

**SANDWELL METROPOLITAN BOROUGH COUNCIL**  
**PLAYING PITCH STRATEGY REFRESH**  
**NEEDS ASSESSMENT REPORT**  
**OCTOBER 2018**

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## **1 INTRODUCTION AND METHODOLOGY**

This is the Playing Pitch Assessment Report prepared by 4global Consulting for Sandwell Council (SC).

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

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

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

Stages A-C are covered in this report.

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

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

The Playing Pitch Strategy will provide a strategic approach to playing pitch provision in Sandwell. During times of change for local authorities, the PPS will provide direction and set priorities for pitch sports. The PPS sits within the context of the Strategy for Physical Activity and Sport in Sandwell 2017 – 2022 – “Towards an Active Sandwell”.

In turn, the above demonstrates the direct links with Sandwell Council's vision 2030 and the ten ambitions to ensure that by 2030, Sandwell is a thriving, optimistic and resilient community. It's where we call home and where we are proud to belong – where we choose to bring up our families, where we feel safe and cared for, enjoying good health, rewarding work, feeling connected and valued in our neighbourhoods and communities, confident in the future and benefitting fully from a revitalised West Midlands.

Increasing physical activity levels and the resulting health, social and economic benefits will contribute significantly to the achievement of the Vision 2030 and the ten ambitions. Increasing physical activity is at the heart of our aims for Sandwell's six towns to have a strong sense of local identity and pride. Being physically active and having a healthy weight will have a positive impact on self-esteem, community resilience and inclusive economic growth.

The objects of the Strategy extend across multiple service areas and include:

- To help deliver the public health agenda
- To inform the investment strategy for sport initiatives
- To inform local planning policy and potential developer contributions
- To set the PPS within the context of the local plan and wider strategies for parks and green space, in particular the Green Space Strategy 2010 - 2020

- To inform sports development initiatives
- To reflect wider property services asset reviews
- To help facilitate community use of outdoor facilities on education sites

## ***Agreed scope***

The following types of outdoor sports facilities are included within the study:

- Football pitches
- Cricket pitches
- Rugby pitches
- Sand-based and third generation (3G) artificial grass pitches (AGPs)
- Tennis courts
- Bowling greens
- Netball courts
- Athletics tracks
- Golf courses

A full Playing Pitch Strategy was commissioned in 2014 and delivered in line with the Sport England Playing Pitch guidance (2013). Since 2014, Sandwell MBC has kept the assessment report and final strategy up to date, using regular steering group meetings with the project steering group.

It has been decided that to inform future investment decisions for sport facilities across Sandwell, an updated strategy is required, taking into consideration the latest data and priorities of key stakeholders. For time and cost efficiency, the updated strategy has been commissioned as a *PPS refresh*, which will maximise the use of data collected as part of the previous strategy, while seeking updated insight and data where the facility or participation landscape has substantively changed.

For the avoidance of doubt, the following 'new' data has been used to inform the 2018 PPS Needs Assessment and subsequent strategy:

## Demand

- 2018 football demand data, via the latest (January 2018) FA Whole Game System affiliation report for the local authority
- Updated demand consultation with major football, rugby, cricket, hockey and athletics clubs, as directed by the relevant National Governing Bodies. Where team numbers have changed as a result of these consultations, the Stage B demand data has been changed accordingly

## Supply

- Updated pitch type data, where substantive changes in pitch numbers have been identified by the project steering group, such as the change of surface for AGP provision.

## Capacity analysis

- This needs assessment utilises the latest agreed methods of calculating capacity for grass and artificial grass pitches. Of particular relevance is the capacity of 3G AGP's and the ability of these facilities to meet the training and match play needs of

football and rugby clubs. This needs assessment utilises the latest calculation method of assuming 1 full size 3G AGP can satisfy the demand from 42 teams

Where new data has not been collected, either through consultation or quantitative analysis, data and information collected as part of the 2014 project has been used to ensure that a holistic view of the study area is included in the assessment. This data includes club consultation records (unless updated consultations have been undertaken) and pitch supply assessment data (unless advised otherwise by the project steering group.) Table 1.4 provides greater detail as to how new data has been combined with data from the 2014 study to provide a comprehensive understanding of current supply and demand.

### **Local context**

Sandwell has invested heavily in sports provisions in the past few years. The overall sport offer in the Borough is good with demand increasing. The recent winters have had an impact on grass pitch quality at some locations. Investment in changing rooms and new provision provides a positive picture for Sandwell. Those grass sports pitches identified as poor are primarily associated with localised flooding and drainage problems.

The resident population in Sandwell is recorded as 322,631 (ONS 2016 mid-year estimate Population projections). By 2022, the population is projected to increase to 337,200 (equivalent to a percentage of 4%). By the end of 2036, the population is projected to increase to 364,000 (equivalent to a percentage of 13%).

It should be noted that the ONS 2016 mid-year population projections were released in May 2018, after the completion of analysis for the PPS Refresh needs assessment draft. As a result, TGR calculations undertaken in the body of the report reference 2014 mid-year projections. When comparing the population projections released as part of the two datasets, the 2016 mid-year estimates provide a total growth figure that is 2% lower than the equivalent figure for the 2014 dataset. As a result, there is unlikely to be any impact from using the 2014 mid-year estimates throughout the body of this report.

The number of school places is currently 54,352 (33,857 primary and 20,495 secondary places). The total number of school places needed by 2022 is 57,572 (34,187 primary and 23,385 secondary places). This is a further 3,220 school places required in total (330 additional primary and 2,890 additional secondary school places).

The Number of Schools in Sandwell is currently 117 (94 primary, 4 special and 18 secondary). The number of schools required by 2022 to meet demand is 121 (1 additional primary free school and 3 additional secondary schools).

Along with most other Local Authorities across the country, Sandwell MBC experiences significant budgetary pressures and is constantly seeking ways to improve efficiency, lower costs, attract inward investment and reduce costs.

Parks / greenspaces budgets have recently been squeezed which in turn has resulted in less funding being available for pitch maintenance, mowing, slitting, drainage, changing room refurbishment / repairs etc

Pressures to increase the number of dwellings is high as this supports the 10 ambitions described above. Council Tax receipts support the delivery of services to local residents. The current number of domestic dwellings in Sandwell is 132,886. This is anticipated to increase to 139,635 by 2022 and approximately 146,634 by 2022. It is estimated that the

remaining need for residential units between 2026 and 2036 is approximately 14,000 units although land to meet this demand is yet to be identified. Asset Management is also a high priority, converting un-used land and open space into commercial use not only increases Business Rate receipts but offers job creation, regeneration opportunities and disposable income for residents.

Sandwell Council is keen to ensure that a correct balance is made between approving developments whilst also protecting areas of green, open space and sports grounds for residents to enjoy. It should be noted, however, that an increased demand for infrastructure and services (such as school places, transport or retail) caused by projected population growth, is likely to increase the risk of loss of grass pitches over the lifetime of the strategy.

Sandwell Council works closely with Sport England relating to planning issues and is aware of its recently updated policy around the protection of playing fields and the 'Playing fields policy and guidance' document. Sandwell Council recognises that Sport England will oppose the granting of planning permission for any development which would lead to the loss of, or would prejudice the use of:

- All or any part of a playing field, or
- Land which has been used as a playing field and remains undeveloped, or
- Land allocated for use as a playing field unless, in the judgement of Sport England, the development as a whole meets with one or more of the five specific exceptions.

These are below;

### Exemption 1

A robust and up to date assessment has demonstrated, to the satisfaction of Sport England, that there is an excess of playing field provision in the catchment, which will remain the case should the development be permitted, and the site has no special significance to the interests of sport.

### Exemption 2

The proposed development is for ancillary facilities supporting the principal use of the site as a playing field, and does not affect the quantity or quality of playing pitches or adversely affect their use.

### Exemption 3

The proposed development affects only land incapable of forming part of a playing pitch and does not:

- Reduce the size of any playing pitch;
- Result in the inability to use any playing pitch (including the maintenance of adequate safety margins and run-off areas);
- Reduce the sporting capacity of the playing field to accommodate playing pitches or the capability to rotate or re-position playing pitches to maintain their quality;
- Result in the loss of any other sporting provision or ancillary facilities on the site; or
- Prejudice the use of any remaining areas of playing field on the site

### Exemption 4

The area of playing field to be lost as a result of the proposed development will be replaced prior to the commencement of development by a new area of playing field:

- Of equivalent or better quality, and
- Of equivalent or greater quantity and, and
- In a suitable location, and
- Subject to equivalent or better accessibility and management arrangements

### Exemption 5

The proposed development is for an indoor or outdoor facility for sport, the provision of which would be of sufficient benefit to the development of sport as to outweigh the detriment caused by the loss, or prejudice to the use of the area of playing field.

Should a situation arise whereby Sandwell Council deems it necessary to apply for planning permission which would result in the loss of a playing field then the Authority will endeavour to make every effort to consult with Sport England, the relevant NGB(s), residents, clubs and key stakeholders at an early stage in order to ensure that one or more of the exemptions detailed above are met and appropriate mitigations put in place.

It should be noted, however, that any losses of pitch provision across the study area will need to be justified to ensure one or more of the above exceptions are met.

### ***Links to other strategies***

There are a number of related strategies developed by Sandwell Council which have been adopted or are in the process of being developed, which will inform or be informed by the Playing Pitch Strategy:

- Vision 2030
- Sport and Leisure Vision
- Built Facilities Strategy
- Health and Wellbeing Strategy
- Corporate Asset Management Plan and capital Strategy 2010-2015
- Sandwell Local Plan
- Green Space Strategy 2010
- Community Infrastructure Open Space Quality and Quantity
- Street scene Business Plan
- Sports Facilities Strategy

### ***Management arrangements***

The project team (4global) is responsible for the day to day development of the PPS refresh and ensuring that tasks are completed in line with the project plan. In order to ensure effective and continued PPS management, it has been supported by the Steering Group comprising representatives from Sandwell Council, National Governing Bodies (NGBs) and Sport England. This Steering Group is and has been responsible for the direction of the PPS from a strategic perspective and for supporting, checking and challenging the work of the project team. It will be important for the Steering Group to continue once the PPS has been finalised for several reasons, including a continuing responsibility to:

- Be a champion for playing pitch provision in the area and promote the value and importance of the PPS.

- Ensure implementation of the PPS's recommendations and action plan.
- Monitor and evaluate the outcomes of the PPS.
- Ensure that the PPS is kept up to date and refreshed.

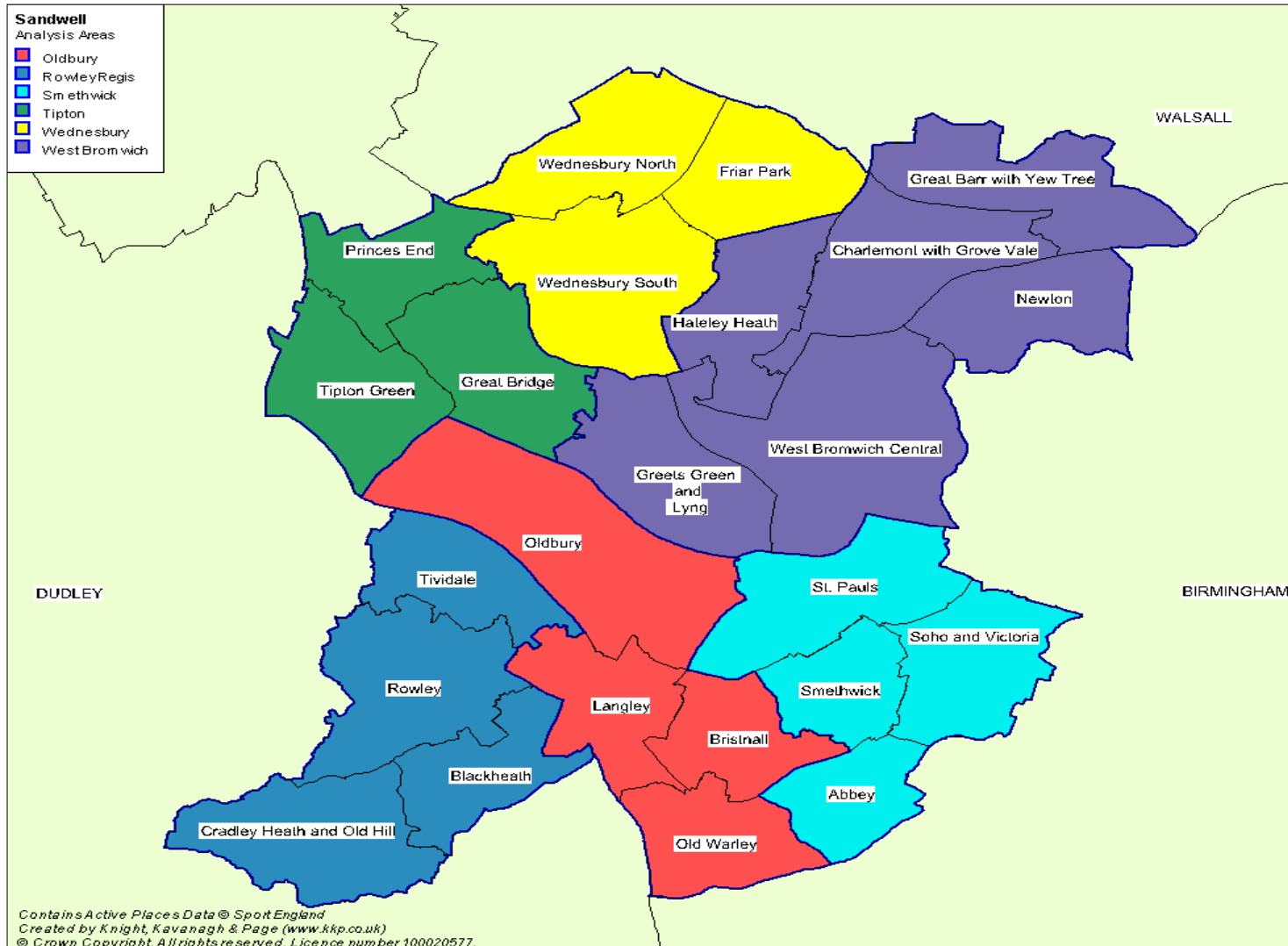
### ***Study area***

Analysis areas allow a more localised assessment of provision and examination of issues at a local level. Use of analysis areas also allows local circumstances and issues to be taken into account. Sandwell Metropolitan Borough is made up of six towns as follows:

- Rowley Regis
- Oldbury
- Smethwick
- Tipton
- West Bromwich
- Wednesbury



Figure 1.1 Map of analysis areas



## ***Tailoring the approach<sup>1</sup>***

In tailoring the approach to the study area, 4global has sought to consider how the characteristics of the area impacts upon playing pitch provision, including:

### *Active Lives latest insight*

Table 1.2 shows the level of activity in Sandwell, compared with regional and national averages, as well as data from 'nearest neighbours'. The table shows levels of activity, using data from the first two annual datasets for Sport England's Active Lives survey.

*Table 1.2 Active Lives survey results for all adults – Sandwell and nearest neighbours*

<b>Geographical Area</b>	<b>Period</b>	<b>% Active (150+ minutes a week)</b>	<b>% Fairly Active (30 - 149 minutes a week)</b>	<b>% Inactive (&lt;30 minutes a week)</b>
Sandwell	Year 1 – Nov 15 to Nov 16	57.9	13.7	28.4
	Year 2 – May 16 to May 17	47.9	16.8	35.3
Stoke-on-Trent	Year 1	51.1	16.3	32.6
	Year 2	55.8	15.5	28.7
Walsall	Year 1	54.5	13.0	28.1
	Year 2	56.7	12.8	30.5
Wolverhampton	Year 1	56.3	16.5	27.2
	Year 2	49.8	13.5	36.8
West Midlands	Year 1	62.8	13.2	24.0
	Year 2	56.7	14.2	29.1
England	Year 1	65.4	12.6	22.0
	Year 2	60.8	13.8	25.6

Table 1.2 illustrates that Sandwell has a lower proportion of active residents than all three of its nearest neighbours, as well as having a higher level of inactive residents than two out of the three. When compared to the regional and national averages, Sandwell also has a lower proportion of active residents and a higher proportion of inactive residents than the rest of the country.

### *Participation in sport and physical activity*

In order to help establish how active the local population is, what sports are played and how likely they are to participate in pitch sports, Sport England's participation analysis tool (i.e., the Local Sport Profile tool) is used. It provides a detailed understanding of key participation trends between different groups in the Borough's population.

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<sup>1</sup> The 'Nearest Neighbour' model was developed by the Chartered Institute of Public Finance and Accountancy (CIPFA) to aid local authorities in comparative and benchmarking exercises. It is widely used across both central and local government. The model uses a number of variables to calculate statistical similarity between local authorities. Examples of these variables include population, unemployment rates, tax base per head of population, council tax bands and mortality ratios.

Although the Active People Survey has now been replaced, it still provides valuable insight into levels of sports and physical activity participation across the country. At its inception, the Active People Survey (APS) was the largest ever survey of sport and active recreation to be undertaken in Europe. The first year of the survey, APS1 was conducted between October 2005 and October 2006. A total of 363,724 adults living in England took part. APS2, the second year of the survey, was conducted between October 2007 and October 2008 this time a total of 191,325 adults took part. It became a continuous process, with the final APS dataset completed in 2016.

Each survey gathers data on the type, duration and intensity of people's participation in different types of sport and active recreation and cultural participation, as well as information about volunteering, club membership, tuition as an instructor or coach, participation in competitive sport and overall satisfaction with local sports provision.

### *Activity levels in the local population*

Table 1.2 shows the final 4 iterations of APS results for Sandwell in comparison to the national and the Sport England Regional figures. Data for the nearest neighbours are also presented.

*Table 1.2 Active People survey results for all adults – Sandwell and nearest neighbours*

KPI			National	West Midlands	Sandwell	Nearest neighbours		
						Wolverhampton	Walsall	Stoke-on-Trent
<b>Adult (16+) participation in Sport (at least once a week)</b>	2012/13	%	36.1	33.9	<b>23.6</b>	32.0	32.3	29.7
	2013/14		36.1	33.9	<b>28.3</b>	34.9	34.3	29.3
	2014/15		35.8	33.8	<b>30.1</b>	28.9	30.5	28.6
	2015/16		36.1	33.8	<b>30.8</b>	31.8	28.2	32.6
<b>KPI3 – Club membership in the last 4 weeks</b>	2012/13	%	21.0	19.7	<b>11.7</b>	15.8	17.8	21.2
	2013/14		21.6	20.6	<b>20.9</b>	13.7	19.7	19.4
	2014/15		21.8	19.5	<b>16.1</b>	13.5	19.3	13.6
	2015/16		22.2	21.4	<b>13.2</b>	19.6	16.5	26.0
<b>KPI 4 - Received tuition / coaching in last 12 months.</b>	2012/13	%	15.8	15.8	<b>7.7</b>	15.8	18.9	14.7
	2013/14		16.4	14.5	<b>12.6</b>	13.2	*	*
	2014/15		15.6	12.8	<b>9.1</b>	*	12.9	*
	2015/16		15.6	15.3	*	18.0	13.6	16.6
<b>KPI 5 - Taken part in organised competitive sport in last 12 months.</b>	2012/13	%	11.2	13.1	<b>9.0</b>	7.2	9.2	15.1
	2013/14		13.3	11.7	*	*	*	*
	2014/15		13.3	11.8	*	10.8	*	*
	2015/16		13.3	13.3	*	*	*	*
<b>1x30 Indicator Participation in 30 minutes moderate intensity sport</b>	2012/13	%	60.3	62.2	<b>54.3</b>	62.9	57.7	54.2
	2013/14		61.6	60.3	<b>61.0</b>	55.5	47.6	48.0
	2014/15		61.8	62.8	<b>57.0</b>	64.1	61.8	53.7
	2015/16		62.10	60.0	<b>62.6</b>	57.1	51.7	65.6

\*Data not available due to sample size being too small

Nearest neighbours are not geographic but those which are the closest to Sandwell in terms of socio-demographics. This type of comparison has been developed to aid local authorities to compare and benchmark. The models apply a range of socio-economic indicators upon which the specific family group (nearest neighbours) is calculated.

The table indicates that, while adult participation increased in Sandwell over the four years in this sample, participation in 2015/16 was still lower than both national and regional averages, as well as two of its nearest neighbours.

The table also indicates that club membership in Sandwell is considerably lower than national and regional averages, as well as those of its nearest neighbours, indicating that there is a low level of participation in affiliated, formal sport. This trend is mirrored by the results for KPI4, which show a low level of tuition and coaching received by Sandwell residents.

### *Market segmentation*

To help better understand attitudes, motivations and perceived barriers to participation Sport England has developed a segmentation model with 19 'sporting' segments. Each has a distinct sporting behaviour and attitude. An overview is provided below:

*Table 1.3 Sport England market segmentation summaries*

Name	Title	Description	Top three participating sports nationally
Ben	Competitive Male Urbanites	Male (aged 18-25), recent graduates, with a 'work-hard, play-hard' attitude. Most sporty of 19 segments.	Football (33%) Keep fit/gym (24%) Cycling (18%)
Jamie	Sports Team Lads	Young blokes (aged 18-25) enjoying football, pints and pool.	Football (28%) Keep fit/gym (22%) Athletics (12%)
Chloe	Fitness Class Friends	Young (aged 18-25) image-conscious females keeping fit and trim.	Keep fit/gym (28%) Swimming (24%) Athletics (14%)
Leanne	Supportive Singles	Young (aged 18-25) busy mums and their supportive college mates. Least active segment of her age group.	Keep fit/gym (23%) Swimming (18%) Athletics (9%)
Helena	Career Focused Females	Single professional women, enjoying life in the fast lane (aged 26-45).	Keep fit/gym (26%) Swimming (23%) Cycling (11%)
Tim	Settling Down Males	Sporty male professionals (aged 26-45), buying a house and settling down with partner.	Cycling (21%) Keep fit/gym (20%) Swimming (15%)
Alison	Stay at Home Mums	Mums with a comfortable, but busy, lifestyle (aged 36-45).	Keep fit/gym (27%) Swimming (25%) Cycling (12%)
Jackie	Middle England Mums	Mums (aged 36-45) juggling work, family and finance.	Keep fit/gym (27%) Swimming (20%) Cycling (9%)
Kev	Pub League Team Mates	Blokes (aged 36-45) who enjoy pub league games and watching live sport.	Keep fit/gym (14%) Football (12%) Cycling (11%)
Paula	Stretched Single Mums	Single mum (aged 26-45) with financial pressures, childcare issues and little time for pleasure.	Keep fit/gym (18%) Swimming (17%) Cycling (5%)

## Sandwell MBC Playing Pitch Strategy

Name	Title	Description	Top three participating sports nationally
Philip	Comfortable Mid-Life Males	Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.	Cycling (16%) Keep fit/gym (15%) Swimming (12%)
Elaine	Empty Nest Career Ladies	Mid-life professionals who have more time for themselves since their children left home (aged 46-55).	Keep fit/gym (21%) Swimming (18%) Cycling (7%)
Roger & Joy	Early Retirement Couples	Free-time couples nearing the end of their careers (aged 56-65).	Keep fit/gym (13%) Swimming (13%) Cycling (8%)
Brenda	Older Working Women	Middle aged ladies (aged 46-65), working to make ends meet.	Keep fit/gym (15%) Swimming (13%) Cycling (4%)
Terry	Local 'Old Boys'	Generally inactive older men (aged 56-65), low income and little provision for retirement.	Keep fit/gym (8%) Swimming (6%) Cycling (5%)
Norma	Later Life Ladies	Older ladies (aged 56-65), recently retired, with a basic income to enjoy their lifestyles.	Keep fit/gym (12%) Swimming (10%) Cycling (2%)
Ralph & Phyllis	Comfortable Retired Couples	Retired couples (aged 66+), enjoying active and comfortable lifestyles.	Keep fit/gym (10%) Swimming (9%) Golf (7%)
Frank	Twilight Year Gents	Retired men (aged 66+) with some pension provision and limited sporting opportunities.	Golf (7%) Keep fit/gym (6%) Bowls (6%)
Elsie & Arnold	Retirement Home Singles	Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation.	Keep fit/gym (10%) Swimming (7%) Bowls (3%)

Knowing which segment is most dominant in the local population is important as it can help direct provision and programming. For example, whilst the needs of smaller segments should not be ignored, it is useful for Sandwell Borough Council to understand which sports are enjoyed by the largest proportion(s) of the population. Segmentation also enables partners to make tailored interventions, communicate effectively with target market(s) and better understand participation in the context of life stage and lifecycles.

### *Dominant market segmentation in Sandwell by population*

Figure 1.2 illustrates that Kev (as depicted by the light green coloured areas) is the market segment with the greatest coverage in Sandwell. Indeed, "Kev's" (pub league team mates) account for 11.5% of the Sandwell population. This means that, of the 19 segments, the greatest proportion would benefit from initiatives that appeal to "Kev's"; sports such as keep fit/gym, football and cycling.

"Elsie & Arnold" (retirement home singles) (10.6%) and "Brenda" (older working women) (9.2%) are the second and third largest market segments in Sandwell. Typically, "Elsie & Arnold" participate in sports such as keep fit/gym, swimming and bowls while "Brenda's" participate in sports such as keep fit/gym, swimming and cycling.

