squash, Windsurfing, Tennis, Climbing, Gym, Football	Improving performance Training for competition Social Enjoyment Keep fit	Time Interest	Better facilities Improved transport	Most active in population Approx. 20% of segment zero days
02	Jamie (Sports Team Drinkers)	Male 18-25 Single Vocational Student	Basketball, Football, Weight Training, Boxing, Martial Arts	Social Performance Competition	Time	Better facilities Longer opening hours	Second highest participation of all types Approx. 30% of segment zero days

Segment	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to increase Participation	Participation Profile
03	Chloe (Fitness Class Friends)	Female 18-25 Single Graduate Professional	Running, Aqua Aerobics, Gym, Tennis, Swimming	Weight Fitness	Time	Cost Opening Hours Facilities People to go with	Active type. Approx. 30-35% of segment zero days
04	Leanne (Supportive Singles)	Female 18-25 Single Likely to have children Student / part time vocational education	Swimming, Gym, Aerobics, Dance Exercise, Body Pump, Utility Walking	Losing weight Activities for children	Health isn't good enough Time	Help with child care Longer opening hours Cost	Least active of group A who participate. Approx 40-45% of segment zero days
05	Helena (Career Focused Females)	Female 26-35 Single Full time professional	Gym, Road Running, Dance Exercise, Body Pump, Yoga	Losing weight Keeping fit Improving performance	Time People to go with	Longer opening hours People to go with	Very active type. Approx. 30-35% of segment zero days
06	Tim (Settling Down Males)	Male 26-45 Single / married May have children Professional	Canoeing, Cricket, Cycling, Squash, Skiing, Golf, Football	Improve performance Keep fit Social	Time	More free time Help with childcare	Very active type. Approx 25-30% of segment zero days
07	Alison (Stay at Home Mums)	Female 36-45 Married Housewife Children	Swimming, Badminton, Aerobics, Pilates, Cycling, Exercise Bike	Taking children Losing weight Keeping fit	Time	Help with childcare Better facilities	Fairly active type. Approx 30-35% of segment zero days

Segment	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to increase Participation	Participation Profile
08	Jackie (Middle England Mums)	Female 36-45 Married Part time skilled worker, housewife Children	Swimming, Dance Exercise, Body Pump, Ice Skating (with children), Aqua Aerobics	Taking children Losing weight	Time Cost Lack of interest	Help with childcare Cheaper admissions	Average activity. Approx 45-50% of segment zero days.
09	Kev (Pub League Team Mates)	Male 36-45 Single / married May have children Vocational	Football, Darts, Snooker, Weights, Fishing, Pool, Ten Pin Bowling, Cricket	Competition Social Enjoyment (ltd) Perform	Time Slight cost factor	More free time Cost Facilities	Less active within group B Approx. 50% of segment zero days
10	Paula (Stretched Single Mums)	Female 26-35 Single Job seeker or part time low skilled	Swimming, Utility walking, Aerobics, Ice Skating	Lose weight Take children	Cost Lack of childcare Poor transport Lack of interest	Improved transport Cheaper admission Help with childcare Better facilities	Least active type within Group B Approx. 60% of segment zero days
11	Philip (Comfortable Mid-Life Males)	Male 46-55 Married Professional Older children	Sailing, Badminton, Cycling, Gym, Jogging, Golf,	Social Taking children Improving performance Enjoyment	Time Lack of childcare	More free time Help with childcare	Most active within Group C Approx. 40% of segment zero days
12	Elaine (Empty Nest Career Ladies)	Female 46-55 Married Professional Children left home	Swimming, Walking, Aqua Aerobics, Step Machine, Yoga Gym	Keeping fit Losing weight Help with injury	Time Lack of interest	Longer opening hours More people to go with	Reasonably active type. approx. 40-45% of segment zero days

Segment	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to increase Participation	Participation Profile
13	Roger and Joy (Early Retirement Couples)	Male / female 56-65 Retired or part-time	Swimming, Walking, , Bowls, Sailing, Golf,	Keeping fit To help with injury Enjoyment Taking grandchildren	Poor health Lack of interest Transport	Better facilities Improved transport	Participate once or twice a week Approx 50-55% of segment zero days
14	Brenda (Older Working Women)	Female 46-55 Single / married May have children Low skilled worker	Swimming, Utility Walking, Dance Exercise, Aerobics, , Keep fit	Weight Bring grandchildren Help with injury	Lack of interest Time	More free time Longer hours Help with childcare (for grandchildren)	Sometimes participates Approx 60-65% of segment zero days
15	Terry (Local 'Old Boys')	Male age 56-65 Single / married Low skilled worker Job seeker	Fishing, Shooting, Pool, Darts, Snooker, cycling	Help with injury Social	Poor health Lack of people to go with Cost	People to go with	Some low intensity participation Approx 65-70% of segment zero days
16	Norma (Later Life Ladies)	Female 56-65 Single / married Low skilled worker Retired	Walking, Keep fit, Swimming, Aqua Aerobics	Help with injury or disability	Poor health Cost	People to go with	Lowest participation of Group C Approx 75-80% of segment zero days

Segment	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to increase Participation	Participation Profile
17	Ralph and Phyllis (Comfortable Retired Couples)	Male / female 65+ Married Retired	Bowls, Golf, Walking, Fishing, Swimming	Social Improve performance and keep fit Enjoyment	Transport Lack of people to go with	Improved transport More people to go with	Highest participation of Group D Approx. 70% of segment zero days
18	Frank (Twilight Year Gents)	Male 66+ Married / single Retired	Bowls, Golf, Darts, Pool, Snooker, Walking, Fishing	Social Enjoyment	Poor health	Improved transport Cheaper admission	Medium participation for group D approx. 75-80% zero of segment days
19	Elsie and Arnold (Retirement Home Singles)	Male / female 66+ Widowed Retired	Walking, Dancing, Bowls, Low-impact exercise	Social Help with injury	Health problems and disability	Improved transport People to go with	Lowest participation of Group D Approx. 85% of segment zero days

Appendix 4: Explanation of Calculations for Match Equivalents and Match Capacity

Introduction and Overview

Comparing whether a grass football or rugby pitch is being over, or under-used relative to its 'carrying capacity' is critical to assessing pitch quality and supply. As a simple overview, the following factors have been taken into account.

Match Capacity:

- The assessed quality of pitch- measured in terms of an estimate of the number of games (or comparable activity, like training) that can be played on it every week without undue wear and tear
- Where the pitch is located, and whether this will impact on the number of community team games that it might be able to accommodate each week without undue wear and tear.

Match Equivalents:

- The number of games played on a given pitch and by whom on a regular basis
- The amount of training and associated activity taking place on a pitch on a regular basis.

Comparison:

- Comparing the above to establish whether a pitch is being over or under-played. As appropriate (for multi-pitch sites) the scores for each pitch can be added together to provide an aggregate comparison for the site.

In More Detail

In more detail the following must be taken into account.

Match Capacity

In order to come to an informed judgment on this the following have to be taken into account:

- The type of grass pitch(es) under consideration- is it an adult pitch; junior/youth pitch; or, a mini-soccer pitch?
- The assessed pitch(es) quality- Good, Adequate, Poor. This will affect the number of matches that can be absorbed each week without undue wear and tear.

Both the Football Association (FA) and the Rugby Football Union (RFU) have provided guidance in this regard. For football the FA have stated that "the following guidance on the number of match equivalent sessions a week that a natural grass pitch is likely to be able to regularly accommodate, based on an agreed quality rating, without adversely affecting its current quality": (The guidance from the RFU is explained towards the end of this Appendix).

Agreed pitch quality rating	Adult Football	Youth Football	Mini Soccer
	Number of match equivalent sessions a week		
Good	3	4	6
Standard	2	2	4
Poor	1	1	2

(n.b. Matches have different time-lengths, depending on the age-group concerned. In the model used to estimate capacity and usage for this study it is possible to incorporate this time dimension. However, for this study the values for match hours have been switched off/neutralized).