Figure 1.2 Map of dominant market segments in Sandwell

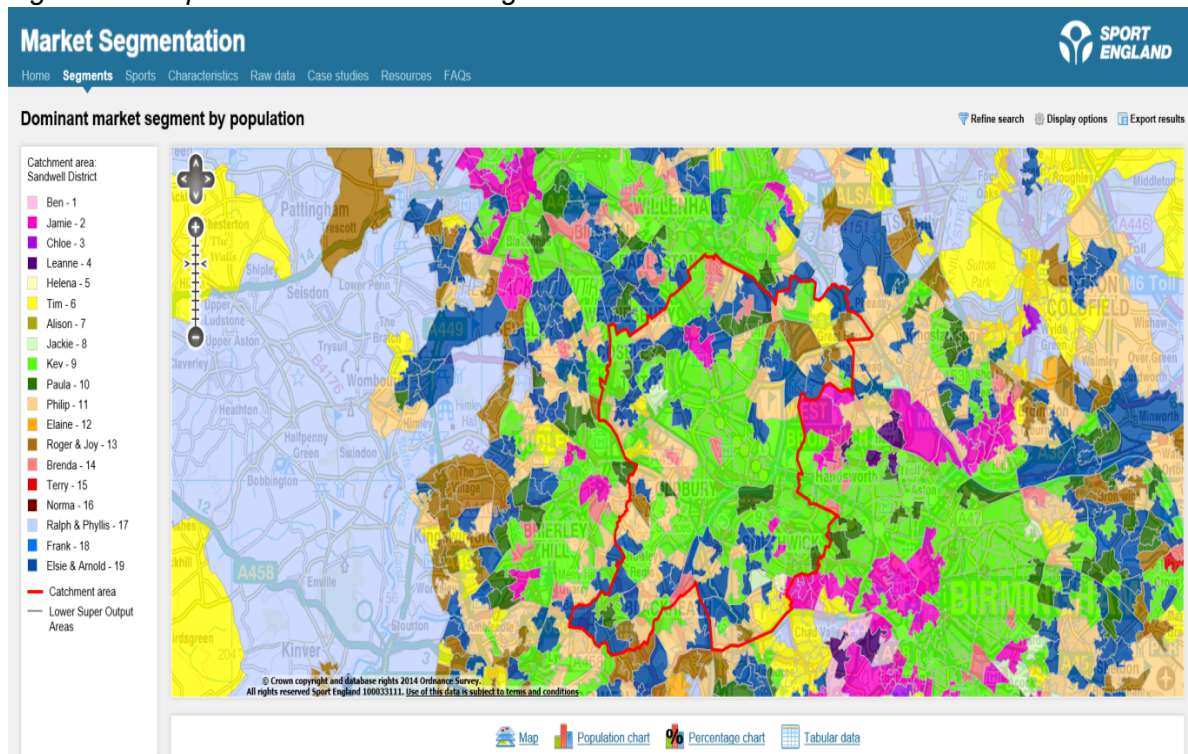


Table 1.3 Sandwell: Sport England market segments

Code	Name	Description	Number	Rate
B09	Kev	Pub League Team Mates	25,396	11.5%
D19	Elsie & Arnold	Retirement Home Singles	23,427	10.6%
C14	Brenda	Older Working Women	20,325	9.2%
A02	Jamie	Sports Team Drinkers	16,257	7.3%
B10	Paula	Stretched Single Mums	15,938	7.2%
C15	Terry	Local 'Old Boys'	15,929	7.2%
C11	Philip	Comfortable Mid-Life Males	15,855	7.2%
B08	Jackie	Middle England Mums	13,266	6.0%
A04	Leanne	Supportive Singles	12,530	5.7%
D18	Frank	Twilight Year Gents	9,880	4.5%
C12	Elaine	Empty Nest Career Ladies	8,484	3.8%
C16	Norma	Later Life Ladies	8,407	3.8%
B06	Tim	Settling Down Males	8,364	3.8%
C13	Roger & Joy	Early Retirement Couples	7,966	3.6%
B05	Helena	Career Focused Females	6,137	2.8%
A01	Ben	Competitive Male Urbanites	5,292	2.4%
B07	Alison	Stay at Home Mums	3,491	1.6%
A03	Chloe	Fitness Class Friends	3,246	1.5%
D17	Ralph & Phyllis	Comfortable Retired Couples	1,211	0.5%
<b>Total</b>			<b>221,401</b>	<b>100.2%</b>

Source: Sport England, 2014, Measure: Sport Market Segmentation

*What does market segmentation mean for pitch sports?*

Of the three largest market segments, only “Kev’s” identify football as an activity they particularly enjoy playing. It is perhaps surprising, therefore, that football accounts for 7.8% of sports participation within Sandwell, a figure that is higher than both the national (7.2%) and regional (7.6%) figures. In addition, however, “Elsie & Arnold” identify bowls (3%) as their third most popular activity.

*Which are the most popular sports played by adults in the area?*

Sport	Sandwell		West Midlands		England	
	Number (000s)	Rate (%)	Number (000s)	Rate (%)	Number (000s)	Rate (%)
Gym	24.4	10.6	427.6	9.8	4,475.7	10.6
Swimming	20.1	8.8	452.7	10.4	4,870.4	11.6
Football	17.9	7.8	331.0	7.6	3,018.2	7.2
Athletics	8.0	3.5	252.6	5.8	2,915.7	6.9
Cycling	6.9	3.0	322.4	7.4	3,486.0	8.3

Analysis identifies that of the top five sports within Sandwell, football (7.8%) is the only pitch sport. Indeed, gym (10.6%) remains the most popular with swimming (8.8%), athletics (3.5%) and cycling (3.0%) all making the top five.

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

It is essential that a PPS is based on the most accurate and up-to-date information available for the supply of and demand for playing pitches. This section provides details about how this information has been gathered in Sandwell.

This report provides an updated picture of Stage B supply and demand data across Sandwell. The January 2018 refresh builds on the data collected as part of the full PPS undertaken in 2014, focussing on key changes to supply and demand that have occurred since the previous assessment was undertaken. These changes have been previously summarised as part of the *Agreed Scope* section of the introduction, with further detail provided in each of the sport specific sections.

### ***Gather supply information and views – an audit of playing pitches***

PPS guidance uses the following definitions of a playing pitch and playing field. These definitions are set out by the Government in the 2010 ‘Town and Country Planning (Development Management Procedure) (England) Order’.<sup>2</sup>

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

This PPS counts individual grass pitches (as a delineated area) as the basic unit of supply. The definition of a playing pitch also includes Artificial Grass Pitches (AGPs).

<sup>2</sup> [www.sportengland.org](http://www.sportengland.org)>Facilities and Planning> Planning Applications

### *Quantity*

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

- Site name, address (including postcode) and location
- Ownership and management type
- Security of tenure
- Total number, type and quality of pitches
- A description and assessment of the quality of the ancillary facilities

### *Accessibility*

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

- **Community use** - pitches in public, voluntary, private or commercial ownership or management (including education sites) recorded as being available for hire and currently in use by teams playing in community leagues.
- **Available but unused** - pitches that are available for hire but are not currently used by teams which play in community leagues; this most often applies to school sites but can also apply to sites which are expensive to hire.
- **No community use** - pitches which as a matter of policy or practice are not available for hire or used by teams playing in community leagues. This should include professional club pitches along with some semi-professional club pitches, where play is restricted to the first or second team.

### *Quality*

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

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

The quality of all pitches identified in the audit and the ancillary facilities supporting them are assessed regardless of ownership, management or availability. Along with capturing any details specific to the individual pitches and sites, a quality rating is recorded within the audit for each pitch.

These ratings are used to help estimate the capacity of each pitch to accommodate competitive and other play within the supply and demand assessment.



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

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

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

- Organised competitive play
- Organised training
- Informal play

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

Alongside current demand, it is important for a PPS to assess whether the future demand for playing pitches can be met. Using population projections, an estimate can be made of the likely future demand for playing pitches in Sandwell.

In order to calculate future demand for pitches, team generation rates (TGRs) are used. TGRs breakdown the current and future population by age group (according to team age groups for that particular sport) and therefore, the percentage increase fluctuates between positive and negative population growth.

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

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

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

Supply and demand data is based on the data collection undertaken during the preparation of the 2014 full PPS. Where required and advised by the project steering group, 4global have undertaken additional consultation and data analysis to ensure that Stage B data is robust and the updated strategy is evidence based. A variety of consultation methods were used to collate demand information.

Table 1.4 illustrates the consultation method that was followed for the PPS refresh, building on the data collection undertaken for the 2014 study.

*Table 1.4: Consultation summary - methods and response rates*

Sport	Total number	Method of consultation for 2018 refresh	Where relevant, 2014 data used for completeness
Football teams	365	<p>Telephone consultation with 3 major clubs who have been identified as having had a significant change in demand data since the 2014 study:</p> <ul style="list-style-type: none"> <li>- Bustleholme Youth</li> <li>- Tividale Minor</li> <li>- The Albion Foundation</li> </ul> <p>Telephone consultation with two key league representatives:</p> <ul style="list-style-type: none"> <li>- Sandwell Minor League</li> <li>- Warley Sunday League</li> </ul>	FA Whole Game System data for all remaining clubs, cross-checked with FA Parklife Team
Cricket clubs	5	<p>Telephone consultation with 5 major clubs</p> <ul style="list-style-type: none"> <li>- West Bromwich Dartmouth CC</li> <li>- Wednesbury CC</li> <li>- Thimble Mill CC</li> <li>- Old Hill CC</li> <li>- Coseley CC</li> </ul>	Demand data provided by Staffordshire CCB for clubs who it was not possible to contact as part of consultation.
Rugby union clubs	2	<p>Telephone consultation with the 2 major clubs in the study area:</p> <ul style="list-style-type: none"> <li>- Wednesbury RFC</li> <li>- Warley RFC</li> </ul>	
Hockey clubs	2	Clubs now playing outside of the study area and therefore consultation held with England Hockey to understand local priorities and demand figures.	Consultation data used from 2014 study to supplement demand data
Secondary schools	17	Desktop research	Use of 2014 data and consultation with Sandwell MBC
Primary schools	94	Desktop research	

To ensure that the PPS refresh included the most relevant and accurate supply and demand data, local sports development officers, county associations and regional governing body officers advised which of the clubs to include in the face to face consultation. Sport England was also included within the consultation process prior to the project commencing. Issues identified by clubs returning questionnaires were followed up by telephone or face to face interviews.

Of specific note for football, in addition to the three clubs and two leagues that have been identified, another two large clubs were contacted but did not wish to participate in the study. This sample size, along with consultation with the County FA, Football Foundation and the Council, was deemed to be a representative sample size by the project steering group.

It is recommended that when the PPS project is delivered in full (as defined in the strategy element of the PPS), all clubs should be contacted as part of the primary research phase.

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

Supply and demand information gathered within Section B was used to assess the adequacy of playing pitch provision in Sandwell. It focused on how much use each site could potentially accommodate (on an area by area basis) compared to how much use is currently taking place.

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

Qualitative pitch ratings are linked to a pitch capacity rating derived from NGB guidance and tailored to suit a local area. The quality and use of each pitch is assessed against the recommended pitch capacity to indicate how many match equivalent sessions per week (per season for cricket) a pitch could accommodate.

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

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

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

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

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

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

Modelling scenarios to assess whether existing provision can cater for unmet, displaced and future demand is made after the capacity analysis. This will also include, for example, removing sites with unsecured community use to demonstrate the impact this would have if these sites were to be decommissioned in the future.

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

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

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

## 2 FOOTBALL

### Introduction

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

This section of the report focuses on the supply and demand for grass football pitches. Part 4 captures supply and demand for artificial grass pitches (AGPs). In the future, it is anticipated that there will be a growing demand for the use of AGPs for competitive football fixtures, especially to accommodate mini and youth football.

### **FA Youth Development Review**

The FA has consulted widely and has been encouraged to produce national pitch sizes for mini soccer (5v5 and 7v7), youth football (9v9 and 11v11) and over 18 adult football (11v11). This will see an increased use of small-sided games for all age groups up to U12s. This will allow children to progress gradually through age-appropriate formats. The entry point for U7s and U8s will be the 5v5 game. U9s and U10s will then step up to 7v7, followed by a new 9v9 level for U11s and U12s.

*Table 2.1: Summary of each step and the appropriate pitch and goal sizes*

Age	Format	Pitch size without runoff (Length x width yards)	Pitch size including runoff <sup>3</sup> (Length x width yards)	Recommended size of goal posts (Height x width ft.)
Mini soccer U7/U8	5 v 5	40 x 30	46 x 36	6 x 12
Mini soccer U9/U10	7 v 7	60 x 40	66 x 46	6 x 12
Youth 11/12	9 v 9	80 x 50	86 x 56	7 x 16
Youth 13/14	11 v 11	90 x 55	96 x 61	7 x 21
Youth 15/16	11 v 11	100 x 60	106 x 66	8 x 24
Youth 17/18	11 v 11	110 x 70	116 x 76	8 x 24
Over 18 (senior ages)	11 v 11	110 x 70	116 x 76	8 x 24

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

More detailed pitch guidance can be accessed at:

[http://www.thefa.com/GetIntoFootball/Facilities/Goalpost\\_and\\_Pitch\\_Sizes.aspx](http://www.thefa.com/GetIntoFootball/Facilities/Goalpost_and_Pitch_Sizes.aspx)

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

<sup>3</sup> Including runoff (safety area around the pitch)

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

The new format of the 9v9 game became mandatory during the 2013/14 season for U11s and mandatory for U12 in the 2014/15 season.

### **Consultation**

For reasons of efficiency, consultation data and associated qualitative demand has been used from the 2014 strategy. In addition to face to face consultation with key clubs, an electronic survey was sent to all football clubs and leagues playing in Sandwell, contact details were provided by the FA, and the invitation to complete the survey was distributed via email. The survey was returned by 65 clubs (including face to face interviews) which equates to a team response rate of 64%. The results are used to inform key issues within this section of the report. The list below highlights the clubs that were met with face to face and the leagues that were contacted via online survey and/or telephone calls.

- Perrywoods United
- Tipton Youth
- Bustleholme Youth
- FC Premier
- Sporting Club Albion
- Greet Green Albion
- Sandwell Minor League
- Bilston Partnership Youth Football League
- Stourbridge & District Youth League (also S&D Girls League)
- Warley Sunday League
- Sandwell District Football League

To reflect changes the qualitative situation for football clubs across the local authority, a sample of clubs was selected for updated consultation as part of the 2018 refresh. These clubs were Bustleholme Youth, Tividale Minor and The Albion Foundation,

To gather a more comprehensive understanding of current trends and issues, two major leagues (Sandwell Minor League and Warley Sunday League) were also consulted as part of the 2018 strategy, with feedback reflected in the quantitative and qualitative analysis.

### **Supply**

The audit identifies a total of 166 football pitches in Sandwell. Of these, 145 are available, at some level, for community use. The map overleaf identifies all pitches within Sandwell regardless of community use. See Table 2.9 for the key to the map. There are also five full size 3G AGPs in Sandwell that are FA approved and can be used for competitive fixtures. These are RSA Academy, Portway Lifestyle Centre, Hadley Stadium, George Salter and Ormiston Forge Academy.

Table 2.2: Summary of pitches available for community use

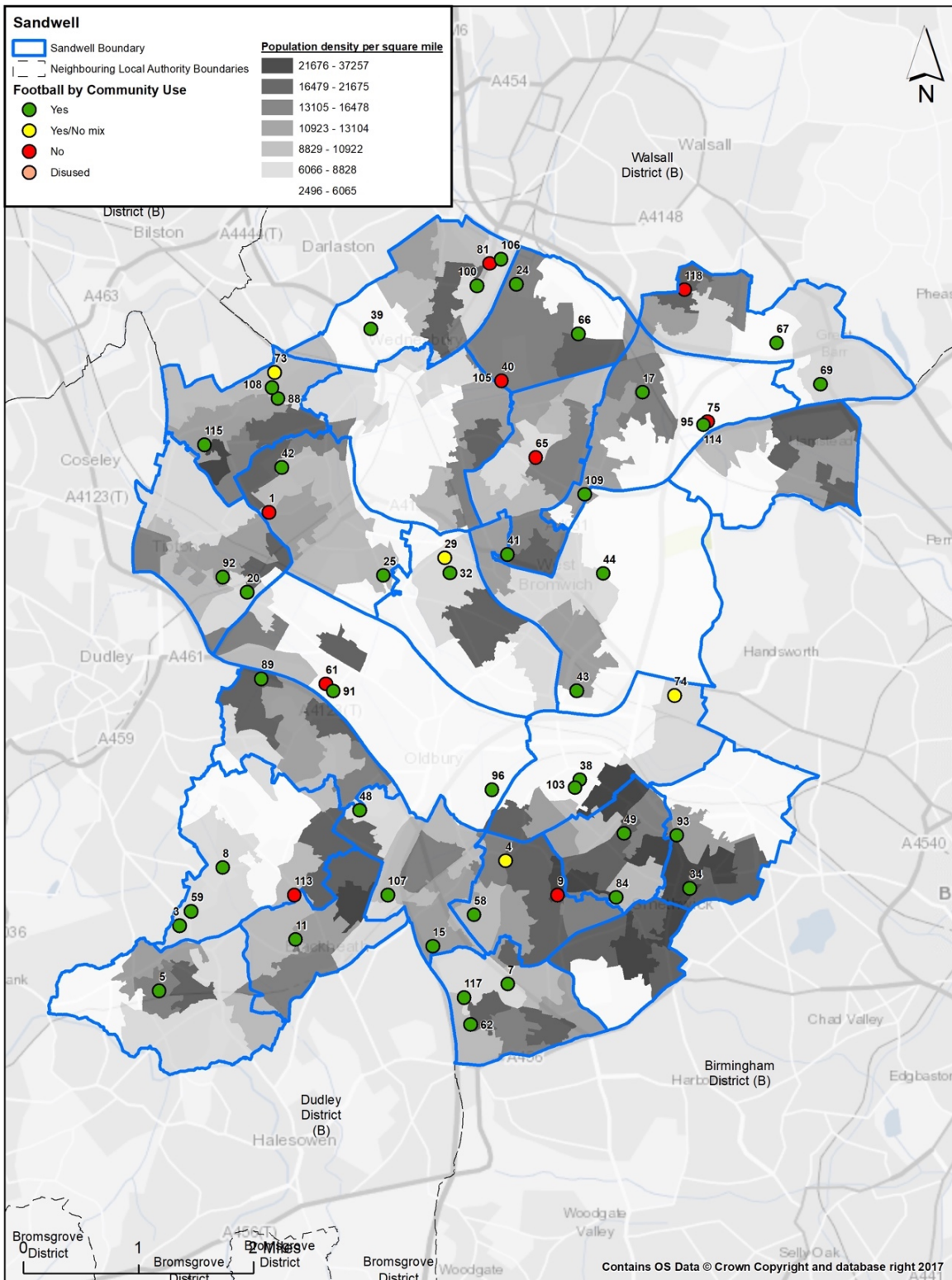
Analysis area	Available for community use				
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
Oldbury	25	2	1	2	2
Rowley Regis	8	1	0	2	0
Smethwick	16	0	1	2	2
Tipton	12	0	1	1	0
Wednesbury	16	2	0	0	0
West Bromwich	21	3	15	8	2
<b>SANDWELL</b>	<b>98</b>	<b>8</b>	<b>18</b>	<b>15</b>	<b>6</b>

In comparison with the 2014 pitch audit, Table 2.2 records just one fewer mini 7v7 pitch in Sandwell in 2018. Overall, this means that there has been a limited change in quantity of pitches in the Borough.

The table identifies a large number of adult pitches in Sandwell in comparison to other pitch sizes. It should be noted that the low number of youth 11v11 pitches is due to youth 11v11 teams playing on adult pitches; in Sandwell the majority of council adult pitches double up as Youth 11v11 pitches. This is not ideal for youth players and is not in line with the Youth Review. Council sites used for both are as follows: (pitch numbers in brackets).

- Ashtree (1)
- Barnford Park (2)
- Bearmore (2)
- Brickhouse (1)
- Britannia Park (2)
- Cakemore (3)
- Charlemont (3)
- Churchfields (3)
- Elwells (2)
- Farley Park (1)
- Greets Green (6)
- Hydes Road (8)
- Jubilee Park (2)
- Kenrick Park (1)
- Lion Farm (11)
- Londonderry (2)
- Redhouse Park (4)
- Powis Avenue (1)
- Victoria Park (Tipton) (2)
- Victoria Park (Smethwick) (2)
- West Smethwick Park (5)

Figure 2.1: Location and capacity of football pitches in Sandwell



**Pitch quality**

The quality of football pitches in Sandwell has been assessed via a combination of site visits (using non-technical assessments as determined by The FA in 2014), user consultations and site visits to selected sites in 2018 to reach and apply an agreed rating as follows:

- Good
- Standard
- Poor

Pitch quality is primarily influenced by the carrying capacity of the Site; often pitches are over used and lack the drainage necessary to improve quality.

The percentage parameters used for the non-technical assessments were as follows; Good (>80%), Standard (50-80%), Poor (< 50%). It should be noted that the quality ratings that have been used for the 2018 project refresh have been cross-referenced with the 'agreed quality rating' data from the 2014 study.

A sample of site assessments was undertaken across the local authority, to determine any clear trends or changes in quality rating between the 2014 study and the 2018 refresh. The following sites were assessed as part of this sample, however it was deemed that quality ratings had remained consistent since the 2014 study. As a result, further site assessments were not undertaken.

- Stoney Lane Playing Fields
- Hydes Road Playing Fields
- Londonderry Playing Fields
- Lion Farm Playing Fields
- Black Patch Playing Fields

*Table 2.3: Pitch quality assessments (community use pitches)*

Adult pitches			Youth pitches			Mini pitches		
Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
5	68	24	-	24	2	-	21	-

It is reported that many of the poor pitches are prone to waterlogging following heavy rain and matches often have to be called off at this time.

In general, league and club consultation indicate that pitch quality has deteriorated over the previous five years and this is attributed to a combination of exceptionally wet winters that impacts on the frequency of maintenance regimes. This is further reinforced by club consultation, in which, 75% of clubs describe their home pitch as either standard or poor. The quality ratings assigned to sites in Sandwell take account of the user quality ratings gathered from consultation.

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



Pitches described by users as poor quality are:

- Lion Farm Playing Fields
- St John's
- Barnford Park
- Greet's Green Recreational Ground
- West Smethwick Park

One club, Sandwell College FC, reported that Churchfields was excellent when it reopened two years ago but has deteriorated quickly due to over play, excessive casual use and dog foul problems, due to the open nature of the Site.

***Changes in grass pitch supply***

Following the completion of the 2014 study, a number of improvements were identified as being of high priority for the steering group to address. Through ongoing monitoring and delivery of the strategy and action plan, a selection of these have improvement projects have been implemented, all of which are summarised in the list below:

- Lion Farm Playing Fields: Slitting (One-off maintenance technique) has been carried out, however this has not changed the overall quality rating for the site

Specific comments relating to the pitch conditions at individual sites can be seen in the table below. The comments are a combination of club feedback and site assessment information:

*Table 2.4: Site specific comments*

Site	Comments
Ashtree Playing Fields	Nice pitch but line marking varies. Drainage ok, a little boggy down one side. Issue with dog fouling – a bin needs to be provided. Saturday games cut the pitch up for Sunday games. No changing facilities on site.
Barnford Park	Following the folding of the Woodgate Valiants the park is not opened on Sun am for just one club, Bartley Wood FC, and so the Club must play elsewhere. There are four pitches at the Site but two are used and two rested on alternative weeks. The changing facility is one of the best in Sandwell.
Bearmore Playing Fields	Dog foul is a major issue. Pitches and changing rooms are good.
Brandhall Primary School	There are no changing facilities at the ground and the pitches are declining in quality. There are two full size pitches on site and two mini soccer pitches which are heavily played without time to rest due to the number of teams of the home club Brandhall Colts.
Brickhouse Farm	Posts in place but no markings. Pitches are sloping.
Cakemore Playing Field	Lack of stud marks suggests no current use.
Churchfields	Quality of the pitches has reduced in the past 12 months due to drainage that appears to have worsened. Changing rooms and car parking is excellent and adequate. Dog foul an issue.
Elwells Playing Field	Dog fouling. Occasional drainage problems during severe rain. Problems of losing the ball over the fencing adjacent to the pitch.

Site	Comments
Greets Green Recreation Ground	Poor quality pitches and drainage needs to be improved.
Hydes Rd Playing Fields	Dog foul is a big issue. Poor changing rooms. Adult games in the mornings can churn up the pitch for the youth games in the afternoon.
Jubilee Park	There are times when the changing rooms have not been opened for matches.
Lion Farm	Poor line marking due to water logging. Changing facilities are poor quality and toilets are kept locked due to vandalism. There is the possibility that this site may be re-developed for retail use in the medium to long term although no decisions have been made at present.
Ray Hall Lane	Pitch suffers with poor drainage in some areas and lack of water in the summer. The changing rooms need to be developed to allow more people to use them. Floodlights would also increase the amount of games that could be played.
Red House Park	There are four pitches but normally only three are marked out to allow one to recover. There are not enough changing rooms for the number of pitches.
St Johns Road	The pitch is not cut on regular basis and line marking is difficult due to drainage. The changing rooms are derelict and drainage is poor. Litter is also a problem on site.
Tipton Sports Academy	Pitch 1 is good with adequate maintenance although work needs doing as the pitch is uneven. Line marking and lighting is good. Changing facilities meet Step 5 League requirements. Second pitch has drainage issues.
Tividale FC	The Club plays at Step 4 in the football pyramid. The stand at the ground requires seats rather than benches. The changing rooms are good quality, but the pitch suffers from water logging. The Club hope to improve the ground to Step 3 standards over the next two years.
Warley RFC	The pitch is well maintained but the changing facilities, showers and car parking is poor. The Site is used by adults as well as children, which is not always appropriate due to safeguarding issues.
West Smethwick Park	Changing facilities require major refurbishment. Dog fouling is also an issue. The pitches are often of a lower quality for matches on Sunday afternoons following heavy use throughout the weekend. This park is likely to receive significant future investment via Heritage Lottery Funding (HLF) the potential to improve changing facilities is also currently being investigated.