The number of community team games that a pitch can absorb will also be influenced by such factors as whether it is located in a public park or on a school site. For example, a pitch on a school site might, technically, be of good quality. However, if that pitch is also used by the school for its own activity, the number of games that it can absorb from 'external' community use will be reduced. Where situations like this have arisen on school sites, they have been taken into account- in most cases this has involved factoring in 1 x school game each week (thereby reducing the actual capacity to absorb community teams games by 1 match per week). A worked example illustrates this situation later in this Appendix.

Where local information exists to allow for a more precise allowance to be made in this regard, it has been taken into account and referenced in the site-overviews contained in Section 4.

Match Capacity is therefore calculated by:

- Identifying the number of match equivalent sessions that can be absorbed each week by a pitch of a given type and quality (see table);
- Discounting the figure resulting from a) as appropriate to reflect factors (such as school use of pitches) that will add to the wear and tear, and reduce the capacity for community team matches; and
- As appropriate aggregating figures from b) for multi-pitch sites to produce a figure for the site as a whole. (On the larger sites this could produce three figures for adult, junior/youth, and mini-soccer pitches).

Match Equivalents

Generally speaking it is easy to estimate the number of actual matches played on a given pitch/site. The number of teams who use a given pitch/site on a regular basis is usually known. Assuming each team plays at home every other week allows the number of matches to be estimated.

However, to estimate Match Equivalents requires the calculations to take into account training activity for which grass pitches might be used. To start with, a good level of knowledge about the training patterns and venues of local teams is required. Many teams, in

fact, will not use their grass pitch for training- some will use AGPs, and others may use marginal land off the playing pitch surface(s). Where alternative venues/surfaces are used, the impact of training is excluded from the calculations. There will also be some teams that do not train at all.

However, where teams are known to use a grass pitch for training, or where there is a good likelihood of this being the case in the absence of hard evidence, some informed assumptions need to be made about; the size of training squads; and, the regularity of training sessions. The relevant assumptions made are as follows:

- For teams that are known (or likely) to train, the adult and junior/youth training squads equate to 1.5 teams (on the basis that training squads tender to be larger than the match day teams (there being competition for places). However, in the darker months and unless pitches are floodlit teams will not be able to train during weekday evenings, and so will either train off-site, or not at all. For this reason the above factor of 1.5 for the training squad size has been reduced to 0.75 to reflect this pattern
- For mini-soccer teams training squads are the same size as the match day teams
- Each squad trains once a week.

Match Equivalentents are therefore calculated by:

- a) Multiplying the number of teams of the relevant age group by a factor that represents 'home and away' play (usually a factor of 0.5)
- b) Multiplying the number of training squads of the relevant age-group by the training squad size;
- c) Adding the resultant figure from a) to that from b)
- d) As appropriate aggregating figures from c) for multi-pitch sites to produce a figure for the site as a whole. (On the larger sites this could produce three figures for adult, junior/youth, and mini-soccer pitches).

Over-Marked Pitches

One of the pitfalls in applying this method is that not all grass pitch surfaces are dedicated for use by a given age-group. The most obvious examples are where mini-soccer and junior youth teams play their matches and/or train on pitches set-out for adult play, but may also be temporarily over-marked for use by younger age groups- this is where modelling a situation without the injection of some commonsense interpretation becomes dangerous. The current Sport England Playing Pitch Strategy Guidance does offer some suggestions as to how such situations should be addressed in calculating the amount of use relative to capacity. However, it has been extremely difficult, at best, to apply these suggested approaches- and incredibly time-consuming.

The issue arises because, clearly, teams and squads from different age-groups will not impact upon the playing surface to the same extent. For example, a mini-soccer team using an over marked adult pitch for its own matches and training would not exert anywhere near the same amount of wear and tear as an adult team undertaking comparable activity. If the time and resources were available it would be possible to aggregate up the cumulative wear and tear on a pitch caused by use by teams/squads of varying ages. However, resources and time are not infinite and, in any event, the marking out and use of pitches for the younger age-groups

can be very transitional, such as to make such an exercise often 'out-of-date' before it has been completed.