Of responding clubs 15% report that their home pitch is 'slightly better' than the previous season, none reported that it is 'much better'. 35% of clubs stated that pitch quality is 'slightly poorer' since last season and 2% reported that the pitch is 'much poorer'. One of the main reasons for a decline in pitch quality is related to ongoing drainage problems that in turn reduces maintenance opportunities. Increased rainfall over the last three seasons has had an impact on maintenance. Other reasons for the decline in pitch quality include:

- Amount of rainfall this season
- Uneven and hard surfaces
- Overplay in bad weather
- Too much casual use
- Dog foul and lack of red bins

- Trenches appearing on pitches
- No investment
- Grass not cut enough
- Litter
- Lines only painted once at start of season
- No seeding on bare parts of pitch
- Adult matches churn up pitches before afternoon youth games
- Poor maintenance

**Ancillary facilities**

Changing facilities is an issue at some football sites. Some of the facilities are described as poor quality by users and a small amount (8%) do not have changing facilities at all, which means that some sites are not accessible, especially to senior teams that require changing facilities to comply with league rules.

*Table 2.5: Clubs response to changing facilities:*

Good	Standard	Poor
41%	32%	27%

Of the clubs with access to changing facilities, 27% rate them as poor and 32% rate them as standard. A number of Council changing facilities have been refurbished but there is a perception that more changing facilities in Sandwell require upgrading and refurbishment. Furthermore, the facilities scoring the lowest are generally Council owned facilities. Facilities receiving a poor rating include:

- Lion Farm Playing Fields
- Hydes Road Playing Fields
- West Smethwick Park
- Britannia Park
- St John's
- Hadley Stadium
- Warley RFC
- Londonderry Playing Fields

At Redhouse Farm, FC Saddlers Club reports that every week two teams are left without changing rooms because there are only four changing rooms. However, further investigations found there are teams from Birmingham that have not booked the site and are playing without permission.

Following the completion of the 2014 study, a number of improvements were identified as being of high priority for the steering group to address. Through ongoing monitoring and delivery of the strategy and action plan, a selection of these have improvement projects have been implemented, all of which are summarised in the list below:

- Tividale Football Club: The FA and the club have worked in partnership to improve the quality of the stand and general ancillary provision. This has not changed the overall quality rating of the ground
- Jubilee Park: Nearby Community Centre is used for football changing, negating list for previously recommended 'portacabin' style changing room
- Greets Green Playing Fields: Changing facilities are no longer used and remain locked

**Pitch hire and costs**

The table below illustrates the cost comparison applied.

*Table 2.6: Hire cost comparison*

Local Authority	Adult teams		Youth teams		Mini teams	
	Pitch	Changing	Pitch	Changing	Pitch	Changing
Dudley (Pitch only season)	£306.70	-	£179.30	-	£86.90	-
Dudley (Pitch & Changing season)	-	£507.40	-	£282.15	-	-
Birmingham (Pitch only season)	£582	-	£300	-	£150	-
Birmingham (Pitch & Changing season)	-	£1000	-	£492.50	-	£245
<b>Sandwell Class A Senior (per season)</b>	-	<b>£540</b>	-	-	-	-
<b>Sandwell Junior (per season)</b>	-	-	-	<b>£360</b>	-	<b>£360</b>
<b>Class B Senior (per season)</b>	-	<b>£360</b>	-	-	-	-
<b>Class C Senior/Junior (per season)</b>	<b>£312</b>	-	<b>£312</b>	-	<b>£312</b>	-
<b>Sandwell Class A Senior* (per season)</b>	-	<b>£420</b>	-	-	-	-
<b>Sandwell Junior* (per season)</b>	-	-	-	<b>£294</b>	-	<b>£294</b>
<b>Class B Senior* (per season)</b>	-	<b>£268.80</b>	-	-	-	-
<b>Class C Senior/Junior* (per season)</b>	<b>£252</b>	-	<b>£252</b>	-	<b>£252</b>	-

- Class A – pitches with changing facilities
- Class B – Changing rooms but no showers
- Class C – No changing rooms

\*30% discount for self-attended sites where the host team act as attendants on site provided that the first payment is paid by October.

The biggest challenge in the current economic climate is to achieve a reasonable balance between maintenance and pitch hire costs. A growing number of councils are looking at full recovery costs as a way of increasing maintenance and removing the significant subsidy given to football.

The maximum cost for an adult pitch and changing in Sandwell is £540 however this reduces to £420 on self-attended sites. This is significantly cheaper than the £507.40 charged in neighbouring Dudley. Youth pitches for regular users are similar prices at £282.15 in Dudley and £294 in Sandwell. In Sandwell youth prices include teams up to and including 15 years of age, which makes mini pitch hire expensive for users in Sandwell. This however is counteracted by the fact that the majority of mini play takes place via the Sandwell Minor League which is charged a set fee of £2,100 per season. The teams competing then pay a fee to the League. It is reported by Lightwood Lions that youth 9v9 teams paying the same costs as 11v11 teams puts significant strain on the clubs from a financial point of view.

There is a stark difference in the pricing system in Birmingham for pitch hire at the peak time compared to Dudley and Sandwell. For an adult team to hire a pitch and changing rooms it is almost double that of the other two authorities at £1,000. There is also a noticeable difference in the costs for youth and mini pitches, again almost double in price. This difference in price is likely to explain some of the exported demand highlighted later in this section as clubs look for cheaper pitch hire outside of Birmingham.

Consultation with the clubs and leagues highlights concern with the possibility of increasing prices in Sandwell. The Warley & District League believes that increasing pitch prices “will be to the detriment of grassroots football”. However, without increasing prices pitch maintenance and changing provision could deteriorate as the opportunities to offer subsidised play becomes harder to sustain.

### ***Demand***

Through the audit and assessment, a total of 365 teams (up from 293 teams in the last PPS) were identified as playing within Sandwell. This consists of 157 adult teams including 7 women’s teams, 128 youth boys’ teams, 7 girls’ teams and 73 mini soccer teams. The source of this data is the FA’s Whole Game System, which presents the latest affiliation data for football clubs across the country. This data collection process is undertaken twice a year, with data provided directly from the Birmingham FA.

It should be noted that following consultation with the Birmingham FA, it is apparent that a contributing factor to the significant increase in demand across the local authority is the presence of a nomadic league that identifies its home ground as the Birmingham FA site in Sandwell MBC. While in practice this may mean that demand is exported outside of the Borough, no further information is available on where teams from this league currently play. As a result, the home ground identified as part of the whole game system audit has been used to define the home ground for clubs identified as being in the league.

*Table 2.7: Summary of competitive teams currently playing in Sandwell*

Analysis area	No. of teams playing					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Oldbury	51	24	6	8	5	94 (26%)
Rowley Regis	9	7	7	5	5	33 (9%)
Smethwick	40	20	4	5	1	70 (19%)
Tipton	11	7	4	7	6	35 (10%)
Wednesbury	10	8	3	2	4	27 (7%)
West Bromwich	36	29	16	18	7	106 (29%)
<b>SANDWELL</b>	<b>157</b>	<b>95</b>	<b>40</b>	<b>45</b>	<b>28</b>	<b>365</b>

The highest number of teams (51) falls into the adult category in Oldbury Analysis Area. West Bromwich sub area has the greatest number of teams at 106, 29% of the total number of teams in the borough.

There are significant number of Youth 9v9 (16) and Mini 7v7 (18) teams who are playing in West Bromwich Analysis Area, all of which are accessing the central venue site at King George Playing Field playing in the Sandwell Minors League.

As a result of this there are fewer Youth 9v9, Mini 7v7 or Mini 5v5 teams playing within either Rowley Regis Analysis Area or Wednesbury Analysis Area.

There has been an increase in the number of female teams in the borough, which is now up to 17 female teams and has seen a large increase in the number of mini teams also.

Overall, there has been a growth in teams across the area of just under 25% (24.5%).

### **Change in demand**

To provide greater detail on the change in demand identified in the previous section, this section shows how football teams have grown or reduced in size, in the period between the 2014 study and the 2018 refresh.

It is key to note that this analysis must be treated with caution, as the dataset used for the 2018 refresh is based largely on the 2018 FA Whole Game System database, which did not exist for the previous strategy. As a result, a lot of club names have been identified as changing, which does not allow a direct comparison.

Table 2.8 below provides a summary of all clubs where the 2014 club name matches the 2018 database.

*Table 2.8: Change in team numbers for all clubs with consistent names*

Club	2014 team number	2018 team number	Change (teams)
AFC Somers	1	1	No change
Bearwood Athletic FC	1	1	No change
Bearwood FC	1	1	No change
Bearwood Sports FC	4	1	-3
Black Country (All)	7	8	+1
Brandhall Colts FC	11	9	-2
Brierley Bullets	1	2	+1
Bustleholme FC (all)	9	17	+8
Charlemont Star	1	1	No change
Cresconians FC	2	1	-1
Desi FC	2	1	-1
Forest Falcons	1	1	No change
George Brades FC	2	1	-1
Great Barr Rangers	2	2	No change
Greets Green Albion FC	7	2	-5
Hasbury Rangers	2	1	-1
Holy Name FC	2	11	+9
Khalsa Sports FC	1	1	No change
Langley Town FC	3	2	-1
Lapal FC	1	1	No change
Londonderry Rangers	1	1	No change
Oakham United 2013 FC	1	1	No change
Old Hill FC	2	1	-1
Oldbury Cottage FC	1	1	No change
Sandwell Action	1	1	No change

## Sandwell MBC Playing Pitch Strategy

Club	2014 team number	2018 team number	Change (teams)
Sandwell Ladies	1	1	No change
Shere Punjab	3	4	+1
Singh Sabha FC	2	1	-1
Sow & Pigs FC	1	1	No change
Tantany Lions	1	3	+2
Three Way Shipping	1	1	No change
Tipton Town (all)	7	12	+5
Tipton Youth (all)	7	8	+1
Tividale Albion	2	4	+2
Tividale FC	2	2	No change
Tividale Wonder	1	1	No change
Wigmore Colts FC	1	1	No change
Wood Green Westpark	1	1	No change
Yeltz Bar	1	1	No change

It is apparent that between the 2014 study and the 2018 refresh, a number of clubs have either formed or changed names. The following table identifies all clubs that are either newly formed or do not have a name that can be matched with the 2014 study raw data.

*Table 2.9: New clubs or new club names*

Clubs		
Albion Foundation	Harborne Youth	Singh Sabha
Albion Tividale	Hill and Cakemore Ex Servicemans	Smethwick Academy
Aqsa United	Hill Top Rangers	Soho Albion
Aston Villa Foundation	Hill United	Sporting Dudley
Athletic Midlands	Hop House	Sporting Elite Birmingham Adults
Atlantic Warriors	Horse & Jockey	Sporting Valley
Avenger Stallions	Ivy Bush	Sports Key
B N J S	Jinglers	St Andrew's Netherton
Balls To Cancer Ladies	K C B United	St Michaels PFC
Birmingham County F A Representative Teams	Kurdish 2013	Stratford Disability
Birmingham Deaf	Lodgefield Park	Summer Hill
Birmingham St Georges	Loyal Lodge	Tantany Lions Saturday
Black Horse United	Men Of The West	Thimblemill United
Blackheath Town Colts	Naija FC	Three D
Boat United	Netherton Sports & Social Club	Three Diamonds Athletic
Brandhall	New Hales Athletic	Tilted Barrel
Brital Lions	Newman University	Tipton Rangers
Chep	Nineveh	Tividale Minor
Club 99	O J M	Tividale Minor Sunday
Community Rangers	Old Bulls Head	Walsall FC
Coomes Wood	Old Cross Athletic	Walsall Phoenix
Cradley Town Girls	Oldbury United	Wednesbury Baptist

Clubs		
Cradley Town Juniors	Oldbury Warriors	Wednesbury Civil Defence
Cradley Town Juniors Saturday	Perrywoods United Youth Sunday	Wednesbury Rosehill
Dudley Olympics	Pheasant Lions	Wednesbury United
Dudley Town Youth Saturday	Portway Rangers	Wednesbury Windmill
F C Addy	Punjab United Sports Sunday	West Brom All Stars
F C Border	Q A C	West Bromwich Albion Disability Adults
F C Panjab Sandwell	Q A C Womens	West Bromwich Albion Disability Juniors
F C Premier	Real Aston	West Bromwich Albion Disability Ladies
F C Premier 2008	Redwall	West Bromwich Albion FC
F C Premier Sunday Adults	Road 2 Pro Football Academy Wednesbury	West Bromwich Albion Womens
Fairfield United	Rowley Village	West Bromwich United Juniors
Forge Rangers	Rowley Wildcats	West Bromwich United Ladies
Four Oaks Club	Sattley Stallions Saturday	White Eagles
Fox & Goose	Sandwell Academy	Wolverines
G S A	Sandwell College	Wonder Vaults
George Warley	Sandwell Stars	Woodman
Great Barr United	Sandwell Supernovas	Wrens Nest
Great Bridge Albion	Sandwell Superstars	Yew Tree Tigers

It is apparent that between the 2014 study and the 2018 refresh, a number of clubs have either formed or changed names. The following table identifies all clubs that are either newly formed or do not have a name that can be matched with the 2014 study raw data.

### **Unmet demand**

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

*Table 2.10: Summary of unmet demand expressed by clubs*

Club	Unmet demand	Analysis area	Pitch requirement	
			Number <sup>4</sup>	Type
Blackheath Town FC	1 Adult	Oldbury	0.5	Adult
Blackheath Town FC	2 Youth	Oldbury	1	Yth 11v11
Soorma FC	1 Adult	Smethwick	0.5	Adult
Smethwick Raiders	U13,U15	Smethwick	1	Yth 11v11
<b>Totals</b>			<b>-</b>	<b>5v5</b>

<sup>4</sup> Two teams require one pitch to account for playing on a home and away basis. Therefore 0.5 pitches can therefore be seen in the table where there is latent demand for one team.



Club	Unmet demand	Analysis area	Pitch requirement	
			Number <sup>4</sup>	Type
			-	7v7
			-	9v9
			2	11v11
			1	Adult

The unmet demand is in the Oldbury and Smethwick analysis areas. The highest demand overall is for four 11v11 youth pitches which equates to four teams.

### **Latent demand**

An assessment of latent demand was undertaken as part of the 2014 study, with all clubs asked whether more teams could potentially be fielded if more pitches were made available. For each of the clubs that identified latent demand as part of the 2014 study, the actual growth between 2014 and 2018 has been assessed and is summarised in Table 2.9 below.

Table 2.11 identifies that while some clubs, such as Tividale Minor and Bustleholme FC, have increased in size, the majority of clubs that identified latent demand have not grown, with some having a reduction in team number. As a result, this latent demand will not be included in the future analysis for the 2018 refresh.

*Table 2.11: Summary of latent demand expressed by clubs*

Club	2014 latent demand assessment	2018 review
Tividale Football Club	Many more at all age groups.	Adult team numbers have stayed consistent. Tividale Minor FC has experienced a significant growth in demand across all mini and youth age groups.
Real West Brom FC	More youngster teams and plus another adult team. We are thinking of opening an academy for our football team.	No demand from this club has been identified as part of the 2018 needs assessment
Legion Lions FC	All age group and as many as we could recruit children and coaches	No demand from this club has been identified as part of the 2018 needs assessment
Bustleholme Football Club	Could cover all age groups across the club given the demand	The adult club has added an U21 team since the previous study, with the youth section of the club doubling in size, from 8 teams to 16, across all age groups
FC Premier	We could increase all age groups if we had age appropriate pitches from the smallest U7 teams through to Youth U18. More pitches would also allow us to invest in a girls and women s section which we really want to do but we do not have the facilities such as pitches or separate changing rooms	No change identified between 2014 and 2018
Greets Green Albion FC	Unsure as it would mean getting more coaches	The club has reduced in size, from seven teams to two

Club	2014 latent demand assessment	2018 review
Brandhall Colts	We would like to run open age teams, but the pitches are not adequate, there are no changing facilities either.	The club has reduced in size, from eleven teams to seven
Sandwell Ladies	We would like to increase and grow but without funds and coaches volunteering their time it is difficult	No change identified between 2014 and 2018

### ***Displaced demand***

Displaced demand refers to Sandwell registered teams that are currently accessing pitches outside of the Area for their home fixtures, normally because their pitch requirements cannot be met, which is usually because of pitch supply or in some cases quality issues.

In Sandwell most of the displaced demand comes from mini teams. Many are playing in the Walsall Junior League. This league operates on a central venue basis and currently each of the central venues is outside of Sandwell. Many of the mini teams travel outside of Sandwell as they perceive the leagues to be better, particularly in terms of management and structure. The table below identifies displaced demand:

*Table 2.12: Displaced demand for football*

Sport	Club	Team	Where displaced
Football	Bustleholme FC	U7	Walsall Junior Youth League. Sites outside Sandwell
Football	Bustleholme FC	U8	Walsall Junior Youth League. Sites outside Sandwell
Football	Bustleholme FC	U9a	Walsall Junior Youth League. Sites outside Sandwell
Football	Bustleholme FC	U9b	Walsall Junior Youth League. Sites outside Sandwell
Football	Bustleholme FC	U10	Walsall Junior Youth League. Sites outside Sandwell
Football	Bustleholme FC	U11	Walsall Junior Youth League. Sites outside Sandwell
Football	FC Premier	U7	Walsall Junior Youth League. Sites outside Sandwell
Football	FC Premier	U8	Walsall Junior Youth League. Sites outside Sandwell
Football	FC Premier	U10	Walsall Junior Youth League. Sites outside Sandwell
Football	FC Premier	U11	Walsall Junior Youth League. Sites outside Sandwell
Football	FC Premier	U12	Walsall Junior Youth League. Sites outside Sandwell
Football	Park Hill Boys	U9	Walsall Junior Youth League. Sites outside Sandwell
Football	Park Hill Boys	U12	Walsall Junior Youth League. Sites outside Sandwell
Football	Tipton Town	U8	Walsall Junior Youth League. Sites outside Sandwell
Football	Tipton Town	U7	Walsall Junior Youth League. Sites outside Sandwell
Football	Tipton Youth	U7	Walsall Junior Youth League. Sites outside Sandwell
Football	Tipton Youth	U7a	Walsall Junior Youth League. Sites outside Sandwell
Football	Tipton Youth	U8	Walsall Junior Youth League. Sites outside Sandwell
Football	Tipton Youth	U9	Walsall Junior Youth League. Sites outside Sandwell
Football	Tipton Youth	U10	Walsall Junior Youth League. Sites outside Sandwell
Football	Tipton Youth	U12	Walsall Junior Youth League. Sites outside Sandwell
Football	Brandhall Colts	U8	Walsall Junior Youth League. Sites outside Sandwell
Football	Brandhall Colts	U9	Walsall Junior Youth League. Sites outside Sandwell
Football	FC Premier	U17	Litchfield League - Aston University
Football	FC Premier	U21	Bilston League - Aston University
Football	Legion Lions	U9	Portland Pavilion Birmingham - Stourbridge League
Football	Legion Lions	U10	Portland Pavilion Birmingham - Stourbridge League
Football	Sporting Club Albion	Ladies	Halesowen town fc
Football	Sporting Club Albion	U17	Aston University

Sport	Club	Team	Where displaced
Football	Sporting Club Albion	U15	Aston University
Football	Sporting Club Albion	U13	Aston University
Football	Sporting Club Albion	U11	Aston University
Football	Tipton Town	U16	Lea Vale in the MJPL
Football	Tipton Town	U11	Bilston League - Wednesfield School
Football	Tipton Youth	U10	Bilston League - Wednesfield School
Football	Tipton Youth	U11	Bilston League - Wednesfield School

### **Imported demand**

There are a number of teams from outside the Borough that are accessing Sandwell pitches. Many are adult men's teams playing on Sunday mornings. Reasons cited for this include a lack of pitches in the home area and also cheaper fees in Sandwell, for example, the Warley & District Sunday League offers free membership for teams. The table below highlights some of this imported demand.

One of the issues with imported demand is that Sunday morning senior teams are using subsidised facilities that could be made available to Sandwell youth teams.

*Table 2.13: Imported demand for football*

Sport	Club	Team	Home ground
Football	Forest Falcons	1 <sup>st</sup>	Bearmore Playing Fields
Football	Withymoore Colts	U13	Ashtree Playing Fields
Football	Walsall Ladies	1 <sup>st</sup>	Q3 Academy
Football	Walsall Development Swift	Youth	Lion Farm Playing Fields
Football	Oldwinsford Youth FC	U15	Bearmore Playing Fields
Football	Sporting Palfrey	1 <sup>st</sup>	Redhouse
Football	Springvale Steelers Academy	-	Greets Green
Football	Garden Gates	1 <sup>st</sup>	Londonderry
Football	Lapel FC	1 <sup>st</sup>	Lion Farm Playing Fields

### **Future demand**

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

It should be noted that this table uses a different definition of an 'Adult', 'Youth' and 'Mini' when compared with the FA's definition.

*Table 2.14: Team generation rates*

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased popn.
Adult Men (16-45)	64,320	179	359.3	65752	183.0	4.0
Adult Women (16-45)	65,127	8	8140.9	67540	8.3	0.3
Youth Boys (10-15)	12,177	124	98.2	13315	135.6	11.6
Youth Girls (10-15)	11,211	7	1601.6	12806	8.0	1.0
Mini-Soccer Mixed (6-9)	16,209	47	344.9	20426	59.2	12.2
					<b>Total</b>	<b>29.1</b>

The additional future teams would equate to the need for a total of 29.1 teams, equivalent to 14.5 match equivalents per week. Most of this demand is concentrated in the mini and Youth Boys team categories.

It is key to note that, as the TGR utilises the existing number of teams in order to calculate a growth ratio, the growth in number of teams between 2014 and 2018 has increased the number of projected teams over the lifetime of the strategy. As a result, the expected number of teams in 2033 is 394, across all age groups.

### ***Club demand - future***

A number of clubs (24) report plans to increase the number of teams they provide. Nine clubs report not knowing where teams will be accommodated but the rest of the clubs have identified which sites additional teams will be accommodated at. Where quantified, clubs plan to provide an additional 11 men's, two women's, 22 youth (boys), 9 youth (girls) and 27 mini teams.

### ***Demand for central venue football***

The Sandwell Minors League (U8-U12) operates from Sandwell Valley with all fixtures played in the one location ie a 'Central Venue'.

While the league has previously (8 or 9 years ago) had 88 teams, consultation now indicates the league has approximately 45 teams, which has been reported to have been influenced by rising costs and worsening quality of facilities.

This does not align with demand trends for the rest of the UK, which typically sees an increasing amount of football (particularly mini and youth) being undertaken at central venues. Using a single venue and multiple kick-off times allows football to be delivered in a more efficient way, while ensuring that sites are seen as 'hub' sites for community football.

Where this model is successful in other parts of the UK, it is increasingly based on the usage of 3G AGP provision, given the amount of demand that a site can satisfy, compared with grass pitch provision.

Consultation with the Sandwell Minors League and key football stakeholders from across the local authority, the lack of availability of good quality youth football provision has been identified as a major influencing factor for the reduction in youth football. Investment in high quality provision that can be used in a flexible manner is therefore likely to address the reduction in demand for central venue football.

It should be noted that a league application for the West Bromwich Mini Soccer League has been submitted for a central venue mini soccer league, hosted at George Salter Academy utilising the full size 3G AGP facility. If this goes ahead, it will be used from the 18/19 season onwards.

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

There are a number of clubs in Sandwell that play within the football pyramid. These are:

- Tividale FC – Step 4

- Tipton Town FC – Step 5
- Black Country Rangers FC – Step 6
- Bustleholme FC – Step 6
- Smethwick Rangers FC – Step 6
- Bilston Town FC – Step 6
- Mahal FC – Step 7

The following female teams also play in the football pyramid:

- Sandwell Ladies – Step 7
- West Bromwich United Ladies – Step 7
- West Bromwich Albion Ladies – Step 3 (exported to Birmingham, Boldmere St Michaels)

Clubs within the step system must adhere to ground requirements set out by the FA. The higher the level of football being played the higher the requirements. Clubs cannot progress into the league/step above if the ground requirements do not meet the correct specifications. Ground grading, as it is referred to, assesses grounds from A to H, with 'A' being the requirements for Step 1 clubs. Appendix 2 highlights all requirements from grade A to H.

### ***Key trends and changes in demand for pitches***

- The most obvious change in demand for football pitches is in adult pitches for men's teams. Over recent years there has been a shift towards adult men opting for small sided formats of the game played on artificial surfaces as opposed to the traditional 11 aside game on grass pitches for football. If this trend continues, it is likely to reduce the future need for adult grass pitches
- There has been growth, and there continues to be growth, in the younger age groups with mini football. This will influence the number of mini pitches required within Sandwell. Despite the growth in Mini Soccer since its introduction in 1999, there is also national trend of declining participation in adult football. This indicates that nationally, there is a failure to translate participation in Mini Soccer to adult football. The reasons for this are highlighted above, as well as a significant drop-off in participation in youth football between 14-16 year-olds. Should Sandwell wish to buck this trend it must provide attractive, easily accessible pitches for use
- There is some demand within Sandwell for sites comprising several mini or youth pitches, as a number of the mini leagues particularly focus on providing football at central venues
- There has been a move, which is supported by the Football Foundation and Birmingham FA, to move to recreational leagues which also cater for 11 aside football, such as the Sandwell Communities League and BCFA Business League.

### ***Casual demand***

Due to many of the pitches in Sandwell being located on parks sites, which are open access, there is a significant amount of casual play taking place on the match pitches. In summer many of the pitches are also used for training purposes which also adds to wear and tear of the pitches. Sites used for informal play include:

- Lightwoods Park
- Hydes Road

- Barnford Park
- Greet's Green Playing Field

Lightwoods Park currently has no pitches marked out but is used heavily for informal football. It is a site that, should it be required in the future, could be used to mark out formal pitches.

## 2.4: Capacity analysis

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

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

*Table 2.15: Capacity methodology*

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

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

### **Education sites**

To account for curricular/extra-curricular use of education pitches it is likely that the carrying capacity at such sites will need to be adjusted. The only time this would not happen is when a school does not use its pitches at all and the sole use is community use.

The table below identifies the school sites and adjusted capacity where required:

*Table 2.16: Education supply – adjusted capacity*

Site ID	Type	Site name	Site capacity comments/actions
9	Secondary	Bristnall Hall Academy	Pitches are not available for community use due to poor quality and concerns over overplay.
29	Secondary	George Salter Academy	3G AGP pitches are complete and well used for community and education football
58	Secondary	Oldbury Academy (Upper Site)	Pitches available for community use and used. Capacity reduced by one on each pitch to

Site ID	Type	Site name	Site capacity comments/actions
			account for school use. Community use spare capacity for one match each week
59	Secondary	Ormiston Forge Academy	Pitches available for community use and used. One pitch reduced by 0.5 to account for school use. No spare capacity for community use.
62	Secondary	Perryfields High School	Pitches available for community use and used. No school use and so capacity remains the same.
67	Secondary	Q3 Academy	Pitches available for community use and used. Capacity reduced by 0.5 per pitch to account for school use. Some additional spare capacity remains for community use.
73	Secondary	RSA Academy	One pitch is not available for community use to prevent overplay. Capacity remains the same.
74	Secondary	Sandwell Academy	Pitches are not available for community use to prevent overplay.
113	Secondary	St Michael's CE High B&E College	Pitches are not available for community use under PFI contract.
81	Secondary	Stuart Bathurst Catholic High School	Pitches are not available for community use – management decision.
106	Secondary	Wood Green Academy	Pitches available for community use and used but capacity reduced by one per pitch due to school use. Additional spare capacity for community use.
1	Secondary	ACE Academy	Pitches are not available for community use to prevent overplay.
38	Secondary	Holly Lodge Science College	Pitches available for community use and used but capacity reduced by one per pitch due to school use. Some spare capacity for community use.
61	Secondary	Ormiston Sandwell Community Academy	Pitches are not available for community use due to poor quality and concerns over overplay.
65	Secondary	Phoenix Collegiate	Pitches are not available for community use due to poor quality and concerns over overplay.
105	Secondary	Wodensborough Academy	Pitches are not available for community use – management decision.

Table 2.17: Football pitch capacity analysis

Sites	Available for community use?	Type of Tenure	Management	Analysis area	Pitches	Capacity	Quality	Demand	Spare Capacity
Ace Academy	No	Unsecured	Academy	Tipton	Adult Football = 1	Adult Football = 2	Adult 11v11 = Standard	No Demand	Overall Balance = 2, Adult 11v11 Balance = 2
Ashtree Playing Field	Yes	Secured	Council	Rowley Regis	Adult Football = 1	Adult Football = 2	Adult 11v11 = Standard	No Demand	Overall Balance = 2 Adult 11v11 Balance = 2
Barnford Park	Yes	Secured	Council	Oldbury	Adult Football = 4	Adult Football = 4	Adult 11v11 = Poor	No Demand	Overall Balance = 4 Adult 11v11 Balance = 4
Bearmore Playing Field	Yes	Secured	Council	Rowley Regis	Adult Football = 2	Adult Football = 4	Adult 11v11 = Standard	1 - Adult Demand 1 - Youth 11v11 Demand	Overall Balance = 2 Adult 11v11 Balance = 3 Youth 11v11 Balance = -1
Brades Lodge School	Yes	Unsecured	Education	Oldbury	Adult Football = 2	Adult Football = 4	Adult 11v11 = Standard	No Demand	Overall Balance = 4 Adult 11v11 Balance = 4
Brandhall Primary School	Yes	Unsecured	Education	Oldbury	Youth 11v11 = 2 Mini 7v7 = 1 Mini 5v5 = 1	Youth 11v11 = 4 Mini 7v7 = 4 Mini 5v5 = 4	Youth 11v11 = Standard Mini 7v7 = Standard Mini 5v5 = Standard	10 - Youth 11v11 Demand 2 - Youth 9v9 Demand 6 - Mini 7v7 Demand 5 - Mini 5v5 Demand	Overall Balance = -11 Youth 11v11 Balance = -6 Youth 9v9 Balance = -2 Mini 7v7 Balance = -2 Mini 5v5 Balance = -1
Brickhouse Farm	Yes-unused	Unsecured	-	Rowley Regis	Adult Football = 1	Adult Football = 2	Adult 11v11 = Standard	No Demand	Overall Balance = 2 Adult 11v11 Balance = 2
Bristnall Hall Academy	No	Unsecured	Education	Oldbury	Adult Football = 1	Adult Football = 1	Adult 11v11 = Poor	No Demand	Overall Balance = 1 Adult 11v11 Balance = 1
Britannia Park	Yes	Secured	Council	Rowley Regis	Adult Football = 2	Adult Football = 4	Adult 11v11 = Standard	1 - Youth 11v11 Demand	Overall Balance = 3 Adult 11v11 Balance = 4 Youth 11v11 Balance = -1
Cakemore Playing Field	Yes-unused	Unsecured	Council	Oldbury	Adult Football = 3	Adult Football = 6	Adult 11v11 = Standard	1 - Youth 11v11 Demand	Overall Balance = 5 Adult 11v11 Balance = 6 Youth 11v11 Balance = -1
Charlemont Farm	Yes	Secured	Council	West Bromwich	Adult Football = 3 Youth 9v9 = 3	Adult Football = 6 Youth 9v9 = 6	Adult 11v11 = Standard Youth 9v9 = Standard	8 - Youth 11v11 Demand 4 - Youth 9v9 Demand 4 - Mini 7v7 Demand 1 - Mini 5v5 Demand	Overall Balance = -5 Adult 11v11 Balance = 6 Youth 11v11 Balance = -8 Youth 9v9 Balance = 2 Mini 7v7 Balance = -4 Mini 5v5 Balance = -1
Churchfields Playing Fields	Yes	Secured	Council	West Bromwich	Adult Football = 3	Adult Football = 6	Adult 11v11 = Standard	No Demand	Overall Balance = 6 Adult 11v11 Balance = 6
Coneygre Arts Centre Pitches	Yes	Secured	Private	Tipton	Adult Football = 2	Adult Football = 4	Adult 11v11 = Standard	1 - Adult Demand	Overall Balance = 3 Adult 11v11 Balance = 3
County Fa (Walter Goodman Stadium)	No	Unsecured	County FA	West Bromwich	Adult Football = 1	Adult Football = 3	Adult 11v11 = Good	1.5 - Adult Demand 2 - Youth 11v11 Demand	Overall Balance = -0.5 Adult 11v11 Balance = 1.5 Youth 11v11 Balance = -2
Elwells	Yes-unused	Unsecured	-	Wednesbury	Adult Football = 1 Youth 11v11 = 1	Adult Football = 1 Youth 11v11 = 2	Adult 11v11 = Poor Youth 11v11 = Standard	No Demand	Overall Balance = 3 Adult 11v11 Balance = 1 Youth 11v11 Balance = 2
Farley Park	Yes	Secured	Council	Tipton	Adult Football = 1	Adult Football = 2	Adult 11v11 = Standard	1 - Adult Demand 1 - Youth 11v11 Demand	Overall Balance = 0 Adult 11v11 Balance = 1 Youth 11v11 Balance = -1



Sites	Available for community use?	Type of Tenure	Management	Analysis area	Pitches	Capacity	Quality	Demand	Spare Capacity
Fc Premier	Yes	Secured	Private	West Bromwich	Adult Football = 1	Adult Football = 3	Adult 11v11 = Good	No Demand	Overall Balance = 3 Adult 11v11 Balance = 3
Fir Tree School	No-disused	Unsecured	Education	West Bromwich	Youth 9v9 = 1	Youth 9v9 = 1	Youth 9v9 = Poor	No Demand	Overall Balance = 1 Youth 9v9 Balance = 1
George Salter Academy	Yes	Unsecured	Academy	West Bromwich	Adult Football = 1	Adult Football = 1	Adult 11v11 = Poor	5 - Youth 11v11 Demand	Overall Balance = -4 Adult 11v11 Balance = 1 Youth 11v11 Balance = -5
Great Bridge Primary School	No	Unsecured	Education	Tipton	Mini 7v7 = 1	Mini 7v7 = 4	Mini 7v7 = Standard	No Demand	Overall Balance = 4 Mini 7v7 Balance = 4
Greets Green Playing Fields	Yes	Secured	Council	West Bromwich	Adult Football = 6	Adult Football = 6	Adult 11v11 = Poor	1 - Youth 11v11 Demand	Overall Balance = 5 Adult 11v11 Balance = 6 Youth 11v11 Balance = -1
Hadley Stadium	Yes	Unsecured	Sandwell Leisure Trust	Smethwick	Adult Football = 1	Adult Football = 2	Adult 11v11 = Standard	5 - Adult Demand 3 - Youth 11v11 Demand	Overall Balance = -6 Adult 11v11 Balance = -3 Youth 11v11 Balance = -3
Holly Lodge High School College of Science	Yes	Unsecured	Education	Smethwick	Adult Football = 2	Adult Football = 4	Adult 11v11 = Standard	1 - Youth 11v11 Demand 1 - Youth 9v9 Demand 2 - Mini 7v7 Demand 1 - Mini 5v5 Demand	Overall Balance = -1 Adult 11v11 Balance = 4 Youth 11v11 Balance = -1 Youth 9v9 Balance = -1 Mini 7v7 Balance = -2 Mini 5v5 Balance = -1
Holyhead Primary School	Yes	Unsecured	Education	Wednesbury	Youth 11v11 = 1	Youth 11v11 = 2	Youth 11v11 = Standard	No Demand	Overall Balance = 2 Youth 11v11 Balance = 2
Hydes Road Playing Fields	Yes	Secured	Council	Wednesbury	Adult Football = 8	Adult Football = 16	Adult 11v11 = Standard	3.5 - Adult Demand, 7 - Youth 11v11 Demand, 2 - Youth 9v9 Demand, 1 - Mini 7v7 Demand,	Overall Balance = 2.5 Adult 11v11 Balance = 12.5 Youth 11v11 Balance = -7 Youth 9v9 Balance = -2 Mini 7v7 Balance = -1
Jesson Playing Fields	Yes-unused	Secured	Council	West Bromwich	Adult Football = 1, Youth 11v11 = 1	Adult Football = 1 Youth 11v11 = 1	Adult 11v11 = Poor Youth 11v11 = Poor	1 - Youth 9v9 Demand,	Overall Balance = 1, Adult 11v11 Balance = 1 Youth 11v11 Balance = 1 Youth 9v9 Balance = -1
Jubilee Park	Yes	Secured	Council	Tipton	Adult Football = 2	Adult Football = 4	Adult 11v11 = Standard	2 - Mini 7v7 Demand,	Overall Balance = 2 Adult 11v11 Balance = 4 Mini 7v7 Balance = -2
Kenrick Park	Yes	Secured	Council	West Bromwich	Adult Football = 1	Adult Football = 2	Adult 11v11 = Standard	No Demand	Overall Balance = 2 Adult 11v11 Balance = 2
King George Playing Field	Yes	Secured	Council	West Bromwich	Youth 9v9 = 12, Mini 7v7 = 8	Youth 9v9 = 24 Mini 7v7 = 32	Youth 9v9 = Standard Mini 7v7 = Standard	2 - Youth 11v11 Demand, 2 - Youth 9v9 Demand, 11 - Mini 7v7 Demand, 4 - Mini 5v5 Demand,	Overall Balance = 37 Youth 11v11 Balance = -2 Youth 9v9 Balance = 22 Mini 7v7 Balance = 21 Mini 5v5 Balance = -4
Lewisham Park	Yes-unused	Unsecured	-	Smethwick	Mini 7v7 = 1, Mini 5v5 = 1	Mini 7v7 = 4 Mini 5v5 = 4	Mini 7v7 = Standard Mini 5v5 = Standard	No Demand	Overall Balance = 8 Mini 7v7 Balance = 4 Mini 5v5 Balance = 4
Lion Farm Pf.	Yes	Secured	Council	Smethwick	Adult Football = 11	Adult Football = 11	Adult 11v11 = Poor	10 - Adult Demand, 2 - Mini 7v7 Demand,	Overall Balance = -1 Adult 11v11 Balance = 1 Mini 7v7 Balance = -2

Sites	Available for community use?	Type of Tenure	Management	Analysis area	Pitches	Capacity	Quality	Demand	Spare Capacity
Londonderry Playing Fields	Yes	Secured	Council	Smethwick	Adult Football = 2, Youth 9v9 = 1, Mini 7v7 = 1	Adult Football = 4 Youth 9v9 = 2 Mini 7v7 = 4	Adult 11v11 = Standard Youth 9v9 = Standard Mini 7v7 = Standard	2 - Adult Demand,	Overall Balance = 8 Adult 11v11 Balance = 2 Youth 9v9 Balance = 2 Mini 7v7 Balance = 4
Old Hill Cricket and Tennis Club	Yes	Secured	-	Rowley Regis	Mini 7v7 = 2	Mini 7v7 = 8	Mini 7v7 = Standard	No Demand	Overall Balance = 8 Mini 7v7 Balance = 8
Oldbury Academy (Upper Site)	Yes	Unsecured	Academy	Oldbury	Adult Football = 2	Adult Football = 4	Adult 11v11 = Standard	0.5 - Adult Demand,	Overall Balance = 3.5, Adult 11v11 Balance = 3.5
Ormiston Forge Academy	Yes	Unsecured	Academy	Rowley Regis	Adult Football = 1, Youth 11v11 = 1	Adult Football = 1 Youth 11v11 = 1	Adult 11v11 = Poor Youth 11v11 = Poor	1.5 - Adult Demand, 2 - Youth 11v11 Demand, 3 - Youth 9v9 Demand, 1 - Mini 7v7 Demand,	Overall Balance = -5.5 Adult 11v11 Balance = -0.5 Youth 11v11 Balance = -1 Youth 9v9 Balance = -3 Mini 7v7 Balance = -1
Ormiston Sandwell Community Academy	No	Unsecured	Academy	Oldbury	Adult Football = 2	Adult Football = 2	Adult 11v11 = Poor	5 - Youth 11v11 Demand, 1 - Youth 9v9 Demand,	Overall Balance = -4 Adult 11v11 Balance = 2 Youth 11v11 Balance = -5 Youth 9v9 Balance = -1
Perryfields High School	Yes	Secured	Education	Oldbury	Youth 9v9 = 1, Mini 7v7 = 1, Mini 5v5 = 1	Youth 9v9 = 2 Mini 7v7 = 4 Mini 5v5 = 4	Youth 9v9 = Standard Mini 7v7 = Standard Mini 5v5 = Standard	No Demand	Overall Balance = 10 Youth 9v9 Balance = 2 Mini 7v7 Balance = 4 Mini 5v5 Balance = 4
Phoenix Collegiate (South Campus)	No	Unsecured	Education	West Bromwich	Adult Football = 2, Youth 9v9 = 1	Adult Football = 2 Youth 9v9 = 1	Adult 11v11 = Poor Youth 9v9 = Poor	No Demand	Overall Balance = 3 Adult 11v11 Balance = 2 Youth 9v9 Balance = 1
Pitfields Close	Yes	Secured	Council	Oldbury	Adult Football = 2	Adult Football = 2	Adult 11v11 = Poor	No Demand	Overall Balance = 2 Adult 11v11 Balance = 2
Powis Avenue	Yes	Secured	Council	Tipton	Adult Football = 1	Adult Football = 2	Adult 11v11 = Standard	0.5 - Adult Demand,	Overall Balance = 1.5 Adult 11v11 Balance = 1.5
Pulse Soccer and Fitness Wednesbury	Yes	Secured	Private	Wednesbury	Adult Football = 2	Adult Football = 4	Adult 11v11 = Standard	1 - Adult Demand, 1 - Youth 11v11 Demand,	Overall Balance = 2 Adult 11v11 Balance = 3 Youth 11v11 Balance = -1
Q3 Academy	Yes	Unsecured	Academy	West Bromwich	Adult Football = 2, Youth 11v11 = 2	Adult Football = 4 Youth 11v11 = 4	Adult 11v11 = Standard Youth 11v11 = Standard	3 - Youth 11v11 Demand, 1 - Youth 9v9 Demand, 1 - Mini 7v7 Demand,	Overall Balance = 3 Adult 11v11 Balance = 4 Youth 11v11 Balance = 1 Youth 9v9 Balance = -1 Mini 7v7 Balance = -1
Redhouse Park	Yes	Secured	Council	West Bromwich	Adult Football = 4, Mini 5v5 = 2	Adult Football = 8 Mini 5v5 = 8	Adult 11v11 = Standard Mini 5v5 = Standard	13 - Adult Demand, 7 - Youth 11v11 Demand, 1 - Youth 9v9 Demand, 2 - Mini 7v7 Demand, 2 - Mini 5v5 Demand,	Overall Balance = -9 Adult 11v11 Balance = -5 Youth 11v11 Balance = -7 Youth 9v9 Balance = -1 Mini 7v7 Balance = -2 Mini 5v5 Balance = 6
Rsa Academy	No	Secured	Academy	Tipton	Adult Football = 2	Adult Football = 5	Adult 11v11 = Good	1.5 - Adult Demand, 3 - Youth 11v11 Demand, 1 - Youth 9v9 Demand, 2 - Mini 5v5 Demand,	Overall Balance = -2.5, Adult 11v11 Balance = 3.5 Youth 11v11 Balance = -3 Youth 9v9 Balance = -1 Mini 7v7 Balance = -2

Sites	Available for community use?	Type of Tenure	Management	Analysis area	Pitches	Capacity	Quality	Demand	Spare Capacity
Sandwell Academy	No	Unsecured	Academy	Smethwick	Adult Football = 2	Adult Football = 6	Adult 11v11 = Good	2 - Adult Demand, 3 - Youth 11v11 Demand,	Overall Balance = 1 Adult 11v11 Balance = 4 Youth 11v11 Balance = -3
Sandwell District Football League	No	Secured	Council	West Bromwich	Adult Football = 1	Adult Football = 3	Adult 11v11 = Good	2.5 - Adult Demand, 1 - Youth 11v11 Demand,	Overall Balance = -0.5 Adult 11v11 Balance = 0.5 Youth 11v11 Balance = -1
St Michael's Ce College	No	Unsecured	Education	Rowley Regis	Adult Football = 1, Youth 11v11 = 1	Adult Football = 3 Youth 11v11 = 4	Adult 11v11 = Good Youth 11v11 = Good	No Demand	Overall Balance = 7 Adult 11v11 Balance = 3 Youth 11v11 Balance = 4
St. John's Rec	Yes	Secured	Council	Tipton	Adult Football = 1	Adult Football = 1	Adult 11v11 = Poor	1 - Youth 9v9 Demand,	Overall Balance = 0 Adult 11v11 Balance = 1 Youth 9v9 Balance = -1
Stuart Bathurst B.C. High School	No	Unsecured	Education	Wednesbury	Adult Football = 1	Adult Football = 1	Adult 11v11 = Poor	No Demand	Overall Balance = 1, Adult 11v11 Balance = 1
Thimblemill Recreation Centre	Yes	Secured	Private	Smethwick	Adult Football = 4	Adult Football = 8	Adult 11v11 = Standard	1 - Adult Demand, 5 - Youth 11v11 Demand,	Overall Balance = 2, Adult 11v11 Balance = 7 Youth 11v11 Balance = -5
Tipton Sports Academy	Yes	Secured	Academy	Tipton	Adult Football = 2, Youth 9v9 = 1, Mini 7v7 = 1	Adult Football = 4 Youth 9v9 = 2 Mini 7v7 = 4	Adult 11v11 = Standard Youth 9v9 = Standard Mini 7v7 = Standard	1.5 - Adult Demand, 3 - Youth 11v11 Demand, 5 - Mini 7v7 Demand, 4 -Mini 5v5 Demand,	Overall Balance = -3.5 Adult 11v11 Balance = 2.5 Youth 11v11 Balance = -3 Youth 9v9 Balance = 2 Mini 7v7 Balance = -1 Mini 7v7 Balance = -4
Tivdale Football Club	Yes	Secured	Private	Rowley Regis	Adult Football = 1	Adult Football = 2	Adult 11v11 = Standard	1 - Adult Demand, 2 - Youth 11v11 Demand,	Overall Balance = -1 Adult 11v11 Balance = 1 Youth 11v11 Balance = -2
Victoria Park	Yes-unused	Secured	Council	Tipton	Adult Football = 2	Adult Football = 4	Adult 11v11 = Standard	No Demand	Overall Balance = 4, Adult 11v11 Balance = 4
Victoria Park (Smethwick)	Yes-unused	Secured	Council	Smethwick	Adult Football = 2, Mini 5v5 = 1	Adult Football = 4 Mini 5v5 = 4	Adult 11v11 = Standard Mini 5v5 = Standard	No Demand	Overall Balance = 8, Adult 11v11 Balance = 4 Mini 7v7 Balance = 4
Warley Rfc	Yes	Secured	Private	Oldbury	Adult Football = 2	Adult Football = 6	Adult 11v11 = Good	3 - Adult Demand, 7 - Youth 11v11 Demand,	Overall Balance = -4 Adult 11v11 Balance = 3 Youth 11v11 Balance = -7
Wednesbury Sports Union	Yes	Secured	Private	Wednesbury	Adult Football = 1	Adult Football = 2	Adult 11v11 = Standard	No Demand	Overall Balance = 2, Adult 11v11 Balance = 2
West Smethwick Park	Yes	Secured	Council	Smethwick	Adult Football = 5	Adult Football = 10	Adult 11v11 = Standard	4 - Adult Demand, 3 - Youth 11v11 Demand, 1 - Mini 7v7 Demand,	Overall Balance = 2 Adult 11v11 Balance = 6 Youth 11v11 Balance = -3 Mini 7v7 Balance = -1
Wodensborough Ormiston Academy	No	Unsecured	Academy	Wednesbury	Adult Football = 1	Adult Football = 2	Adult 11v11 = Standard	1 - Youth 9v9 Demand, 1 - Mini 7v7 Demand, 4 -Mini 5v5 Demand,	Overall Balance = -4 Adult 11v11 Balance = 2 Youth 9v9 Balance = -1 Mini 7v7 Balance = -1 Mini 7v7 Balance = -4
Wood Green Academy	Yes	Unsecured	Academy	Wednesbury	Adult Football = 4	Adult Football = 10	Adult 11v11 = Good	0.5 - Adult Demand,	Overall Balance = 9.5 Adult 11v11 Balance = 9.5

Table 2.17 above, shows the level of capacity by pitch type for each Football site available to the community in Sandwell. The table below summarises this data by each of the subareas in the borough. The table shows there are currently 13 sites in Sandwell operating over capacity. A further 22 sites have pitch types that are also operating over capacity.

Table 2.18 below shows the aggregate operational capacity for each pitch type across the subareas. The table refers to all sites that are considered 'available' to the community,

*Table 2.18: Aggregate Carrying Capacity*

Study Area	Overall	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
Oldbury	11.5	26.5	-19	-1	2	3
Rowley Regis	20.5	14.5	-1	-3	11	0
West Bromwich	42	28	-24	23	14	1
Tipton	10.5	22.5	-7	0	1	-6
Smethwick	21	25	-15	1	3	7
Wednesbury	18	31	-4	-3	-2	-4
<b>Sandwell</b>	<b>102.5</b>	<b>122.5</b>	<b>-55</b>	<b>16</b>	<b>24</b>	<b>-6</b>

The table shows that whilst there is overall spare capacity across the borough Youth 11v11 and Mini 5v5 are operating well over capacity. For Mini 5v5 pitches, this is less of an issue than for Youth 11v11 pitches, as they can be easily marked out with cones or lines over the top of larger pitches and portable, goal posts being assembled on site, on the day of the matches. Table 2.10 shows that there is enough spare capacity in available Mini 7v7 pitches to meet this demand.

The FA's guidance on pitch dimensions shows that, although within the tolerances of what is allowed to be played on at youth 11v11 level, only U17/18s matches are appropriate to play on adult 11v11 pitches with full-sized goal posts<sup>5</sup>. The guidance states that U15/16 matches should be played with full-sized goal, they should not play on full-sized pitches. The guidance further states that U13/14 matches should take place with reduced sized goals (7ft x 21ft) and on further reduced pitches.