Within the GIS modelling that has been used to underpin this particular study, it has been possible to introduce 'loading' factors to reflect the above situations, and this perhaps is worth reviewing and modifying if the model continues to be run and updated. Currently, a factor of 0.25 is added to mini-soccer teams. For example, if there are 4 mini-soccer teams using the site, this results in $4 \times 0.25 = 1$ adult equivalent team. This allows for the wear and tear wrought by mini-soccer teams to be kept in proportion relative to older, larger, and heavier teams. A similar loading factor of 0.25 could be used for training squads (although note the comments below).

Within the GIS modelling there are fields that can be used to reflect the numbers and sizes of mini-soccer training squads (as with adult and youth/junior squads). However, local evidence indicates that the very large majority of mini-soccer teams train on AGPs or sports halls, and not on their match pitches. Therefore these fields have not been used for this project.

Ultimately, the best approach is the use common sense in viewing the calculations by relating to what is observed and recorded on the ground. If, for example, mini-soccer activity is outstripping notional pitch capacity, but if there are no mini-soccer pitches recorded on site it will generally be because the teams are playing on a non-dedicated playing surface

Worked Example A

A Multi-Pitch Site in Local Authority Control

The site contains 3 x adult and 2 x junior/youth pitches deemed to be in standard condition.

The site is the home of 8 x adult and 4 x junior/youth teams. 6 of the adult teams play on Saturday PM and 2 on Sunday AM. The 4 junior youth teams play all play on Saturday AM. 4 of the adult teams train on their home pitch, as do all of the 4 junior teams.

Match Capacity is therefore calculated as follows:

- a) Identifying the number of match equivalent sessions that can be absorbed each week by a pitch: in this case 2 per adult pitch and 2 per junior pitch (FA guidance)
- b) As the pitches are not on a school site there is no need to discount education use. Although the site is a public recreation ground, other activity tends to be just local dog walkers, and children using a playground, so nothing that would materially impact upon the quality of the surface (other than possible dog-fouling)
- c) Multiply the pitches by the match equivalent sessions: in this case for adults $3 \times 2 = 6$; and, junior/youths $2 \times 2 = 4$
- d) The Match Capacity for the site is therefore 6 matches for adult football, and 4 matches for junior football.

Match Equivalents are therefore calculated as follows:

- a) Multiplying the number of teams of the relevant age-group by a factor that represents 'home and away' play (usually a factor of 0.5): in this case 8 adult teams $\times 0.5 = 4$; and 4 junior teams $\times 0.5 = 2$
- b) Multiplying the number of training squads of the relevant age-group by the training squad size: in this case it is known that the two adult Sunday teams don't train; and two adult Saturday teams train on an AGP elsewhere. All four junior/youth teams train on their home pitch, on-site: so, in this case 2 adult squads $\times 0.75 = 1.5$; and 4 junior/youth squads $\times 0.75 = 3$
- c) Adding the resultant figures from a) to those from b): in this case for adults $4 + 1.5 = 5.5$; and, for juniors/youths $2 + 3 = 5$
- d) The Match Equivalents for the site are therefore 5.5 for adults; and, for 5 for juniors youths.

Overall calculation of site capacity v use	
<i>Adult</i>	<i>Junior/Youth</i>
Site match capacity: 6	Site match capacity: 4
Site match equivalents: 5.5	Site match equivalents: 5

From the above, it can be seen that the adult pitches are being used just below their notional capacity, and the junior/youth pitches are being over-used.

Worked Example B

A Multi-Pitch Site on a School Site

The above scenario of pitches and teams is repeated, but transposed onto a school site. The school has a policy of allowing its pitches to be used by community teams at the weekend. However, the pitches are also used by school teams during the week, and this impacts upon their quality, and their notional capacity for community use. Under b) of the calculation of match hours capacity under Example B must take into account school activity. The notional capacity of the pitches to accommodate community games therefore drops from 2 games to 1 game per adult and junior/youth pitch.

If everything else remained the same above would have the effect of halving the capacity of pitches for community use. As below.