Currently, there are only 8 Youth 11v11 pitches available to the community in the borough. This is reinforced by table 2.18, which shows that there is currently a deficit of supply equivalent to 55 matches per week for this pitch type.

U13/14 football teams comprise 44% of all Youth 11v11 demand in the borough, with U15/16s making up a further 41% of all youth 11v11 demand in Sandwell. If all Youth 11v11 demand were to be supplied by Adult 11v11 pitches, then 81% of the 95 Youth 11v11 teams in the borough could be said to be playing on inappropriate pitch sizes, 44% of them with inappropriate goal posts.

This issue cannot be simply rectified by over marking and erecting temporary goals as with Mini 5v5 pitches. This is because the goal posts are usually fixed in place and portable goal posts are expensive to purchase and require large, secured storage to prevent damage or even theft.

<sup>5</sup> [FA pitch dimension guidance](#)

## 2.5: Supply and demand analysis

### **Spare capacity**

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

The table below identifies whether or not spare capacity can actually be considered as such, based on whether pitches are available at peak time.

### **Peak time**

The peak time varies for the different pitch types. The table below highlights peak time usage:

*Table 2.19: Peak time analysis for football demand*

Pitch type	Peak time	Comments
Adult	Sunday AM	<p>The two main leagues operating at this time are the Warley League and the Sandwell Premier &amp; District League. Several local authority sites are used for these leagues:</p> <ul style="list-style-type: none"> <li>▪ Barnford Park (ID 4)</li> <li>▪ Bearmore Playing Fields (ID 5)</li> <li>▪ Britannia Park (ID 11)</li> <li>▪ Churchfields Playing Fields (ID 109)</li> <li>▪ Farley Park (ID 25)</li> <li>▪ Greets Green Playing Fields (ID 32)</li> <li>▪ Hydes Road (ID 40)</li> <li>▪ Jubilee Park (ID 42)</li> <li>▪ Lion Farm Playing Fields (ID 48)</li> <li>▪ Londonderry Playing Fields (ID 49)</li> <li>▪ Redhouse Park (ID 69)</li> <li>▪ West Smethwick Park (ID 103)</li> </ul> <p>Two of these sites are over played; Lion Farm and Churchfields. Lion Farm is poor quality due to drainage problems which means pitches are easily overplayed but despite this the Site is quite popular and has changing facilities. Churchfields is a popular site, due to pitch improvements in previous years which means that demand for the site is high.</p> <p>Greets Green and Hydes Road are also highlighted as popular sites; Greets Green is played to capacity. Both sites are large multi-pitch venues, as is Lion Farm mentioned above.</p> <p>Bearmore is reported by some to be a popular site as it is enclosed; however, it is slightly out of the way, located far south of Rowley Regis.</p>

Pitch type	Peak time	Comments
Youth 11v11	Sunday PM	<p>The leagues servicing the majority of youth 11v11 teams in Sandwell are the Stourbridge &amp; District Youth League, Sandwell Minors League and the Bilston Youth League. A variety of sites are used including some education sites. Council sites used for youth 11v11 are:</p> <ul style="list-style-type: none"> <li>▪ Ashtree Playing Fields (ID 3)</li> <li>▪ Barnford Park (ID 4)</li> <li>▪ Bearmore Playing Fields (ID 5)</li> <li>▪ Britannia Park (ID 11)</li> <li>▪ Charlemont Farm (ID 17)</li> <li>▪ Churchfields (ID 109)</li> <li>▪ Coneygre (ID 20)</li> <li>▪ Elwells (ID 24)</li> <li>▪ Farley Park (ID 25)</li> <li>▪ Greet's Green (ID 32)</li> <li>▪ Hydes Road (ID 40)</li> <li>▪ Lion Farm (ID 48)</li> <li>▪ Londonderry Playing Fields (ID 49)</li> <li>▪ Redhouse Park (ID 69)</li> <li>▪ West Smethwick Park (ID 103)</li> </ul>
Youth 9v9	Sunday AM	The majority of the 9v9 teams playing in Sandwell form part of the Sandwell Minors League and play at King George Playing Fields as a central venue. There is spare capacity at the Site.
Mini 7v7	Sunday AM	Most teams playing 7v7 in Sandwell compete in the Sandwell Minors League at King George Playing Fields (central venue).
Mini 5v5	Saturday AM/Sunday AM	The peak time for mini 5v5 based on the number of teams is shown to be both Saturday AM and Sunday AM. This is due to demand at Perrywoods United who play on Saturday AM. Sunday AM demand is from the Sandwell Minors League playing at King George Playing Field.

Table 2.20 shows the peak time capacity analysis for all sites used for football in Sandwell.

Table 2.20: Peak Time Capacity

Site Name	Adult			Youth 11v11			Youth 9v9			Mini 7v7			Mini 5v5			Comments on grass pitch capacity
	Pitches	Sat	Sun	Pitches	Sat	Sun	Pitches	Sat	Sun	Pitches	Sat	Sun	Pitches	Sat	Sun	
Barnford Park	4	4	3.5	0			0			0			0			Spare capacity
Bearmore Playing Field	2	2	1	0		-0.5	0			0			0			Just 1 match slot remaining on Sundays
Brandhall Primary School	0			2	-1	0	0	-0.5	-0.5	2	0.5	0.5	2	1	0.5	At Capacity for Youth 11v11 on both days
Britannia Park	2	2	2	0		-0.5	0			0			0			Spare capacity
Cakemore Playing Field	3	3	3	0		-0.5	0			0			0			Spare capacity
Charlemont Farm	3	3	3	0	-0.5	-3.5	3	3	1	0		-2	0		-0.5	At capacity on Sunday for Youth 11v11
Coneygre Arts Centre Pitches	2	2	1	0			0			0			0			Spare capacity
County Fa (Walter Goodman Stadium)	1	0	0.5	0	-1		0			0			0			At capacity on Saturdays
Farley Park	1	1	0	0		-0.5	0			0			0			At capacity on Sundays
George Salter Academy*	1	1	1	0	-1	-1.5	0			0			0			At capacity
Greets Green Playing Fields	6	6	6	0		-0.5	0			0			0			Spare capacity
Hadley Stadium*	1	-1	-1	0		-1.5	0			0			0			At capacity
Holly Lodge High School College of Science	2	2	2	0		-0.5	0		-0.5	0		-1	0		-0.5	At Capacity on Sundays
Hydes Road Playing Fields	8	8	4	0	-0.5	-3	0	-0.5	-0.5	0		-0.5	0			Spare capacity
Jesson Playing Fields	1	1	1	1	1	1	0		-0.5	0			0			Spare capacity
Jubilee Park	2	2	2	0			0			0		-1	0			Spare capacity
King George Playing Field	0			0		-1	12	12	11	16	16	10.5	0		-2	Spare capacity
Lion Farm Pf.	11	11	0.5	0			0			0		-1	0			At Capacity on Sundays
Londonderry Playing Fields	2	1.5	0	0			1	1	1	2	2	2	0			At Capacity on Sundays
Oldbury Academy (Upper Site)	2	2	1.5	0			0			0			0			Spare capacity
Ormiston Forge Academy	1	0	1	1	0.5	0.5	0	-0.5	-1	0	-0.5		0			At capacity
Ormiston Sandwell Community Academy*	2	2	2	0		-2.5	0		-0.5	0			0			At capacity
Portway Lifestyle Centre*	0	-0.5	-6.5	0	-0.5		0			0			0			No grass capacity
Powis Avenue	1	1	0.5	0			0			0			0			Spare capacity
Pulse Soccer and Fitness Wednesbury	2	2	1.5	0		-0.5	0			0			0			Spare capacity
Q3 Academy*	2	2	2	2	0.5	2	0	-0.5		0	-0.5		0			Spare capacity
Redhouse Park	4	-6.5	1.5	0		-3.5	0		-0.5	0		-1	4	4	3	No grass capacity
Rowley Regis Learning Campus	0		-0.5	0	-1		0	-0.5	-0.5	0	-1		0		-0.5	At capacity
Rsa Academy*	2	1.5	1.5	0	-1		0		-0.5	0			0	-1		At Capacity on Saturdays
Sandwell Academy*	2	2	1.5	0		-1.5	0			0			0			At Capacity on Sundays
Sandwell District Football League	1	0	-0.5	0		-0.5	0			0			0			At capacity
Springfield Primary School	0			0			0			0		-0.5	0		-2	No grass capacity
St. John's Rec	1	1	1	0			0		-0.5	0			0			Near Capacity on Sundays
The West Bromwich Albion Fc Community Sports Hall*	0	-0.5	-4	0		-2	0		-0.5	0		-1	0			No grass capacity
Thimblemill Recreation Centre	4	3.5	3.5	0		-2.5	0			0			0			Spare capacity
Tipton Sports Academy	2	1	1.5	0		-0.5	1	1	1	2	2	-0.5	0		-2	At Capacity on Sundays
Tividale Football Club	1	0	0.5	0			0			0			0			At Capacity on Saturdays
Warley Rfc	2	0.5	0.5	0	-2	-1.5	0			0			0			At Capacity on Saturdays
West Smethwick Park	5	4.5	1.5	0		-1.5	0			0		-0.5	0			At Capacity on Sundays
Wodensborough Ormiston Academy	1	1	1	0			0		-0.5	0		-0.5	0		-2	At Capacity on Sundays
Wood Green Academy	4	4	3	0			0			0			0			Spare capacity
York Road Social and Sports Club	1	1	0	0			0			0			0			Spare capacity

Table 2.20 shows that 23 sites are currently at capacity for at least one pitch type, either on Saturday or Sunday. The table also shows two further sites being close to reaching peak time capacity also.

Table 2.21 below, shows the amount of peak time capacity available by each pitch type across each of the study areas on each day of the weekend.

*Table 2.21: Peak Time Capacity Summary*

Area	Adult 11v11			Youth 11v11			Youth 9v9		
	Pitches	Sat	Sun	Pitches	Sat	Sun	Pitches	Sat	Sun
Oldbury	25	23	5	2	-3.5	-4.5	0	-0.5	-1
Rowley Regis	6	4	4	1	-0.5	-0.5	0	-1	-1.5
West Bromwich	19	6.5	14.5	3	-1	-7.5	15	14.5	11
Tipton	11	9.5	7.5	0	-1	-1	1	1	0
Smethwick	16	12	3.5	0	0	-9.5	1	1	0
Wednesbury	15	15	9.5	0	-0.5	-3.5	0	-0.5	-1
<b>Sandwell</b>	<b>92</b>	<b>70</b>	<b>44</b>	<b>6</b>	<b>-6.5</b>	<b>-26.5</b>	<b>17</b>	<b>14.5</b>	<b>7.5</b>
Area	Mini 7v7			Mini 5v5					
	Pitches	Sat	Sun	Pitches	Sat	Sun			
Oldbury	2	0.5	-0.5	2	1	0.5			
Rowley Regis	2	1	1	0	0	-2.5			
West Bromwich	16	15.5	7.5	4	4	0.5			
Tipton	2	2	-1.5	0	-1	-2			
Smethwick	2	2	-0.5	0	0	-0.5			
Wednesbury	0	0	-1	0	0	-2			
<b>Sandwell</b>	<b>24</b>	<b>20.5</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>-6</b>			

Table 2.21 shows that whilst there is significant spare peak time capacity for adult 11v11 pitches across the borough, this is balanced by the lack of Youth 11v11 and Youth 9v9 pitches and the necessity for this demand to play on inappropriately sized pitches, or on pitches over-marked on adult pitches. It should be noted that in many cases, this results in youth 9v9 and younger youth 11v11 age groups playing matches with inappropriate goal sizes. This is because portable or temporary goals are expensive and difficult to store securely.

Although spare capacity is often as a result of a lack of demand for grass pitches, there are some sites that are likely to retain spare capacity as a matter of practise to allow pitches to rest and rotate.

The table shows that, even with adult pitches being over marked, Smethwick is at capacity for all 11v11 pitches on Sundays

### **Actual Spare Capacity**

Having calculated the carrying capacity and the peak time capacity of each site, by each pitch type, it is now possible to calculate the 'actual spare capacity' of each site.

This is done by combining the spare carrying capacity with the spare peak time spare capacity to see, if there is any spare carrying capacity, could this be applied to the peak time period for that pitch type on any given site.



This analysis also uses where pitches are operating over their carrying capacity (being overplayed) to understand whether demand could be redistributed to other available sites within the subarea.

Table 2.22 below shows the actual spare capacity of each subarea in Sandwell, by subarea.

*Table 2.22: Actual Spare Carrying Capacity in Sandwell*

Analysis area	Adult 11v11	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Total
Rowley Regis	5	-5	-3	0	0	-2.5
Oldbury	12.5	-8	0	0	0	4.5
Smethwick	7	-12	0	-3	0	-8
Tipton	8	-4	0	-3	-4	-3
West Bromwich	12	-13	-2	-7	2	-8
Wednesbury	10.5	-7	-2	-1	0	0.5
<b>SANDWELL</b>	<b>55</b>	<b>-49</b>	<b>-7</b>	<b>-13.5</b>	<b>-2</b>	<b>-16.5</b>

Table 2.22 shows that there is a significant deficit of actual spare capacity in the borough. This is most prominent in Smethwick which current is currently operating at a deficit of 8 match equivalents per week over actual spare capacity.

Youth 11v11 is operating the most over actual capacity, by 49 match equivalents per week. It appears that most of this deficit in actual capacity can be met by adult 11v11 pitches, although this has several problematic implications which have already been addressed.

All over pitch types are currently operating over their actual capacity. This is worse on Mini 7v7 pitches which are operating over actual capacity by 13.5 match equivalents per week.

Some of the shortfall in actual capacity maybe produced by the failure to utilise all available sites in the borough.

*Table 2.23: Available sites with pitches that have no recorded play*

Site Name	Stated Availability	Pitch Type				Total Number of Pitches Unused
		11v11	9v9	7v7	5v5	
Ashtree Playing Field	Yes	2	-	-	-	2
Barnford Park	Yes	4	-	-	-	4
Brades Lodge School	Yes	4	-	-	-	4
Brickhouse Farm	Yes-unused	2	-	-	-	2
Churchfields Playing Fields	Yes	3	-	-	-	6
Elwells	Yes-unused	3	-	-	-	3
FC Premier*	Yes	3	-	-	-	3
Holyhead Primary School	Yes	2	-	-	-	2
Jesson Playing Fields	Yes-unused	2	-	-	-	2
Jubilee Park	Yes	4	-	-	-	4
Kenrick Park	Yes	2	-	-	-	2
Lewisham Park	Yes-unused	-	-	4	4	8
Londonderry Playing Fields	Yes	Used	2	4	-	6
Perryfields High School	Yes	-	2	4	4	10

Site Name	Stated Availability	Pitch Type				Total Number of Pitches Unused
		11v11	9v9	7v7	5v5	
Pitfields Close	Yes	2	-	-	-	2
St. John's Rec	Yes	1	-	-	-	1
Tipton Sports Academy	Yes	Used	2	Used	-	2
Victoria Park	Yes-unused	4	-	-	-	4
Victoria Park (Smethwick)	Yes-unused	4	-	-	4	8
Wednesbury Sports Union	Yes	2	-	-	-	2
<b>Total</b>		<b>44</b>	<b>6</b>	<b>12</b>	<b>12</b>	<b>74</b>

*\*Consultation has indicated that this site is used, however no formal affiliated football has been identified as part of the Whole Game System demand and affiliation data*

There are 20 sites within Sandwell that are available for community use but are currently unused. Due to the lack of Youth 11v11 pitches and the prevalence for Youth 11v11 demand to be supplied by Adult 11v11 pitches, these pitches have been combined into one, 11v11 pitch category.

The table shows that there a total of 77 available, but unused pitches in the area. The majority of these (61%) are adult 11v11 pitches.

It should be noted that there have not been any pitches identified as being unused that were marked as used in the 2014 study.

### **Overplay**

Overplay occurs when there is more play accommodated on a site than it is able to sustain (which can often be due to the low carrying capacity of the pitches). All pitches overplayed in Sandwell were assessed as standard quality, except for Lion Farm which is poor quality.

In summary, 23 sites have at least one pitch type that is overplayed. The vast majority of overplay is occurring on adult pitches which are overplayed by 35 matches per week. This is likely to be due to the lack of Youth 11v11 pitches in the borough.

Over time overplay has a detrimental effect on quality. If additional matches are played on pitches where the level of use cannot be sustained the pitch quality will deteriorate season by season. This is especially true of council owned facilities where maintenance is challenging. Consideration should be given to the transfer of play at overplayed sites to those with actual spare capacity.

*Table 2.24: Overplay Analysis*

Site Name	Subarea	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
Brandhall Primary School	Oldbury		-6	-2	-2	-1
Charlemont Farm	West Bromwich	-2			-4	-1
County Fa (Walter Goodman Stadium)	West Bromwich	-0.5				
George Salter Academy	West Bromwich	-4				
Hadley Stadium	Smethwick	-6				
Holly Lodge High School	Smethwick			-1	-2	-1
Hydes Road Playing Fields	Wednesbury			-2	-1	

Site Name	Subarea	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
Jesson Playing Fields	West Bromwich			-1		
Jubilee Park	Tipton				-2	
King George Playing Field	West Bromwich					-4
Lion Farm Pf.	Oldbury				-2	
Ormiston Forge Academy	Rowley Regis	-1.5	-1	-3	-1	
Ormiston Sandwell Community Academy	Oldbury	-3		-1		
Q3 Academy	West Bromwich			-1	-1	
Redhouse Park	West Bromwich	-12		-1	-2	
Rsa Academy	Tipton			-1		-2
Sandwell District Football League	West Bromwich	-0.5				
St. John's Rec	Tipton			-1		
Tipton Sports Academy	Tipton	-0.5			-1	-4
Tividale Football Club	Rowley Regis	-1				
Warley Rfc	Oldbury	-4				
West Smethwick Park	Smethwick				-1	
Wodensborough Ormiston Academy	Wednesbury			-1	-1	-4
<b>Total</b>		<b>-35</b>	<b>-7</b>	<b>-15</b>	<b>-20</b>	<b>-17</b>

Table 2.25: Overplay summary

Subarea	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	Total
Rowley Regis	-2.5	-1	-3	-1	0	<b>-7.5</b>
Oldbury	0	0	0	0	0	<b>0</b>
West Bromwich	0	0	-1	0	-2	<b>-3</b>
Tipton	-0.5	0	-1	-1	0	<b>-2.5</b>
Smethwick	-4	0	0	0	0	<b>-4</b>
Wednesbury	-6	0	0	0	0	<b>-6</b>

Table 2.25 shows that Rowley Regis is the area effected worst by overplay, with the equivalent of 7.5 match equivalents per week over played on its sites.

Wednesbury is the worst affected area for overplay and adult pitches, at 6 match equivalents per week.

It should be noted that the amount of overplay across the study area has increased since the 2014 study. This is largely influenced by an increase in demand (through greater team numbers), as well as the changing nature of demand, from adult to youth and mini football. This change in demand has caused a greater amount of overplay on small sided pitches, which is exacerbated by the lack of appropriately sized youth and mini football provision across the study area.

## 2.6: Supply and demand analysis

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

*Table 2.26: Spare capacity/ over play of adult pitches*

Analysis area	Actual spare capacity	Demand (match equivalent sessions)				
		Overplay	Unmet demand	Current total	Future demand	Total
Rowley Regis	5	-2.5	-2.5	2	0.5	1.5
Oldbury	12.5	0	0	11.5	0.5	11
Smethwick	7	0	0	6	0.5	5.5
Tipton	8	-0.5	-0.5	7	0.5	6.5
West Bromwich	12	-4	-4	7.5	0.5	7
Wednesbury	10.5	-6	-6	4	0.5	3.5
<b>SANDWELL</b>	<b>55</b>	<b>-13</b>	<b>-13</b>	<b>38</b>	<b>3</b>	<b>35</b>

The table above shows that overall in Sandwell there is spare capacity to accommodate teams both now and in the future across all analysis areas. There are approximately 38 pitches with spare capacity (based on two teams per pitch in the peak period). However, this should not be considered in isolation and should be considered against any deficiencies in other pitch sizes and types, (e.g. Youth 11v11 pitches or rugby union pitches).

*Table 2.27: Spare capacity/ over play of youth 11v11 pitches*

Analysis area	Actual spare capacity	Demand (match equivalent sessions)				
		Overplay	Unmet demand	Current total	Future demand	Total
Rowley Regis	-5	-1	0	-6	0.5	-6.5
Oldbury	-8	0	1	-9	1.5	-10.5
Smethwick	-12	0	1	-13	0.5	-13.5
Tipton	-4	0	0	-4	0.5	-4.5
West Bromwich	-13	0	0	-13	1.5	-14.5
Wednesbury	-7	0	0	-7	0.5	-7.5
<b>SANDWELL</b>	<b>-49</b>	<b>-1</b>	<b>2</b>	<b>-52</b>	<b>5</b>	<b>-57</b>

The table above shows that currently there is an insufficient amount of actual capacity in the borough to meet current or future demand.

When combined with adult 11v11 analysis above, the table shows that there is a deficit of 14 pitches across the borough. Smethwick is the worst effected analysis area in the borough with a combined deficit of supply of 7 match equivalents per week.

*Table 2.28: Spare capacity/ over play of youth 9v9 pitches*

Analysis area	Actual spare capacity	Demand (match equivalent sessions)				
		Overplay	Unmet demand	Current total	Future demand	Total
Rowley Regis	-3	-3	0	-6	0	-6
Oldbury	0	0	0	0	1.5	-1.5
Smethwick	0	-1	0	-1	0.5	-1.5
Tipton	0	-1	0	-1	0.5	-1.5
West Bromwich	-2	0	0	-2	1.5	-3.5
Wednesbury	-2	0	0	-2	0	-2
<b>SANDWELL</b>	<b>-7</b>	<b>-5</b>	<b>0</b>	<b>-12</b>	<b>4</b>	<b>-16</b>

The current picture shows that there is a deficit of supply of 9v9 pitches across the borough. This is especially the case in Rowley Regis.

Oldbury is the only area currently considered to have adequate provision to meet demand, however, the future demand analysis shows that this subarea will be over capacity in the near future.

*Table 2.29: Spare capacity/ over play of mini 7v7 pitches*

Analysis area	Actual spare capacity	Demand (match equivalent sessions)				
		Overplay	Unmet demand	Current demand	Future demand	Total
Rowley Regis	0.5	-1	0	-0.5	0	-0.5
Oldbury	0	0	0	0	2.5	-2.5
Smethwick	-3	0	0	-3	0	-3
Tipton	-3	-1	0	-4	0	-4
West Bromwich	-7	0	0	-7	2.5	-9.5
Wednesbury	-1	0	0	-1	0	-1
<b>SANDWELL</b>	<b>-13.5</b>	<b>-2</b>	<b>0</b>	<b>-15.5</b>	<b>5</b>	<b>-20.5</b>

There is currently a deficit in supply equivalent to 15.5 matches per week across the study area. Oldbury is the only area considered not to be over capacity at present.

In the future, Oldbury is projected to increase its level of demand by 2.5 match equivalents per week, which will mean it too is operating over capacity.

West Bromwich is the worst affected area in terms of operating over capacity. Currently the area is operating 7 match equivalents over capacity. This is projected to increase to 9.5 by the end of the study period.

*Table 2.30: Spare capacity/ over play of Mini 5v5 pitches*

Analysis area	Actual spare capacity	Demand (match equivalent sessions)				
		Overplay	Unmet demand	Current demand	Future demand	Total
Rowley Regis	0	0	0	0	0	0
Oldbury	0	0	0	0	2.5	-2.5
Smethwick	0	-2	0	-2	0	-2

Tipton	-4	0	0	-4	0	-4
West Bromwich	2	0	0	2	0	2
Wednesbury	0	0	0	0	0	0
<b>SANDWELL</b>	<b>-2</b>	<b>-2</b>	<b>0</b>	<b>-4</b>	<b>2.5</b>	<b>-6.5</b>

Currently, all of the 5v5 demand is in Oldbury and is accommodated. However, any future increase will require additional pitches to accommodate demand.

### **Key Capacity Conclusion**

Tables 2.24 – 2.28 show the show the balance of pitch provision in Sandwell for both the current and future picture.

It is important to note that this analysis addresses individual pitch types independently, with the supply and demand for each pitch typology shown in separate columns. In presenting the data this way, there is a risk that the propensity of teams to play on pitch typologies that are not aligned to their age groups. In simple terms, it would be expected that a number of teams would play on the wrong sized pitch, rather than lose the opportunity to play. As a result, while analysis is needed for specific pitch typologies, the overall supply and demand should also be considered, in particular for the following cases.

- When adult and youth 11v11 pitches are taken together, all 11v11 pitches in Sandwell can be said to be operating at 14 match equivalents above capacity. Smethwick is the area with the greatest level of overuse, at 7 matches per week (the equivalent of 14 more teams than the pitch stock is capable of sustaining). Unless further pitches are added, this situation is forecasted to be significantly worse by 2036, with Sandwell operating 22 match equivalents over capacity across all 11v11 pitches.
- When youth 9v9 teams cannot find dedicated 9v9 pitches available, they will either use 11v11 pitches to meet demand. This will be either through simply using the pitch as it is or over-marking the pitch and using temporary or portable goal posts. If the undersupply of 9v9 pitches is applied to the capacity of 11v11 pitch stock then 11v11 and 9v9 pitches in Sandwell can be said to be operating 26 match equivalents over capacity (the equivalent of 52 teams more than the borough's pitch stock can appropriately accommodate). Unless further pitches are added to the area, these pitches are projected to be operating 30 match equivalents per week over capacity by 2036.
- In addition to 9v9 pitches, mini soccer pitches are also commonly marked or coned out over larger pitch types. Together the deficit in supply for all mini soccer pitches is -19.5 match equivalents per week. If this figure is halved (to account for the lower levels of wear each match has on the pitches) then this can be said to be the equivalent of 9.75 matches per week of additional wear on 9v9 and 11v11 pitches.
- When overplay of all pitches is combined, Sandwell can be said to be operating with 27.75 match equivalents deficit of capacity per week. If no further pitches are added in the area, the level of under supply will increase to 33.5 by 2036.