Use by Rugby

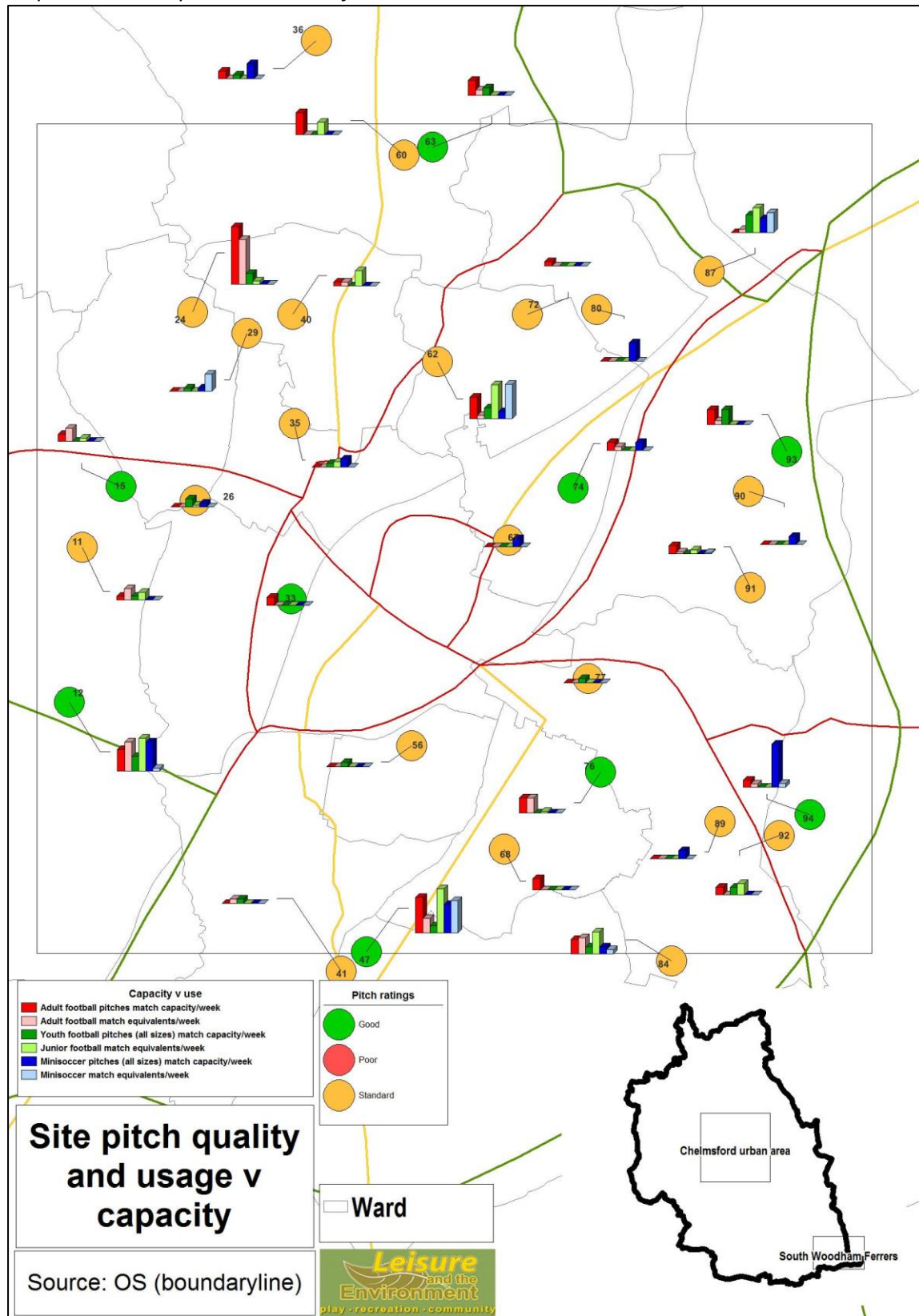
The above approaches have been used in a near identical way for rugby, in assessing notional pitch capacity and comparing it with estimated usage. The only differences are in relation to:

- The match equivalent estimates recommended by the RFU and presented in the below table;
- For training the RFU have advised that 2 teams training each on half a pitch every week should equate to 1 match equivalent/week; and,
- The inclusion of mini-rugby squads and sizes in the calculations, given that most clubs' mini-teams train on-site. The 'loading factors' are the same used for mini-soccer (i.e. 0.25).