### **Football – grass pitch summary**

- The audit identifies a total of 167 football pitches in Sandwell. Of these, 145 are available, at some level, for community use.
- The majority of football pitches are assessed as being of standard quality with 12 adult and only two youth pitches assessed as 'poor' quality. N.B: The highest scoring 'standard' pitch was 57% with the parameter for standard set between 50%-80%. This shows that the pitches are at the poorer end of 'standard'.
- 75% of clubs describe their home pitch as standard, with some as poor (primarily due to drainage).
- There are 20 unused sites and four disused pitches within Sandwell. The disused pitches are removed from the analysis, but the unused pitches are included and add to any spare capacity.
- 365 teams were identified as playing on pitches within Sandwell. This represents an increase of 73, from the 2014 study. This is driven by a significant increase in youth football teams.
- Unmet demand for more pitches is expressed in Sandwell for 1 adult and 2 youth 11v11 pitches.
- There is a large amount of displaced demand due to mostly mini teams accessing leagues outside of Sandwell.
- A large amount of latent demand was identified as part of the 2014 study, however only two clubs that identified latent demand have grown in line with projections.
- A number of adult male teams are imported to Sandwell due mostly to cheaper costs of playing. As other councils consider or implement full recovery costs this could increase in Sandwell.
- Although population increase may increase demand to play football, TGRs do not suggest that there will be a huge increase in the number of teams over the next five years.
- There is estimated to be an under supply of 26 actual spare match equivalents of supply across the study area for 11v11 pitches. All other pitches are expected to be either at capacity during the peak period or being used beyond their carrying capacity across the week. This undersupply is largely caused by the increased amount of youth football demand and a lack of high-quality, appropriately sized youth football provision across Sandwell.
- Despite a large amount of adult spare capacity, 11 sites are overplayed.
- Across all types in the area, Sandwell is considered to be 27.75 match equivalents over capacity per week. This is projected to be 33.5 by 2036. Increasing maintenance should help to increase actual capacity and to decrease overplay on pitches.
- Oldbury and West Bromwich are the main areas for football activity. Increasing the quality of pitches (drainage) will go some way towards improving capacity and in some areas, converting adult to youth/mini pitches may be a solution.

### 3 CRICKET

#### 3.1: Introduction

The Staffordshire County Cricket Board (SCCB) is the main governing and representative body for cricket within the County, including Sandwell. Its aim is to promote the game at all levels through partnerships with professional and recreational cricketing clubs, and other appropriate agencies. A detailed consultation was undertaken with Staffordshire CCB as part of the 2018 PPS refresh, with the keys issues summarised below;

- ◀ In line with the England and Wales Cricket Board (ECB) Cricket Unleashed Strategy, there is a focus on reducing barriers to entry for cricket and making facilities affordable and fit for purpose. As part of the Cricket Unleashed delivery plan, significant investment is being allocated to non-turf pitch (NTP) provision across England. Staffordshire CCB has installed three NTP's, in collaboration with the ECB and Sandwell MBC; Lewisham Park, Bearmore Playing Field and Jubilee Park.
- ◀ The Sandwell Sunday Parks League has reduced from 2 divisions of 12 teams down to one division of 10 since the 2014 study. One of the key issues is a shortage of high quality grass pitch provision, as the leagues want to play on grass pitches however three sites have been removed from supply
- ◀ There is no spare capacity for cricket on club grounds

#### **Consultation**

There was a 100% response from the ECB affiliated clubs playing in Sandwell. The Sandwell Cricket League also completed a survey on behalf of the teams playing within its league.

*Table 3.1: Response rate*

Club	Type of consultation	Responded?
Smethwick CC	Face to Face	Yes
West Bromwich Dartmouth CC	Telephone Consultation	Yes
Old Hill CC	Telephone Consultation	Yes
Wednesbury CC	Telephone Consultation	Yes
Thimblemill CC	Telephone Consultation	Yes
Sandwell Cricket League	Online Survey	Yes

#### 3.2: Supply

In total, there are 13 cricket grass pitches identified in Sandwell. All are available for community use.

*Table 3.2: Summary of pitches*

Analysis area	Available for community use
Rowley Regis	1
Oldbury	1
Smethwick	6
Tipton	2
West Bromwich	2
Wednesbury	2
<b>SANDWELL</b>	<b>13</b>



All analysis areas have at least one pitch. The largest supply is in the Smethwick Analysis Area.

The map over leaf shows the location of all cricket pitches in Sandwell. For a key to the map see Table 3.8.

#### *Disused sites*

From the 2014 study, the following sites have become disused. These are all council-owned and were not being used sufficiently to justify the maintenance of the grass squares.

- ◀ Hydes Road PF (one wicket)
- ◀ Redhouse Park (one wicket)
- ◀ Victoria Park Smetwick (one wicket)

Heathfield Close, Oldhill (Rowley Regis) is also disused. The site is council owned and has not been used for approximately ten years.

The main reason for the loss of these sites was reduced demand. The Sandwell Cricket League is the main user of council cricket sites and they were made aware of the decision to take these out of use before they were removed. Staffordshire CCB identified that there is a general reduction in participation rates for formal affiliated cricket, however the loss of facilities is putting a strain on a selection of existing club and local authority facilities.

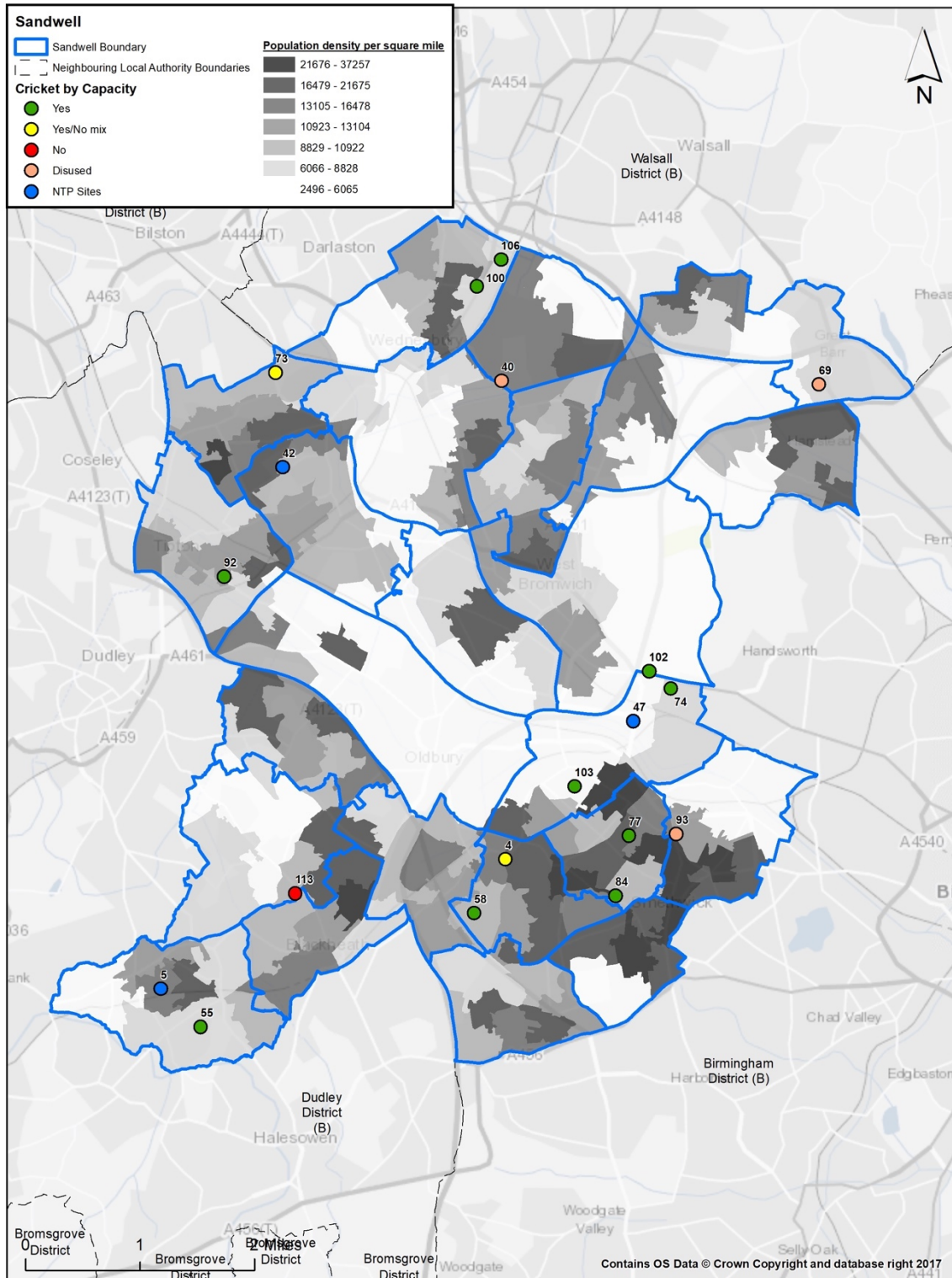
#### *Artificial wickets*

9 sites in Sandwell have at least one non-turf pitch, 8 of which are available for community use. These are identified in Table 3.3 below.

*Table 3.3: NTP pitch provision*

ID	Site	Community use	Analysis area	Number of wickets
58	Oldbury Academy (Upper Site)	Yes	Oldbury	1
73	RSA Academy	Yes	Tipton	1
100	Wednesbury Sports Union	Yes	Wednesbury	1
103	West Smethwick Park	Yes	Smethwick	2
106	Wood Green Academy	Yes	Wednesbury	1
113	St Michael's CE College	No	Rowley Regis	1
5	Lewisham Park	Yes	Smethwick	1
42	Bearmore Playing Fields	Yes	Rowley	1
47	Jubilee Park	Yes	Tipton	1
	<b>SANDWELL</b>	-	-	<b>10</b>

Figure 3.1: Cricket facilities in Sandwell



**Management and security of tenure**

Three grounds are privately owned by the clubs; Thimblemill CC, West Bromwich Dartmouth CC and Old Hill CC. These clubs have no issues with security of tenure. The remaining two affiliated clubs have lease agreements at the sites. Wednesbury CC has a lease in perpetuity and therefore has security of tenure. Following consultation with the Council, it is apparent that a long term lease has previously been in place between Smethwick CC and the Council for the use of the home ground, however it has not been possible to confirm the existing position of the lease and the number of years remaining.

West Bromwich Dartmouth CC also use Sandwell Academy for 3<sup>rd</sup> and 4<sup>th</sup> XI cricket, however there is no security of tenure for this usage. The club and school have an arrangement where club coaches also coach at the school once a week, while the WBD CC groundsman maintains the square on behalf of the school

There are 6 council owned sites that are hired out during the cricket season. All are available to the community for hire and, with the exception of Lewisham Park, are appropriate for competitive play:

- ◀ Barnford Park (one wicket)
- ◀ Victoria Park Tipton (two wickets)
- ◀ West Smethwick Park (two squares-two wickets per square)
- ◀ Lewisham Park (one wicket - added January 2018)
- ◀ Bearmore Playing Fields (one wicket - January 2018)
- ◀ Jubilee Park (one wicket – January 2018).

**Pitch quality – fine turf provision**

The audit of fine turf cricket provision in Sandwell found three grounds to be of good quality, seven of standard quality and three of poor. All of the poor sites and two of the five standard quality pitches are parks sites.

It should be noted that pitch assessments have not been undertaken as part of the 2018 PPS refresh, with assessment data in Table 3.4 gathered from the 2014 site assessments. To ensure that there have been no significant changes in quality, consultation has been undertaken with Staffordshire CCB and a sample of local clubs, with consultees asked to advise if the quality of provision has changed significantly since the previous study.

*Table 3.4: Pitch quality by site*

Good	Standard	Poor
<ul style="list-style-type: none"> <li>◀ RSA Academy</li> <li>◀ Wednesbury Sports Union CC</li> <li>◀ West Bromwich Dartmouth CC</li> </ul>	<ul style="list-style-type: none"> <li>◀ Old Hill CC</li> <li>◀ Smethwick CC</li> <li>◀ Thimblemill CC</li> <li>◀ Victoria Park (Tipton)</li> <li>◀ West Smethwick Park</li> <li>◀ Barnford Park</li> <li>◀ Sandwell Academy</li> </ul>	<ul style="list-style-type: none"> <li>◀ Hydes Road PF (disused)</li> <li>◀ Redhouse Park (disused)</li> <li>◀ Victoria Park (Smethwick) (disused)</li> </ul>

All club sites were reported to have even wickets; however, Smethwick CC and Wednesbury CC both report that the outfield is uneven. Old Hill CC reports that the sub-

soil at the ground is a clay material and as a result causes poor draining, often leading to a waterlogged outfield.

The Sandwell Cricket League reports that some Council pitches are generally in need of improvement but that this has been partly addressed by the addition of three new NTPs for competitive use.

Maintaining high pitch quality is the most important aspect of cricket. If the wicket is poor, it can affect the quality of the game and can, in some instances, become dangerous. To obtain a full technical assessment of wicket and pitches, the ECB recommends a Performance Quality Standard Assessment (PQS). The PSQ looks at a cricket square to ascertain whether the pitch meets the Performance Quality Standards which are benchmarked by the Institute of Groundsmanship. The report identifies surface issues and suggests options for remediation together with likely costs. For further guidance on this, please contact the ECB.

It should be noted that there are an additional three sites with only NTP provision, installed at Lewisham Park, Bearmore Playing Fields and Jubilee Park. All of these are deemed to be of a good standard.

### ***Ancillary facilities***

All club sites in Sandwell have access to changing room facilities at their respective home ground. The quality of facilities varies from site to site, but the majority are regarded as fit for purpose. The table below indicates users' opinions on their clubhouse facilities:

*Table 3.5: Ancillary quality by site*

Club	Condition of pavilion/clubhouse
West Bromwich Dartmouth CC	Acceptable
Smethwick CC	Acceptable
Wednesbury CC	Acceptable
Old Hill CC	Acceptable
Thimblemill CC	Good

Smethwick CC reported that the club's ancillary facility had been refurbished since the 2014 strategy, with improved changing facilities and communal space. Old Hill CC have plans to refurbish the existing ancillary facility and West Bromwich Dartmouth CC have been identified as requiring investment into the club's clubhouse, illustrated by the reduction in ancillary quality from good to acceptable.

In addition, consultation with users and the ECB has indicated that cricket users at the Sandwell Academy do not have access to an ancillary facility and subsequently have no access to water and toilets.

The Sandwell Cricket League reports that there are no changing facilities or toilets at the sites it uses. Although the League does not have any specific requirements for clubs to join it would of course prefer changing facilities and toilets to be available.

### ***Training***

Three of the five clubs report the need for more training facilities. Smethwick CC, Wednesbury CC and Old Hill CC all report the need for non-turf practice nets. Old Hill CC

uses the facility at Edgbaston (outside the study area in Birmingham) for indoor winter training due to there being few facilities available for training in the area. Wood Green Academy also has net facilities. As does the West Bromwich Leisure Centre (within the sports hall)

### ***Future supply***

Given the current nature of demand and its projected increase, none of the clubs playing traditional hard ball cricket (played in ECB affiliated leagues on Saturday afternoons) are thought to be in the process of adding any grass squares.

Sandwell MBC has reported that continuing to provide grass wickets on local authority maintained pitches is becoming increasingly difficult, due to the time and financial commitment required to prepare them to an adequate level. This means there may be a requirement to replace grass squares with NTPs on Council maintained sites. This solution would see Victoria Park and Barnford Park converted into NTP pitches.

The impact of such an action is thought to be fairly minimal. Although NTPs are not considered appropriate for use by most levels of traditional, ECB affiliated leagues, they are considered adequate, and even preferable for supplying informal or non-traditional hardball cricket leagues (such as the Sandwell League). This is because NTP pitches require significantly less maintenance and therefore cost much less to use, whilst a good NTP pitch can also ensure a good, true bounce at junior and lower senior levels.

Sandwell has seen a significant increase in the demographic considered to be the primary user of informal and non-traditional hardball cricket. Between 2001 and 2011, people identifying as South Asian increased as a proportion of Sandwell's population from 14% to 16.8% (an increase of 6% over 10 years). If this trend continues, it is considered likely that demand for informal and recreational hardball cricket will continue to grow and at a faster rate than traditional Saturday league cricket.

### **3.3: Demand**

Cricket clubs in Sandwell range from small clubs offering one or two teams to those with several senior and junior teams at different age groups. Demand for cricket in Sandwell totals 15 clubs (including the Sandwell Cricket League clubs) generating 44 teams. There are 28 senior and 16 junior teams. There are three teams from Sandwell that are currently playing outside (displaced demand) due to a lack of available pitches.

This total illustrates a decline in team numbers of 5 teams (total), with the 2014 strategy stating that 49 teams were active in Sandwell. This decline is largely a result of the Sandwell Cricket League, which has seen a reduction in teams over the past 3 years.

While the previous PPS focussed largely on 'formal' affiliated cricket, ongoing work with the ECB indicates that there is significant demand for cricket in the Borough, influenced by the large proportion of South Asian residents.

This demographic is seen by the ECB and Staffordshire CCB as a major opportunity to increase cricket participation, with insight undertaken at a national level indicating that there are inadequate facilities and programmes for South Asian residents to play the game on a regular basis.

This insight has been the driving factor behind the investment into three non-turf pitches at Lewisham Park, Bearmore Playing Fields and Jubilee Park, as this type of facility is a low cost (capital and maintenance) solution that provides a place for players of all ability to play the game.

*Table 3.6: Summary of teams by club area*

Club	No. of competitive teams		
	Senior men	Senior women	Junior
Old Hill Cricket Club	4	1	4
Sandwell Cricket League	10 (10 x 1 team clubs)	0	0
Smethwick Cricket Club	3	0	4
Thimblemill Cricket Club	2	0	0
Wednesbury Cricket Club	3	0	3
West Bromwich Dartmouth Cricket Club	4	1	5
<b>SANDWELL</b>	<b>26</b>	<b>2</b>	<b>16</b>

Table 3.6 identifies that since the 2014 study, there has been a reduction of 3 senior male teams and 3 junior teams, with one additional female team. Following consultation with Staffordshire CCB, the reduction in senior men's teams is largely driven by the reduced size of the Sandwell Cricket League (moved from 12 down to 10 teams), which in turn is influenced by changing demand for the sport and a wider trend of participants looking for more informal cricket that is less time consuming and flexible.

It is hoped that the investment from the ECB into 3 new non-turf pitches across the study area will provide low cost pitches for informal cricket that can also be used by the Sandwell Cricket League, therefore maintaining the league demand while providing opportunities for new cricketers, or those currently playing informally, to be involved in the game on a more regular basis.

There are currently two specific women's teams in Sandwell based at Old Hill CC and West Bromwich Dartmouth Cricket Club. There are no specific girls' teams in Sandwell, but girls can play cricket in mixed junior teams.

An analysis of match play identifies that peak time demand for cricket pitches is Sunday, mostly due to play from the Sandwell League and also junior play. Demand for pitches on Saturday is also high due to four of the five affiliated clubs having at least two Saturday teams. Smethwick contains the highest numbers of senior teams and Rowley Regis has the highest number of juniors.

Consultation indicates that there is no spare capacity on either Saturday or Sunday for grass pitch wicket provision.

All affiliated clubs (excluding Thimblemill CC) field at least three junior teams. Generally, clubs report that both senior and junior participation has reduced slightly over the previous three years. This is generally attributed to a loss of interest in cricket in the area, as well as a lack of high quality cricket facilities.

Consultation with the ECB has indicated that given the demographic profile of the local authority and the high proportion of south Asian population across the Borough, there is expected to be significant demand for informal and formal cricket. Strategic work, undertaken on a national scale by the ECB, has shown that this demand is often not

converted into actual cricket playing due to a number of barriers to entry such as cost or availability.

Through the recently released South Asian National Strategy, the ECB have invested in new (2018) non-turf pitch provision at Lewisham Park, Bearmore Playing Fields and Jubilee Park, which it is hoped will provide cricketers of all standards with a place to play and train. Early consultation with the Council has indicated that these facilities are being well used, especially for informal cricket.

Given the ECB's national focus on increasing accessibility and participation across the South Asian population of the UK, Sandwell is seen as a priority area for investment and development. Further detail is provided in Appendix 1 – Sporting Context.

### ***Unmet demand***

No unmet demand was highlighted in Sandwell for formal cricket. That is, no clubs reported that they have immediate demand for another team to play. However, there is exported demand from two clubs (see Table 3.6).

### ***Latent demand***

As part of the 2018 study, clubs were asked if they had more pitches would they have more teams. The results can be seen in the table below.

*Table 3.7: Summary of latent demand by analysis area*

Club	Latent demand	Analysis area	Pitch requirement
Smethwick CC	1 women's and 2 juniors	Smethwick	1
<b>Totals</b>			<b>1</b>

Due to the demographic of the Borough and its significant, and growing South Asian population, there is considered to be significant latent demand for informal and non-traditional hardball cricket in Sandwell. The Sandwell District League (an example of non-traditional hardball league) has reported a reduced level of team entry into the league (now at 10 from a high of 14), citing a lack of quality in pitches as a significant deterrent to teams. Given the reason for this decline in teams and the demographic in the area and expected trends in cricket participation as a result, there can be considered to be latent demand for at least 4 non-traditional hardball teams in Sandwell.

This presence of latent demand is supported by feedback during consultation with the ECB, which, given the demographic of the Borough, is looking to invest in the area and ensure that the South Asian population have access to fit-for-purpose and affordable facilities and programmes.

### ***Displaced demand***

Displaced demand was recorded by two clubs in Sandwell and is not restricted to one area of Sandwell:

*Table 3.8: Summary of displaced demand by analysis area*

Club	Displaced demand	Analysis area	Site
Old Hill CC	2 senior teams	Rowley Regis	Old Halesonians CC, Stourbridge.

Club	Displaced demand	Analysis area	Site
Wednesbury CC	1 senior team	Wednesbury	Aston University Recreation Centre, Walsall.

This equates to a minimum of two pitches. There is also some displaced demand within the Borough as Smethwick CC 3<sup>rd</sup> XI uses Thimblemill CC on alternate Saturdays.

In the case of Wednesbury CC, there is a risk of loss for the Aston University Recreation Centre, as consultation has indicated that this may not be made available for community use cricket from the 2018 season onwards.

### **Future demand**

Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future based on population growth.

*Table 3.7: Team generation rates*

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group	Predicted future number of teams	New teams generated from increased population
Snr Mens (18-55)	79,387	26	3053	82,582	27.0	1.0
Snr Womens (18-55)	80,387	2	40194	84,827	2.1	0.1
Junior Boys (7-17)	22,600	16	1413	25,315	17.9	1.9
Junior Girls (7-17)	21,066	0	0	24,158	0	0

The additional future teams would equate to the need for one additional senior men's team and two junior teams, or one cricket ground.

### **Sandwell Cricket League demand**

The Sandwell Cricket League operates one division as a local league, providing sport for the local community. Each year the league fluctuates with some new teams joining and others folding but overall there has been a decrease over the last five years. The 2014 study indicates that there were 13 teams in the League however recent data indicates that this has reduced to 10. Reasons for teams leaving the League include cost, weather and quality of pitches.

There is no waiting list but the League reports that the current facilities require improving and that an addition of pitches would be advantageous. The League reports that the number of facilities available has decreased over the previous three years and that this has caused problems for the League.

Demand for pitches within the Sandwell League is different to the five affiliated clubs as there are no specific facility requirements from the Sandwell League unlike the leagues that the affiliated clubs play in. This means that the Council facilities and NTPs can meet the demands of the Sandwell Cricket League but not the ECB affiliated teams.



### 3.4: Capacity analysis

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

- ◀ Number of grass and artificial cricket wickets per pitch
- ◀ Number of competitive matches per season per pitch

To help calculate pitch capacity, the ECB suggests that a good quality wicket should be able to take:

- ◀ 5 matches per season per grass wicket (adults).
- ◀ 60 matches per season per synthetic wicket (adults).

This information is used to allocate capacity ratings as follows:

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

Please note that there are no competitive matches taking place on synthetic wickets in Sandwell.