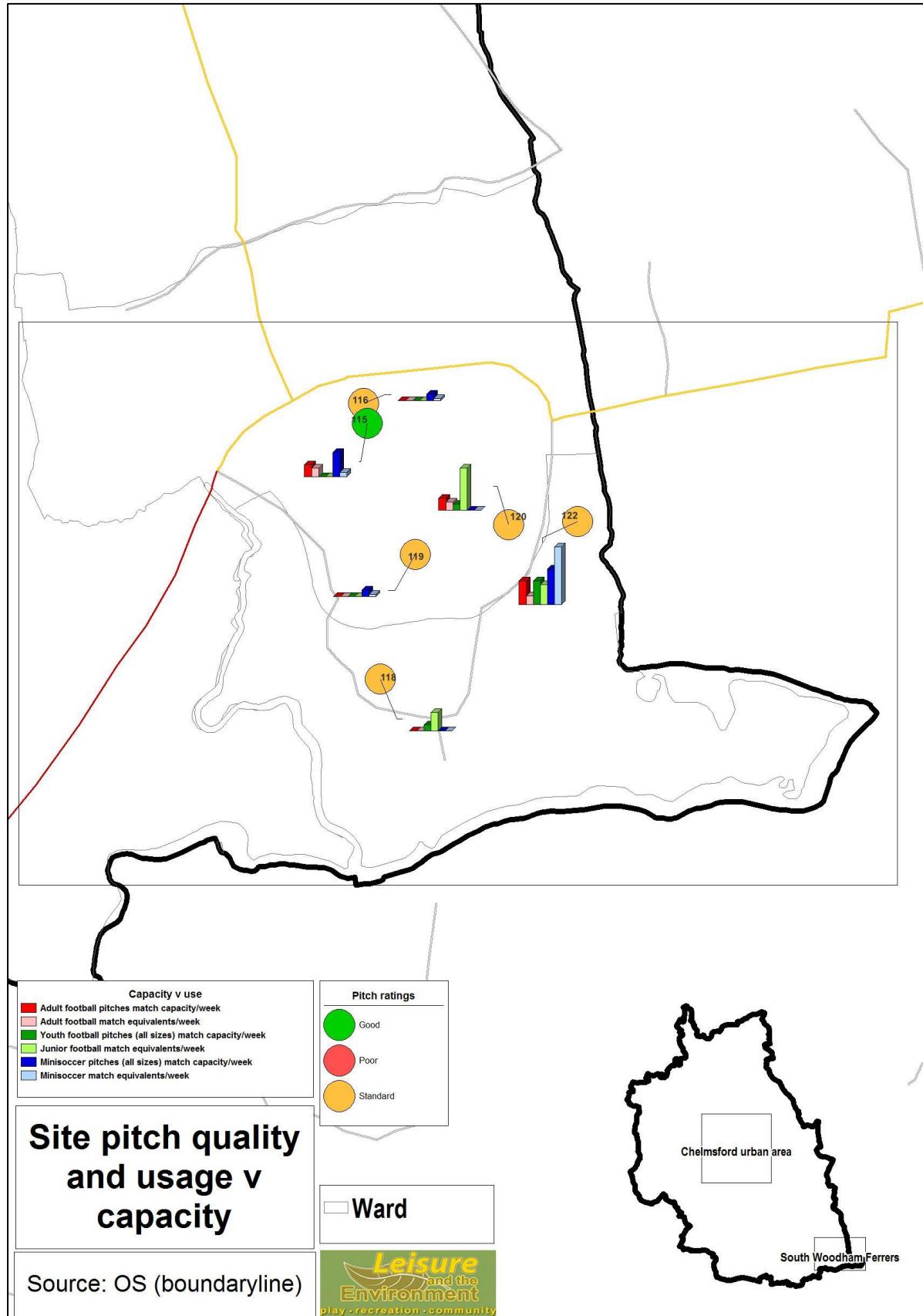
		Maintenance		
		Poor (M0)	Standard (M1)	Good (M2)
Drainage	Natural Inadequate (D0)	0.5	1.5	2
	Natural Adequate (D1)	1.5	2	3
	Pipe Drained (D2)	1.75	2.5	3.25
	Pipe and Slit Drained (D3)	2	3	3.5

Appendix 5: Maps 5.1, 5.2, and 5.3 (football sites), and supporting table

Map 5.1: Football pitches in Chelmsford urban area



Map 5.2: Football pitches in the Woodham Ferrers area



Map 5.3: Football pitches in the rest of Chelmsford local authority

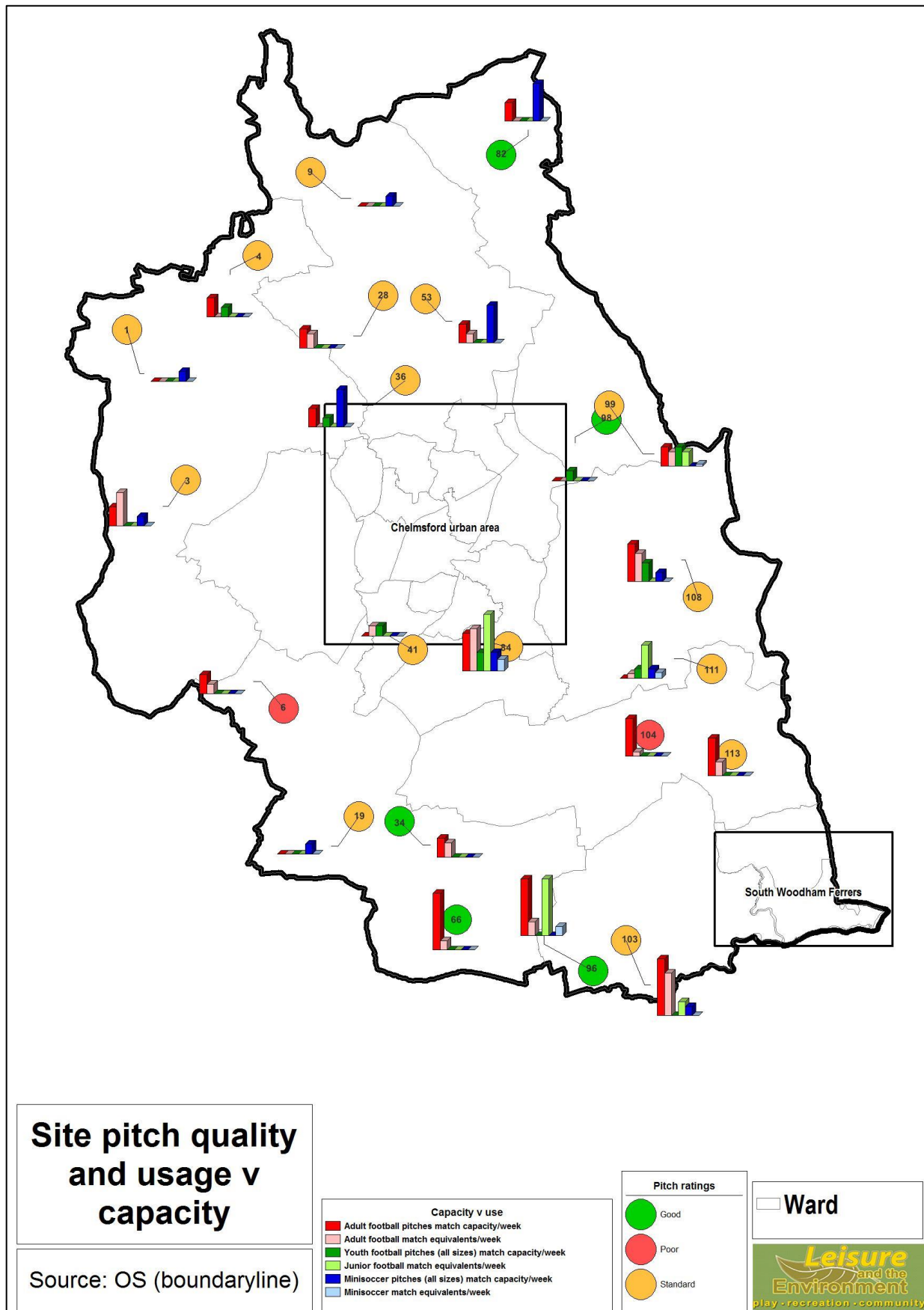


Table 5.1 Football Pitches in Chelmsford

Ref	Availability	Ownership	Ward	Adult	Youth 11 v 11	Youth 9 v 9	Minisoccer 7v7	Minisoccer 5v5
1	A1	Commercial	Chelmsford Rural West				1	
3	A1	LA	Chelmsford Rural West	1			1	
4	B	Other	Chelmsford Rural West	1	1			
6	A1	LA	South Hanningfield, Stock and Margaretting	1				
9	B	LA	Broomfield and The Walthams				1	
11	A3	Education	Writtle	1	1	0	0	0
12	A2	LA	Writtle	3	2	1		2
15	A2	Club	Writtle	1				
19	C	Education	South Hanningfield, Stock and Margaretting				1	
24	A1	LA	St. Andrews	8	1	1		
26	A1	LA	St. Andrews			1	1	
28	A1	LA	Broomfield and The Walthams	1				
29	A3	Education	Patching Hall	0	0	1	1	0
33	A2	Commercial	Waterhouse Farm	1				
34	A2	Commercial	South Hanningfield, Stock and Margaretting	1				
35	A3	Education	Marconi	0	0	1	0	1
36	C	Education	Broomfield and The Walthams	2		1		2
40	A3	Education	Patching Hall	1	0	0	0	0
41	A2	Other	Galleywood		1			
47	A1	LA	Galleywood	5		1		2
53	A2	Commercial	Broomfield and The Walthams	1				1

Ref	Availability	Ownership	Ward	Adult	Youth 11 v 11	Youth 9 v 9	Minisoccer 7v7	Minisoccer 5v5
56	C	Education	Moulsham Lodge		1	1		
60	A1	LA	Broomfield and The Walthams	3				
62	A1	LA	The Lawns	3	1	1	2	
63	A2	Club	Broomfield and The Walthams	2		1		
66	A1	LA	South Hanningfield, Stock and Margaretting	3				