## Sandwell MBC Playing Pitch Strategy

Table 3.8: Cricket pitch capacity

Site ID	Site name	Analysis area	Teams/Leagues accommodated	No. of grass wickets	Actual play (sessions per season)	Capacity (sessions per season)	Capacity rating (sessions per season)
4	Barnford Park	Oldbury	Sandwell Cricket League	1	5	5	0
55	Old Hill CC	Rowley Regis	Old Hill CC	18	75	90	-15
73	RSA Academy	Tipton	Sandwell Cricket League	1	5	5	0
74	Sandwell Academy	Smethwick	West Bromwich Dartmouth CC	8	20	25	-5
77	Smethwick Cricket Club	Smethwick	Smethwick CC, Sandwell Cricket League	15	78	75	3
84	Thimblemill Rec Centre	Smethwick	Thimblemill CC, Smethwick CC 3 <sup>rd</sup> XI	8	39	40	-1
92	Victoria Park	Tipton	Sandwell Cricket League	1+1	10	10	0
100	Wednesbury Sports Union	Wednesbury	Wednesbury CC	12	65	60	5
102	West Bromwich Dartmouth Cricket Club	West Bromwich	West Bromwich Dartmouth CC	10+10	99	100	-1
103	West Smethwick Park	Smethwick	Sandwell Cricket League	2+2	20	20	0
-	Lewisham Park	Smethwick	Informal Cricket	0	-	60	-
-	Bearmore Playing Fields	Rowley	Informal Cricket	0	-	60	-
-	Jubilee Park	Tipton	Informal Cricket	0	-	60	-
-	Old Halesonians CC	<b>Outside</b>	Old Hill CC – 3 <sup>rd</sup> and 4 <sup>th</sup> XI (Sat)	12	-	-	-
-	Aston University Rec Ground	<b>Outside</b>	Wednesbury CC – 3 <sup>rd</sup> XI (Sat)	-	-	-	-

### Capacity summary

- ◆ Two sites in Sandwell are overplayed by a total of 8 match sessions per season and have no capacity to accommodate further play.
- ◆ Four sites show potential spare capacity; Old Hill CC with 15 match sessions, Sandwell Academy with 5 match sessions, Thimblemill Recreation Centre with 1 match session and West Bromwich Dartmouth with 1 match session.
- ◆ **New (2018) NTP provision at Lewisham Park, Bearmore PF and Jubilee Park are likely to have spare capacity, however current usage is largely for informal cricket**
- ◆ There are less sites that are overplayed, when compared with the 2014 PPS, largely due to a reduced level of demand for major clubs such as Old Hill CC and West Bromwich Dartmouth CC.

### 3.5: Supply and demand analysis

#### ***Spare capacity***

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

Of the sites with theoretical spare capacity (highlighted in green in the previous table), Old Hill CC has the greatest amount of capacity, with 15 match sessions per season. This is due to the reduction in team numbers in the past four years, however the club has aspiration to introduce new U14 and U15 junior age teams. The current capacity analysis shows that the site has capacity for one additional team, therefore if the club is successful in starting two teams then the site will be overplayed. While the site therefore has capacity for internal growth, it is not deemed to have spare capacity for other clubs or leagues.

Sandwell Academy has been identified as having 5 match sessions of capacity per season. It should be noted that the level of supply at the site has been reduced (from the standard 40 match sessions for an 8 pitch square) as there is no formal community use agreement of infrastructure for hiring pitches to any club other than West Bromwich Dartmouth CC. This usage is organised on an informal basis and further spare capacity could only be realised by other clubs and leagues if the use of the site is managed more openly and in a way that provides clubs with security of tenure.

#### ***Overplay***

The table below identifies the amount of over play in each analysis area. The most over play takes place in the Wednesbury Analysis Area. It should be noted that the amount of overplay has reduced since the 2014 study, which is driven by a reduced demand from clubs.

*Table 3.9: Summary of overplay*

Analysis area	Overplay on grass (matches per season)
Rowley Regis	-
Oldbury	-
Smethwick	3
Tipton	-
West Bromwich	-
Wednesbury	5
<b>Sandwell</b>	<b>8</b>

Overplay in the Wednesbury Analysis Area is due to overplay at Wednesbury CC. The square is assessed as good quality and is likely to be able to sustain some overplay; however, too much could have a detrimental effect on quality over time. The overplay on this site has been reduced since the 2014 PPS and further effort should be made to re-allocate the demand to alternative provision of adequate quality.

Smethwick CC also shows small amounts of overplay. Again, this is likely to be absorbed at the site without affecting quality.

The sites which are overplayed cannot accommodate any further play.

In addition to the pitches that are overplayed there are four sites which are currently played to capacity. These sites are council sites accommodating the Sandwell Cricket League. The pitches cannot currently accommodate further play and any increase of Sandwell teams in the League would require more pitches. However, the League numbers have reduced in recent years and demand for these pitches may reduce further in the future.

***To what extent can current provision accommodate current and future demand?***

In order to quantify overplay in cricket ground equivalents an average square of ten wickets (50 match equivalent sessions) has been used.

Overplay in Table 3.9 has been discounted, as highlighted earlier the clubs are likely to be able to absorb it at their respective home grounds. The table below therefore shows the additional requirements:

*Table 3.10: Capacity of cricket grounds*

Analysis area	Actual grass spare capacity (grounds)	Demand (grounds)				Total
		Overplay	Unmet demand	Latent demand	Future demand	
Rowley Regis	-0.5	-	-	-	-	-
Oldbury	-	-	-	-	-	-
Smethwick	-	-	-	1	-	1
Tipton	-	-	-	-	-	-
West Bromwich	-	-	-	-	-	-
Wednesbury	-	-	-	-	-	-
<b>Sandwell</b>	<b>-0.5</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>1.5</b>

The future (one square/ground), and displaced (two squares/grounds) demand cannot be accommodated on the current supply of grass wickets.

It is envisaged that the latent demand can be accommodated at existing club facilities.

The table above shows that there will be a shortage of cricket pitches in one of the six analysis areas and an overall borough wide shortage of 1.5 cricket grounds (based on 10 wickets).

As highlighted earlier, in the demand section, it should be noted that the demand highlighted in the table above cannot be accommodated on council sites as the sites do not meet the standards of the leagues.

## **Scenarios**

### *Accommodating future, latent and displaced demand within Sandwell*

There is displaced demand expressed for two cricket pitches; one in Rowley Regis analysis area and one in Wednesbury. In order for this demand to be accommodated within Sandwell new pitches would need to be created.

### *Disused sites used to accommodate demand*

There is one disused site in Rowley Regis at Heathfield Close. If the Site was brought back into use current and future demand would be accommodated in Rowley Regis.

#### **Cricket summary**

- In total, there are 13 grass cricket grounds identified in Sandwell accommodating 44 teams (28 senior and 16 junior teams)
- All pitches are available for community use
- Three council-owned sites have been removed from cricket supply (Redhouse, Victoria Park (Smethwick) and Hydes Road Playing Field). These were removed due to lack of demand and no recent demand for these sites to be brought back into use has been identified by the Council
- Investment has been made in 3 non-turf pitches at Lewisham Park, Bearmore Playing Fields and Jubilee Park, to increase access to cricket provision. Consultation with the Council's Parks team has identified that these were well used in summer 2018, largely for informal cricket
- Further consultation is required with the Sandwell Cricket League to establish whether these Non-turf pitches are acceptable for SCL matches. It is expected that the additional supply provided by non-turf pitch provision will help to address a proportion of the overplay identified across Sandwell
- Six pitches are assessed as good quality, seven as standard and three as poor (Hydes Road PF, Redhouse Park and Victoria Park (Smethwick)). All the poor sites are currently disused Sandwell Sunday League reports that changing facilities and toilets are not available at the sites it uses
- Sandwell Academy has been identified as a key site for cricket, given the demand from West Bromwich Dartmouth CC and the lack of alternative options or mitigations should this site become unavailable. It is key that provision at this site is protected while demand is present. Current provision on the site is well used but needs improvement. Participants have no access to water or toilets while playing. The site also has no formal lease and therefore West Bromwich Dartmouth CC has limited security of tenure.
- There is spare capacity at one site – Old Hill CC, however it is expected that this spare capacity will be utilised for internal growth and therefore does not represent spare capacity for external clubs or leagues
- New pitches would therefore be required to accommodate displaced, latent and/or future demand.

## **4 RUGBY UNION**

### **4.1: Introduction**

There are two rugby union clubs in Sandwell; Wednesbury RFC and Warley RFC. Both clubs, in some form, provide both senior and youth rugby. Both of these clubs have been consulted as part of the 2018 PPS refresh, in addition to consultation undertaken with the RFU.

In October 2017, the RFU published its strategic plan, with the overall objective of being England's strongest sport, underpinned by good governance and regulation, as well as increased investment in the game to drive elite performance and community participation.

The following key areas of focus are particularly relevant for this strategy;

**Protect our Clubs:** Support Clubs to protect themselves against risks to sustainability in the key areas of leadership, facilities and finances. Support Clubs to meet all their statutory and regulatory obligations.

**Expand places to play through Artificial Grass Pitches:** Install and manage strategically placed Artificial Grass Pitches (AGP's) nationwide, increasing playing opportunities for the 15-a-side game and other variants in communities where natural turf pitches are significantly overused. Improve access to rugby in non-traditional and urban areas.

**Engage new communities in rugby:** Increase female player numbers, with more teams and matches, expansion in the education environment and transitioning more players to Clubs

**Grow the grass-roots game:** Increase the number of active male and female (14+) 15-a-side teams by 10%. Increase the number of 15-a-side matches played by 20%. Increase the number of active rugby union players by 10%.

The objectives and targets of the RFU are referenced throughout this strategy and utilised to prioritise facility development projects as part of the recommendations and action plan section.

### **RFU facilities strategy (2014-2018)**

The RFU Facility Strategy (2014) includes the following relevant objectives and priorities relevant to the PPS:

The core aims of the RFU are to create effective and efficient facilities, management and governance along with community integration. Facility priorities include improving changing provision, natural turf pitch quality, AGPs and floodlighting for both matches and training. These affect commercial opportunities within community clubs.

### **4.2: Supply**

In total, nine senior rugby union pitches are located across six sites in Sandwell. Of these, seven are available for community use. Five pitches are located at education sites. The two pitches unavailable for community use are located at ACE Academy and Wodensborough Ormiston Academy.

*Table 4.1: Summary of grass rugby union pitches*

Analysis area	No. of available pitches	No. of pitches unavailable
Rowley Regis	-	-
Oldbury	1	-
Smethwick	-	-
Tipton	2	2
West Bromwich	1	-
Wednesbury	3	-
<b>SANDWELL</b>	<b>7</b>	<b>2</b>

It should be noted that pitch assessments have not been undertaken as part of the 2018 PPS refresh, with assessment data in Table 4.1 gathered from the 2014 site assessments. To ensure that there have been no significant changes in quality, consultation has been undertaken with both Warley RFC and Wednesbury RFC, as well as the RFU, with consultees asked to advise if the quality of provision has changed significantly since the previous study.

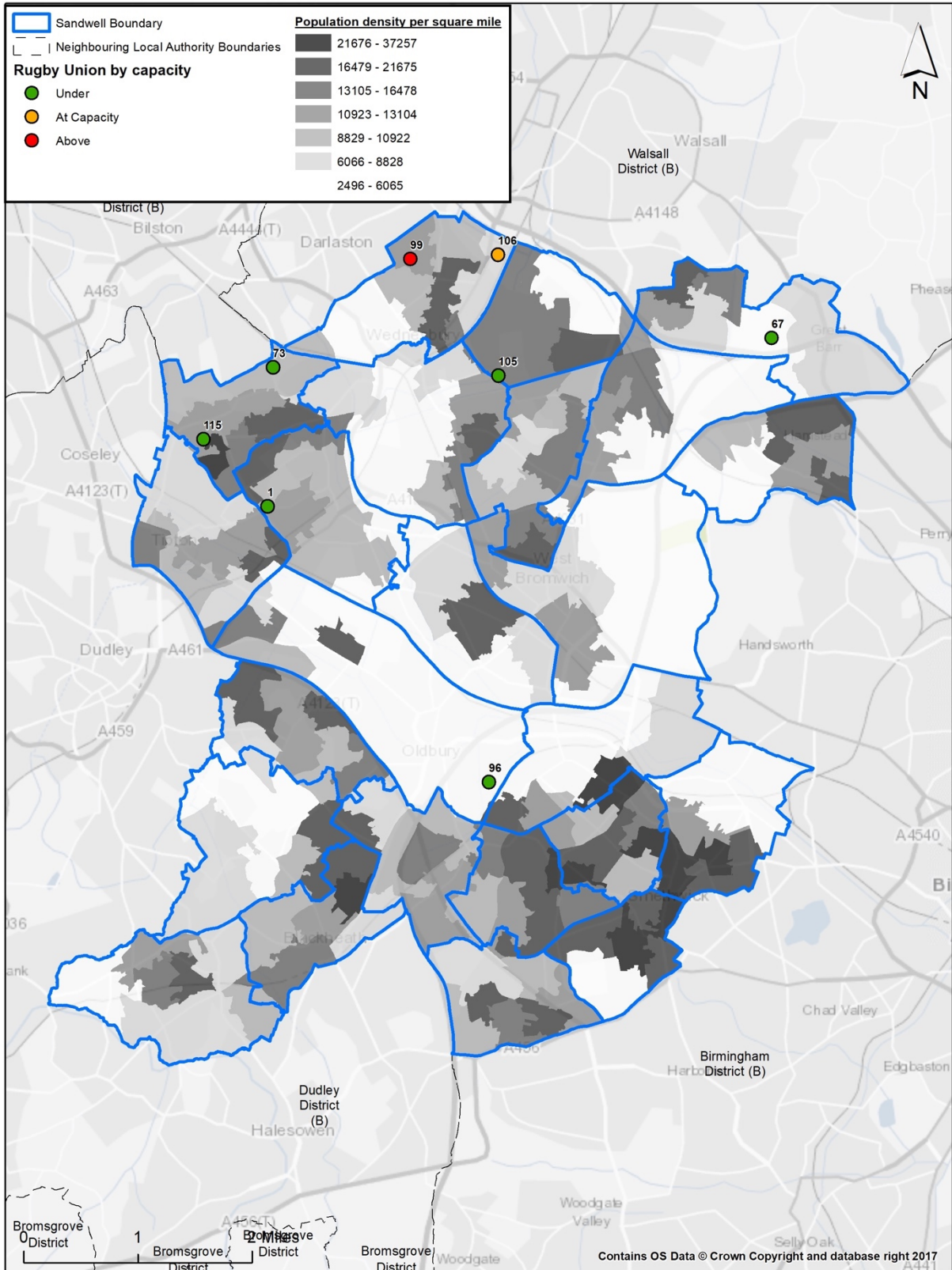
Four of the six analysis areas contain pitches. Wednesbury contains the most with three. For a key to the map overleaf see Table 4.10.

Wednesbury RFC is located at Woden Road (Wednesbury) and has one senior pitch (and one training pitch). The Club also uses the school pitch at Wood Green Academy as a second ground. The reliance on this second ground is becoming more important as the club continues to grow. As highlighted further in this section; the reliance on the second ground is becoming significant due to the poor quality of the pitches at the home ground.

Warley RFC plays at Tat Bank Road, Oldbury where there is one senior rugby union pitch (and two football pitches). The Club also uses a second site; St John's Recreation Ground, Tipton, which has one senior rugby pitch (and one football pitch) however these pitches are of poor quality.

NB: The audit only identifies dedicated, line marked pitches. For rugby union pitch dimension sizes please refer to the RFU guidelines; 'Grass Pitches for Rugby' at [www.rfu.com](http://www.rfu.com)

Figure 4.1: Location of rugby union pitches in Sandwell



Location of current full size AGPs in Sandwell





### **Ownership/management**

Both clubs lease their home ground from the Council. Warley RFC has a 25 year lease with effect from the 16<sup>th</sup> February 2011, expiring 15<sup>th</sup> February 2036. and Wednesbury RFC site has a 25 year lease with effect from the 15<sup>th</sup> October 2007, expiring 14<sup>th</sup> October 2032. Both clubs therefore currently have secured community use/tenure, however if either club were to pursue major capital investment, they would require a longer lease, which will be taken into consideration in the strategy document.

The second site that Warley RFC uses (St John's Rec) is through a licence agreement which is renewed each year. The site is actually in the ownership of a charitable trust and if the Club wished to develop the site in the future it would need to acquire a long term lease.

The remaining three pitches are all located at academy sites.

### **Pitch quality**

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

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

*Table 4.2: Definition of maintenance categories*

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

*Table 4.3: Definition of drainage categories*

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

*Table 4.4: Quality ratings based on maintenance and drainage scores:*

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

The table below shows the agreed quality ratings for each of the sites in Sandwell based on a combination of non-technical site assessment scores as well as user ratings:

*Table 4.5: Site quality ratings*

Site ID	Site name	Community use	Analysis area	Pitch type	Agreed rating	Quality rating	No. of pitches	Comments
96	Warley RFC	Yes	Oldbury	Senior	M2/D1	Good	1	Site is enclosed, and access is for the sole use of the Club. The site has no artificial drainage however natural drainage is cited as being adequate and maintenance is good, which therefore means that the overall pitch quality is good.
99	Wednesbury RFC	Yes	Wednesbury	Senior floodlit	M1/D0	Poor	2	There are two poor quality pitches at the Wednesbury site. One is a training pitch and one is a match pitch, both have poor drainage as they are built over a hard court. The Site is open and popular with dog walkers and casual users. At times there is evidence of glass and dog foul which has caused concern within the Club.
99	Wednesbury RFC	Yes	Wednesbury	Junior	M1/D0	Poor	2	
106	Wood Green Academy	Yes	Wednesbury	Senior	M1/D1	Standard	1	Pitch is over marked around the outside of a football pitch. There is some school use for rugby but it is mostly used for football. Maintenance is external and the pitch has new posts funded by the RFU.
73	RSA Academy	Yes-unused	Tipton	Senior	M2/D1	Good	1	The pitch is good quality as it is hardly used, even by the School. The Site is closed so there is no unofficial use and maintenance is carried out externally.
115	St. John's Rec	Yes-unused	Tipton	Senior	M1/D0	Poor	1	The second site of Warley RFC is of poor quality due to poor drainage. The pitch is also sloping.

Site ID	Site name	Community use	Analysis area	Pitch type	Agreed rating	Quality rating	No. of pitches	Comments
67	Q3 Academy	Yes- unused	West Bromwich	Senior	M1/D0	Poor	1	The pitch is marked around the outside of a football pitch. Although the pitch is flat and has good grass cover the drainage is poor. The Site is closed so there is no unofficial use
1	ACE Academy	No	Tipton	Senior	M1/D0	Poor	1	Poor quality pitch due to the drainage issues in certain areas. There is evidence of standing water. There is also a 9v9 football pitch marked within the rugby pitch.
105	Wodensborough Ormiston Academy	No	Wednesbury	Junior	M1/D1	Standard	1	The pitch is of standard quality with reasonably good drainage. The site is secured to prevent unofficial use. The School recently changed to academy status.

### **Ancillary facilities**

Both clubs in Sandwell have access to changing room provision for home games; however, quality varies across sites.

The 2014 study identified that the Warley RFC changing facilities were in need of upgrading, with funding required in order to achieve this. Consultation with the club has indicated that this facility improvement has not been undertaken and therefore ancillary provision is still requiring investment.

The changing facilities at Wednesbury RFC are of good quality and are fit for purpose.

### **4.3: Demand**

Demand for rugby pitches in Sandwell tends to fall within the categories of organised competitive play, organised training and casual use. There has been minor changes in demand between the 2014 study and 2018 refresh, with the overall number of senior teams reducing and the total number of junior and mini teams increasing.

#### **Competitive play**

Two rugby union clubs play in Sandwell providing a total of 13 teams.

*Table 4.6: Summary of demand by analysis area*

Club	Analysis area	Team type	Team play	No. of rugby union teams		
				Senior	Juniors	Mini
Warley RFC	Oldbury	1 <sup>st</sup> & 2nd	League	2	-	-
Warley RFC	Oldbury	Ladies	Training and non structured competition	1	-	-
Warley RFC	Oldbury	U16		-	0.5	-
Warley RFC	Oldbury	U13 Girls		-	0.5	-
Warley RFC	Oldbury	U12		-	-	0.5
<b>TOTAL</b>				<b>3</b>	<b>1</b>	<b>0.5</b>
Wednesbury RFC	Wednesbury	1 <sup>ST</sup> & 2nd	League	2	-	-
Wednesbury RFC	Wednesbury	Vets	Training and non structured competition	0.5	-	-
Wednesbury RFC	Wednesbury	U17		-	0.5	-
Wednesbury RFC	Wednesbury	U16		-	0.5	-
Wednesbury RFC	Wednesbury	U15		-	1	-
Wednesbury RFC	Wednesbury	U14		-	1	-
Wednesbury RFC	Wednesbury	U13		-	1	-
Wednesbury RFC	Wednesbury	U10		-	-	1
Wednesbury RFC	Wednesbury	Minis		-	-	1
<b>TOTAL</b>				<b>2.5</b>	<b>4</b>	<b>2</b>
<b>SANDWELL TOTAL</b>				<b>5.5</b>	<b>5</b>	<b>2.5</b>

Included in the number of teams are several friendly teams. Many of these teams play ad hoc matches and hence are noted here as 0.5 of a demand to indicate a lower demand than that of a team playing more regularly.

The women's team at Warley RFC is also playing friendlies but is trying to establish a squad that can join a league in the future.

The U17 team at Wednesbury RFC have established 'combined' teams with Barton Under Needwood RFC and is hence described as 0.5 of a team here. It is the same case with the U16s team which have combined from a team in Birmingham. These teams play regularly but only around half of their home matches at Wednesbury RFC.

Peak time access to senior rugby union pitches in Sandwell is Saturday afternoons. For the junior and mini teams the majority of play takes place on Sundays.

### ***Training***

Both clubs report that training takes place at their home ground. For Wednesbury RFC the majority of training takes place on a floodlit training pitch. The Club also has a small (7v7) AGP which can be used for some training, but no contact rugby union can take place on the pitch as it is not WR22 (World Rugby) compliant.

Warley RFC trains at the home ground but does not train on the match pitch. There is a small area next to the match pitch that has training floodlights. Like Wednesbury, the Club has a small AGP on site which is used for some aspects but again is not WR22 compliant. Ideally the Club would have a designated training area on site.

### ***Unmet demand***

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

Although there is no unmet demand from the clubs currently, if the friendly teams were to join a league there would be increased demand for pitches. In particular at Wednesbury RFC, due to the poor quality of the pitches, and low carrying capacity, unmet demand would become an issue if the Club continues to grow.

### ***Casual usage***

Where possible, casual usage has been identified and quantified in the comments column of the capacity Table 4.10. In Sandwell, casual use has been identified in the form of ad hoc fixtures, casual use, tag rugby sessions and school use.

### ***Future demand***

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

*Table 4.7: Team generation rates*

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (19-45)	58,072	4.5	12904.9	59,864	4.6	0.1
Senior Women (19-45)	59,194	1	59194.	61,804	1.0	0.0
Juniors (13-18)	23,973	4	5993.25	24,292	4.1	0.1
Mini rugby mixed (7-12)	23,753	2.5	9501.2	29,007	3.1	0.6

As the table above shows, the future increase in population alone (TGRs) will not create enough demand for more teams. However, interventions from the RFU in Sandwell are likely to see an increase in the number of teams at both clubs.

The All Schools programme, which specifically targets the development of rugby union in schools, with a link to a club in the locality, has already seen the creation of a new junior team at Wednesbury and it is predicted that there will be further increases at both clubs. These increases in team numbers will lead to the need for more pitches in the future.

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

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

- ◀ All sites that are used for competitive rugby matches (regardless of whether this is secured community use) are included on the supply side.
- ◀ All competitive play is on senior sized pitches (except for where mini pitches are provided).
- ◀ From U13 upwards, teams play 15 v15 and use a full pitch.
- ◀ Mini teams (U7-12) play on half of a senior pitch i.e. two teams per senior pitch.
- ◀ For senior and youth teams the current level of play per week is set at 0.5 for each match played based on all teams operating on a traditional home and away basis (assumes half of matches will be played away).
- ◀ For mini teams, play per week is set at 0.25 for each match played based on all teams operating on a traditional home and away basis and playing across half of one adult team.
- ◀ All male adult club rugby takes place on a Saturday afternoon.
- ◀ All U13-18 rugby takes place on a Sunday morning.
- ◀ Training that takes place on club pitches is reflected by the addition of team equivalents.
- ◀ Team equivalents have been calculated on the basis that 30 players (two teams) train on the pitch for 90 minutes (team equivalent of one) per night.

As a guide, the RFU has set a standard number of matches that each pitch should be able to accommodate. Capacity is based upon a basic assessment of the drainage system and

maintenance programme ascertained through a combination of the quality assessment and the club survey as follows:

*Table 4.8: Pitch capacity (matches per week) based on quality assessments*

		Maintenance		
		Poor (M0)	Adequate (M1)	Good (M2)
<b>Drain age</b>	Natural Inadequate (D0)	0.5	1.5	2.0
	Natural Adequate or Pipe Drained (D1)	1.5	2.0	3.0
	Pipe and Slit Drained (D2)	1.75	2.5	3.25

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

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

### **Education sites**

To account for curricular/extra-curricular use of education pitches it is likely that the carrying capacity at such sites will need to be adjusted. The only time this would not happen is when a school does not use its pitches at all and the sole use is community use.

Where local information was available from a school and/or users, an informed judgement has been made to adjust the pitch capacity to one which reflects the carrying capacity for community use.

*Table 4.9: School sites and adjusted capacity*

Site ID	Type	Site name	Site capacity comments/actions
67	Secondary	Q3 Academy	Pitches available for community use and used. Capacity reduced by 0.5 to account for school use and poor drainage. Some additional spare capacity remains for community use.
73	Secondary	RSA Academy	One pitch available for community use but unused. Capacity only reduced by 1 as the pitch is hardly used by the School. Some additional spare capacity remains for community use.
106	Secondary	Wood Green Academy	Pitches available for community use and used but capacity reduced to 0.5 due to school use and because the pitch is over marked with, and used, for football.
1	Secondary	ACE Academy	Pitches are not available for community use due to poor quality.
105	Secondary	Wodensborough Ormiston Academy	Site recently changed to Academy status. Pitches not currently available for community use.