67	C	Education	Trinity					1
68	C	Education	Great Baddow West	3				
72	B	Education	The Lawns	1	0	0	0	0
74	A2	Club	Trinity	1			2	
76	A1	LA	Great Baddow West	2				
77	C	Education	Great Baddow East			1		
80	B	LA	Springfield North				1	1
82	B	LA	Boreham and The Leighs	1				1
84	A2	Club	Great Baddow East	2		1	2	
87	A1	LA	Chelmer Village and Beaulieu Park		1	2		1
89	C	Education	Great Baddow East					1
90	C	Education	Chelmer Village and Beaulieu Park					1
91	A2	Commercial	Chelmer Village and Beaulieu Park	1				
92	A3	Education	Little Baddow, Danbury and Sandon	2	0	2	0	0
93	A1	LA	Chelmer Village and Beaulieu Park	2		2		

Ref	Availability	Ownership	Ward	Adult	Youth 11 v 11	Youth 9 v 9	Minisoccer 7v7	Minisoccer 5v5
94	A2	Other	Little Baddow, Danbury and Sandon	1				3
96	A1	LA	Rettendon and Runwell	3				
98	C	Education	Boreham and The Leighs		1			
99	A1	LA	Boreham and The Leighs	1		1		
103	A2	Other	Rettendon and Runwell	3			1	
104	A1	LA	Bicknacre and East and West Hanningfield	2				
108	A2	Club	Little Baddow, Danbury and Sandon	2		1	1	
111	A3	Education	Bicknacre and East and West Hanningfield	0	1	0	1	0
113	A1	LA	Bicknacre and East and West Hanningfield	2				
115	A1	Other	South Woodham-Elmwood and Woodville	1				1
116	A3	Education	South Woodham-Elmwood and Woodville				1	
118	A3	Education	South Woodham-Elmwood and Chetwood and Collingwood	0	0	1	0	0
119	A3	Education	South Woodham-Elmwood and Woodville	0	0	0	1	0
120	A3	Education	South Woodham-Elmwood and Woodville	2	0	1	0	0
122	A1	LA	South Woodham-Elmwood and Chetwood and Collingwood	2		2	2	1