### **The peak period**

In order to fully establish actual spare capacity, the peak period needs to be established. As detailed earlier, peak time access to senior rugby union pitches in Sandwell is Saturdays for senior rugby and Sundays for junior teams.

Table 4.10: Rugby union provision and level of community use

Site name	Security of tenure	Analysis area	Pitch type	Agreed quality rating	No. of pitches	Match equivalent sessions <sup>6</sup> (per week)	Site capacity (sessions per week)	Capacity rating	Comments
Warley RFC	Secured	Oldbury	Senior	M2/D2 Good	1	3.5	3	-0.5	The 1 <sup>st</sup> & 2 <sup>nd</sup> teams play in a league (1 match equivalent). The vets, ladies and junior teams are all friendly teams, (1.5 match equivalents) account for play and training of these teams. There are also tag rugby and school tournaments played (1 match equivalent).
Wednesbury RFC – Match pitch	Secured	Wednesbury	Senior	M1/D0 Poor	1	2.5	1.5	-1.0	Club site used for 1 <sup>st</sup> & 2 <sup>nd</sup> team (1 match equivalent) and older friendly teams' averaging for matches (1.5 match equivalent).
Wednesbury RFC – training pitch	Secured	Wednesbury	Junior	M1/D0 Poor	1	3.25	1.5	-1.75	Training equates to (2 match equivalents). The second pitch is a training pitch only. Casual use has also been identified (1 match equivalent session). Plus, the intermittent use by the U16 and U17 teams for occasional training
Wood Green Academy	Unsecured	Wednesbury	Senior	M1/D1 Standard	1	1.0	1.5	0.5	The site is used by Wednesbury RFC as a second ground (1 match equivalents).
RSA Academy	Unsecured	Tipton	Senior	M2/D1 Good	1	No current use	2	2	Available for community use but is currently unused.

<sup>6</sup> All youth play takes place on adult pitches and this has been added to calculate the total play on sites. Team equivalents for training sessions and casual use taking place on match pitches have also been added.



Site name	Security of tenure	Analysis area	Pitch type	Agreed quality rating	No. of pitches	Match equivalent sessions <sup>6</sup> (per week)	Site capacity (sessions per week)	Capacity rating	Comments
St. John's Rec	Secured	Tipton	Senior	M1/D0 Poor	1	0.25	1.5	1.25	Leased to Warley RFC. Play is on an ad hoc basis when matches cannot be accommodated at the home ground.
Q3 Academy	Unsecured	West Bromwich	Senior	M1/D0 Poor	1	No current use	1.0	1.0	Available for community use but is currently unused.

All junior play takes place on adult pitches and this has been added to calculate the actual play on sites. Team equivalents for training sessions taking place on match pitches have also been added.

#### 4.5: Supply and demand analysis

##### **Spare capacity**

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

Four sites show some spare capacity (totalling two match sessions per week on senior pitches). The extent of whether this is within the stated peak time is quantified below:

*Table 4.11: Actual spare capacity*

Site name	Analysis area	No. of pitches	Capacity rating	Pitches available in peak period Senior (Saturday)	Pitches available in peak period Junior (Sunday)	Comments
Wood Green Academy	Wednesbury	1	-0.5	0	1	No spare capacity at peak time for seniors but capacity for juniors.
St. John's Rec	Tipton	1	-1.25	1	1	Spare capacity at peak time for both senior and junior teams.
RSA Academy	Tipton	1	-2	1	1	Spare capacity at peak time for both senior and junior teams.
Q3 Academy	West Bromwich	1	-1.0	1	1	Spare capacity at peak time for both senior and junior teams.

At St John's Rec (leased to Warley RFC) there is also spare capacity, although the quality of the site is particularly poor, and any additional play is likely to further reduce quality, therefore there would need to be improvements to the pitch in order to accommodate more play.

RSA Academy is available for community use but currently unused and so has capacity for two matches each week. Q3 Academy has capacity for one match each week. At Wood Green Academy there is some (minimal) spare capacity for juniors.

##### **Overplay**

Pitches at both club sites are overplayed. Warley RFC is overplayed by 0.5 matches and the adult pitch on Wednesbury site is over played by a total of one match equivalent. The latter is offset to an extent by spare capacity on the junior pitch, however the presence of floodlights on the adult pitch mean that it is always likely to be used extensively for midweek

training, while it is the only floodlit provision in the study area. The Wednesbury pitches are of poor quality due to poor drainage which therefore greatly reduces the carrying capacity of the pitches.

#### 4.6: Conclusions

Having considered supply and demand above, the table below identifies the overall spare capacity in each of the analysis areas, based on match equivalent sessions.

*Table 4.12: Spare capacity of senior match equivalent sessions per week*

Analysis area	Capacity <sup>7</sup>	Demand (match equivalent sessions)				
	Actual spare capacity	Overplay	Unmet demand	Current balance	Future demand	Total
Rowley Regis	-	-	-	-	-	-
Oldbury	-	0.25	-	-0.5	1.5	-2
Smethwick	-	-	-	-	-	-
Tipton	3.25	-	-	3.25	-	3.25
West Bromwich	1	-	-	1	-	1
Wednesbury	0.5	2.75	-	-2.25	2.5	-4.75
<b>SANDWELL</b>	<b>4.75</b>	<b>3</b>	<b>0</b>	<b>1.75</b>	<b>4</b>	<b>-2.25</b>

Overall in Sandwell the table identifies that there will be a shortfall of two pitches in the future. Spare capacity will remain in both Tipton and West Bromwich as there is currently no demand for pitches in that area, nor is there any predicted demand in the future.

There is a shortfall of four pitches identified in the future in Wednesbury due to current poor pitch quality at the club site and also predicted future demand in growth, particularly from the All Schools programme.

There is also a predicted shortfall for the future in Oldbury of 2 match equivalents. The majority of this is based on future predicted growth of new teams and also the poor quality of the current pitches at St. John's Rec.

#### Scenarios

##### *Increasing quality in Wednesbury*

If the drainage, and therefore the quality of the pitches at Wednesbury RFC were improved from poor to standard the site capacity would increase to 2.5 match equivalents per week which would mean that the site is over played but only by 0.25 match equivalents per week. If both drainage and maintenance were improved to good quality (3.25 equivalents per week) there would be capacity for all current and future demand. Securing the site would prevent casual use and would also improve pitch quality.

The second scenario would be to upgrade just the training pitch to a match pitch and train offsite. There would then be capacity to accommodate current and future demand. Currently the second pitch is only used for training.

<sup>7</sup> In match equivalent sessions

### *Accessing school sites*

There is one good quality, secured, rugby pitch at RSA Academy. There are two potential options for the Site. It could be used by Warley RFC as a second site (instead of St John's) in order to accommodate future growth. Alternatively, it could be accessed by Wednesbury RFC as a second site to accommodate over play. It should be noted however that the Academy site may not be a feasible option for the clubs due to travel times and additional costs for pitch hire etc.

#### **Rugby union summary**

- In total, nine senior rugby union pitches are located across eight sites in Sandwell. Of these, seven pitches are available for community use.
- Both club sites are leased on long term agreements and use is therefore secured. If either club is to pursue major capital investment from the RFU or other public bodies, it is likely a longer lease length will be required in order to guarantee security of tenure for the clubs. Ancillary facilities at Warley RFC are poor and require refurbishment as a priority.
- The majority of pitches in Sandwell are assessed as poor (4 pitches) or standard (2 pitches) quality. At all of these sites maintenance could, and should, be improved.
- Two rugby union clubs play in Sandwell, providing a total of 13 teams. Seven of the 13 teams are currently operating as partial or friendly squads and only compete or training on an ad hoc basis alone.
- It is not anticipated that any future teams will be created from increases in population.
- It is however anticipated that through the RFU's All Schools Programme there will be one new junior team created at Wednesbury RFC next season with more teams at both clubs to follow in subsequent years.
- Wednesbury RFC is overplayed by 2.75 matches per week due to poor quality pitches. Warley RFC is overplayed by 0.5 matches per week due to the number of teams at the Site.
- There are shortfalls in Wednesbury (4.75 pitches) and Oldbury (2 pitches) for future demand.
- If both drainage and maintenance were improved to good quality at Wednesbury RFC there would be capacity for all current and future demand. Securing the site would prevent casual use and would also improve pitch quality.
- The club has identified that investment in ancillary provision, floodlighting and drainage is required to help the club grow in the future. The club also requires support in recruitment and retention of members, to allow the club to grow and attract a greater membership base. The site also requires additional security, to reduce issues from dog walkers and dog fouling, which currently causes issues for the club.
- The adult pitch at Wednesbury RFC is the only example of a floodlit grass pitch and is well used for training by a range of teams. If Warley RUFC is to grow in the future, access to floodlit training provision is likely to be required, either on site or nearby, RSA Academy could potentially be accessed as a second site if future demand requires it.

## **5 ARTIFICIAL GRASS PITCHES (AGP'S)**

### **Introduction**

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

### ***AGP Use for Football and Rugby***

In August 2015, the Football Association (FA) released their National Game Strategy for Participation and Development (2015 – 2019), which committed the organisation to invest £260 million into grassroots football over the next four years. The strategy has four key priorities, with the following of particular note for this chapter.

- ◀ Better Training and Playing Facilities – The FA has committed £48m to new and improved facilities through the Football Foundation. This includes the roll out of a new sustainable model for grassroots facilities in 30 cities through football hubs owned and operated by local communities. An ambition has also been stated to ensure that half of mini-soccer and youth matches are played on high-quality artificial grass pitches

The national strategy follows the FA's October 2014 announcements, stating its intentions to deliver 30 football hubs in cities across the country. The FA intends to increase the number of full size, publicly accessibility 3G AGP's to over 1,000 across England. It also intends to facilitate the delivery of more than 150 new club-owned and managed football hubs to support the delivery of FA, County FA and professional club youth development and coach education programmes. It also aims to ensure that at least 50% of all mini soccer and 9v9 matches are played on good quality 3G AGP's.

A key trend for football across the country is the contraction of adult affiliated clubs and the growth of more casual and informal forms of football, such as 5 and 7-a-side and organised evening 11-a-side, typically played on floodlit 3G pitches. This trend reflects the perceived reduction in free time across the UK and the reticence to commit to weekly football on a Saturday or Sunday afternoon.

The growth of demand and supply of 3G provision and the changing patterns of demand among grass roots footballers is key and will be addressed as an output of this study.

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

### **AGP Use for Hockey**

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

*Table 5.1: AGP type and sport suitability*

Surface	Category	Comments
Rubber crumb	Long Pile 3G (65mm with shock pad)	Rugby surface – must comply with IRB type 22 (WR22) Football surface
Rubber crumb	Long Pile 3G (55-60mm)	Preferred football surface
Rubber crumb	Short Pile 3G (40mm)	Acceptable surface for some competitive football
Sand	Sand filled	Competitive hockey and football training
Sand	Sand dressed	Preferred hockey surface and suitable for football training
Water	Water based	Preferred hockey surface and suitable for football training if irrigated.

### **5.2 Current provision**

The table below provides a list of the current supply of AGPs identified in Sandwell.

*Table 5.2: AGPs in Sandwell*

Site ID	Site name	Community use	Analysis area	Size	Pitch type
29	George Salter Academy	Yes	West Bromwich	Full Size	Medium Pile 3G (55-60mm)
34	Hadley Stadium (SLT)	Yes	Smethwick	Full Size	Medium Pile 3G (55-60mm)
60	Ormiston Forge Academy Main Site	Yes	Rowley Regis	Full Size	Sand Filled
61	Ormiston Sandwell Community Academy	Yes	Oldbury	Full Size	Sand Filled
73	RSA Academy	Yes	Tipton	Full Size	Medium Pile 3G (55-60mm)
74	Sandwell Academy	No*	Smethwick	Full Size	Medium Pile 3G (55-60mm)
116	Portway Lifestyle Centre	Yes	Oldbury	Full Size	Medium Pile 3G (55-60mm)

\*Community use at Sandwell Academy is not formal as there is no community use agreement. However, the pitch is used occasionally for community use.

There are seven full sized AGPs in Sandwell. The table below identifies the analysis areas that the pitches are located in:

*Table 5.3: AGPs by analysis area (full size only)*

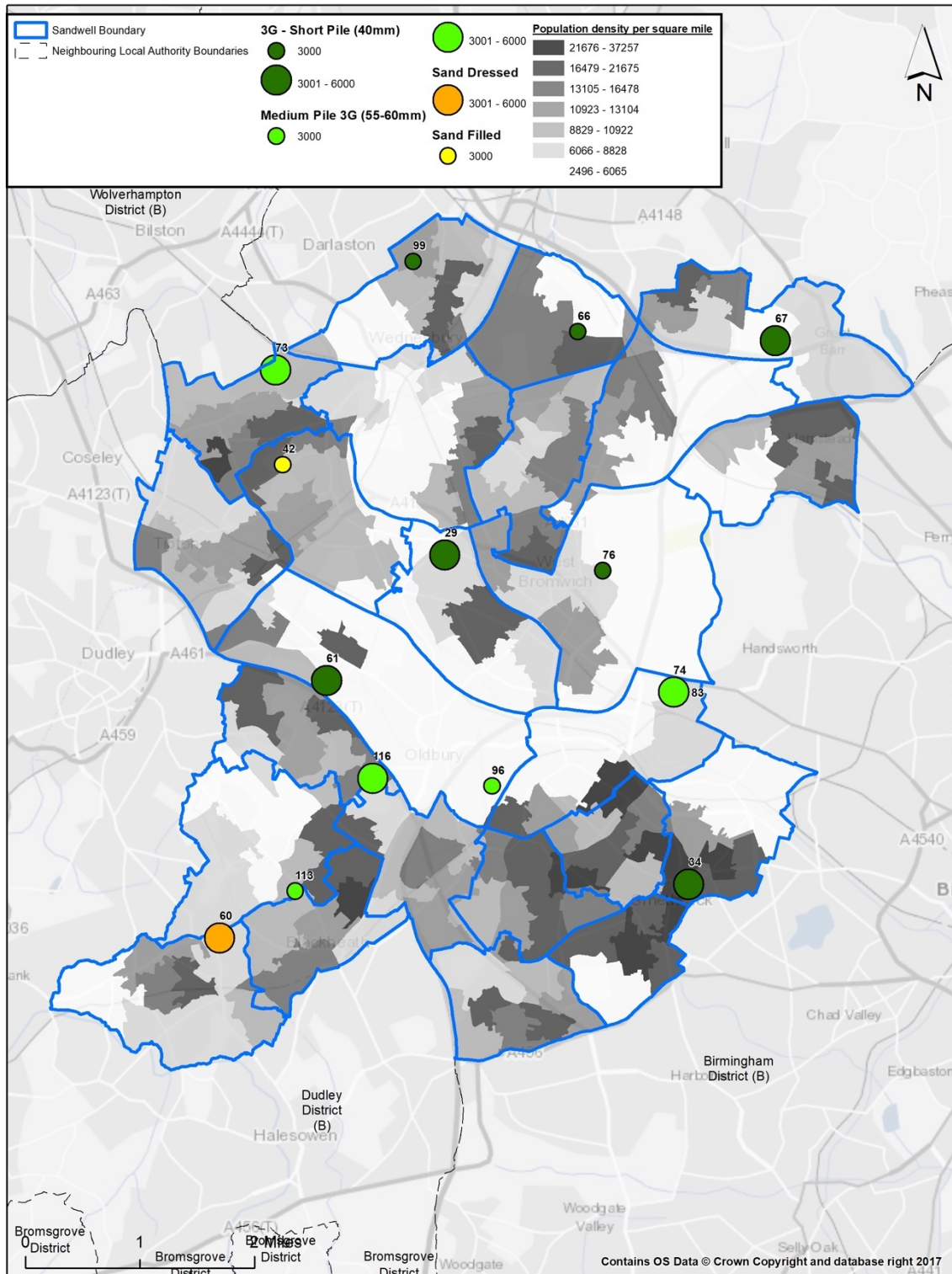
Analysis area	Medium Pile 3G (55-60mm)	Short Pile 3G (40mm)	Sand Filled/Dressed
Rowley Regis	-	-	1
Oldbury	1	-	1
Smethwick	2	-	-
Tipton	1	-	-
West Bromwich	1	-	-
Wednesbury	-	-	-
<b>SANDWELL</b>	<b>5</b>	<b>-</b>	<b>2</b>

The most common type of surface is medium pile 3G which there are five of in Sandwell. It is key to note the change in balance of AGP provision since the 2014 study, which identified only two 3G AGP facilities in Sandwell. Since the 2014 study, facilities at George Salter Academy, the Hadley Stadium and Sandwell Academy have been converted from sand-based to 3G.

As a result, the number of sand based (filled or dressed) AGP's in Sandwell has reduced to two full sized pitches.

The latest supply of AGP provision is shown by the map overleaf.

Figure 5.1: Location of current full size AGPs in Sandwell





***New provision/conversion***

The Council aspires to further increase 3G AGP provision across the study area, to address concerns for grass football pitch provision and ensure all teams have the opportunity to train and play on high quality 3G provision.

As part of this objective, the Council are currently working with the FA, the Football Foundation and Sport England to explore the opportunity to invest in AGP facilities through the Parklife programme. This aim of this programme is to create a sustainable model for football facilities based around artificial grass pitches on hub sites. The fund will provide significant new investment into local, accessible facilities, with shared investment from the FA, Football Foundation, Sport England and Sandwell MBC.

A final decision as to whether the programme will go ahead in Sandwell is still to be made, with further detail and specific scenario testing included in the PPS strategy document.

If further investment into AGP provision is to be realised, it is anticipated that the ideal location for the north and south of Sandwell are Wednesbury and Oldbury respectively. This builds on the recommendations from the previous PPS and ensures that facilities will be centrally located and accessible to a high proportion of the population

**5.4 Availability**

Table 5.3 summarises the availability of AGPs for community use in Sandwell. In addition, it records the availability of provision within the peak period based on information given by the organisation during consultation. Sport England recommends an overall peak period for AGPs of 34 hours a week (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00). This has been applied in conjunction with findings from consultation to provide a total number of hours available for community use per week during peak periods.

It should be noted that availability at George Salter Academy and Ormiston Sandwell Community Academy has increased significantly since the 2014 study, which is caused by the investment conditions stipulated for both pitches, following funding from the Football Foundation and Birmingham FA.

*Table 5.4: AGP availability*

Site ID	Site name	Analysis area	Availability for community use	Availability for community use in the peak period
29	George Salter Academy	West Bromwich	Mon-Fri 6-10pm Sat/Sun 9-6pm	38
34	Hadley Stadium (SLT)	Smethwick	Mon- Fri 5.30-10.30pm Sat/Sun 9-6pm	38
60	Ormiston Forge Academy Main Site	Rowley Regis	Sat/Sun 9-5pm	16
61	Ormiston Sandwell Community Academy	Oldbury	Mon-Fri 6-10pm Sat/Sun 9-6pm	38
73	RSA Academy	Tipton	Mon-Fri 6-10pm Weekend 9-5pm	29
74	Sandwell Academy	Smethwick	Mon-Fri 6-10pm Weekend 9-5pm	29

Site ID	Site name	Analysis area	Availability for community use	Availability for community use in the peak period
116	Portway Lifestyle Centre	Oldbury	Mon-Fri 5-10pm Sat/Sun 9-5pm	34

In the main, availability of provision in the peak period is generally good. Where there is provision on education sites, this is generally made available after school and at weekends although Ormiston Forge Academy is available for the least amount of time in the peak period. At Ormiston Forge this is due to the pitch not having floodlighting and therefore unavailable in the evenings.

The available hours for George Salter Academy and Hadley Stadium AGP provision has increased since the 2014 study, which is due to the conditions associated with the external investment into the sites, from the Football Foundation and Sport England.

### 5.5 Quality

All of the seven pitches in Sandwell are assessed as good quality, which illustrates the excellent level of AGP provision across the borough. This picture has changed since the 2014 study, as George Salter Academy, Hadley Stadium and Sandwell Academy have all been resurfaced.

For pitches to be able to cater for affiliated football match play, they must be accredited and shown on the FA 3G Pitch Register. The table below identifies the level of accreditation for each pitch across Sandwell.

*Table 5.5: Summary of quality*

Site name	Surface type	Floodlit	Quality	FA / FIFA Accredited for competitive play	Comments
George Salter Academy	Medium Pile 3G (55-60mm)	Y	Good	FA approved	The pitch was resurfaced in 2017 as a 3G facility, funded by the Football Foundation.
Hadley Stadium (SLT)	Medium Pile 3G (55-60mm)	Y	Good	FIFA approved	The pitch was resurfaced in 2016 as a 3G facility, 3 small sided 3G 5aside pitches were added.
Ormiston Forge Academy Main Site	Sand Dressed	N	Good	NA	Despite having no floodlighting, the pitch is good quality.
Ormiston Sandwell Community Academy	Sand Dressed	Y	Good	NA	Resurfaced in 2014 the pitch is good quality.
RSA Academy	Medium Pile 3G (55-60mm)	Y	Good	NA	The pitch was resurfaced (3G) in November 2013 and is good quality.
Sandwell Academy	Medium Pile 3G (55-60mm)	Y	Good	FA approved	The pitch was resurfaced in 2016 as a 3G facility.
Portway Lifestyle Centre	Medium Pile 3G (55-60mm)	Y	Good	FA approved	The pitch opened in 2013 and is of good quality.

The table also shows that Sandwell has 4 pitches which meet either FIFA or FA requirements for hosting competitive play.

## 5.6 Demand

### **Football demand**

#### *The Football Foundation model*

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

The FF's long term ambition is to provide every affiliated team in England the opportunity to train once per week on floodlit 3G surface, together with priority access for every Charter Standard Community Club through a partnership agreement. The FA Standard is calculated by using the latest Sport England research "AGPs State of the Nation March 2012" assuming that 51% of AGP usage is by sports clubs when factoring in the number of training slots available per pitch type per hour from 5pm-10pm Mon-Fri and 9am-5pm Saturday & Sundays. It is estimated that one full size AGP can service 42 teams. On the basis there are 365 teams playing competitive football in Sandwell, there is a recommended need for nine full size 3G pitches, currently there are five.

In addition to the full size AGPs there are also a number of smaller sized pitches that help to accommodate demand. It is worth noting that at the Pulse Centre there is scope for additional 3G provision due to current infrastructure. These can be seen in the table below:

*Table 5.6: Small-sided AGP audit*

ID	Site name	Surface type	Floodlit	Quality	Quantity	Size
29	George Salter Academy	Medium Pile 3G (55-60mm)	Y	Good	1	Half
34	Hadley Stadium	Medium Pile 3G (55-60mm)	Y	Good	3	5v5
42	Jubilee Park	Sand based	Y	Standard	1	7v7
66	Pulse Soccer and Fitness	Short Pile 3G (40mm)	Y	Standard	1	9v9
66	Pulse Soccer and Fitness	Short Pile 3G (40mm)	Y	Standard	8	5v5
67	Q3 Academy	Short Pile 3G (40mm)	Y	Standard	1	Half
76	Sandwell Valley (KGV)	Sand based	Y	Standard	1	Half
96	Warley RFC	Medium Pile 3G (55-60mm)	Y	Good	1	Half
99	Wednesbury RFC	Medium Pile 3G (55-60mm)	Y	Standard	1	Half
113	St Michael's CE College	Sand based	Y	Good	1	Half

#### *Future demand*

The Sandwell Minor League is considering transferring mini soccer (U8 and U9) to 3G surfaces. Possible sites being considered are Portway Lifestyle Centre and RSA Academy. Through the proposed Parklife project, a significantly higher proportion of competitive league football would be transferred to 3G AGP provision, especially for mini and youth football. The Football Foundation aspires to utilise 3G AGP provision for the majority of 5v5, 7v7 and 9v9 affiliated football, as well as for 11v11 adult and youth demand where acceptable for clubs and players. The scenario analysis later in this section evaluates the potential impact of moving

mini and youth 9v9 football to 3G AGP provision, including how this would increase the future requirement for new 3G AGP facilities.

In order to calculate the future requirement for 3G AGP provision in Sandwell, the same FF model has been utilised, based on the assumption that one full size 3G AGP can service 42 teams. Taking into consideration the projected growth in team numbers of 29, across all age groups, the total projected number of teams at the end of this strategy is 394. When this is applied to the FA model, there is a requirement of 9.4 full sized 3G AGP's, which should be rounded to 10 to allow for a small comfort factor.

Given the local authority currently has 5 full size 3G AGP's this means that there is a future requirement for 5 additional 3G AGP's over the lifetime of the strategy.

### ***Hockey demand***

There are two hockey clubs that originate from Sandwell; Wednesbury Hockey Club and West Bromwich Hockey Club. Wednesbury HC has been displaced to Wolverhampton local authority and West Bromwich HC has been displaced to Walsall local authority.

*Table 5.6: Summary of demand from/to Sandwell*

Name of club	No. of competitive teams		
	Senior men	Senior women	Juniors
Wednesbury HC	4	-	1
West Bromwich HC	4	1	1
Old Halesonians HC	2	1	1
<b>TOTAL</b>	<b>10</b>	<b>2</b>	<b>3</b>

For hockey, peak time demand for competitive fixtures is Saturday. A floodlit pitch can accommodate four matches.

### ***Local demand***

Although three clubs have been identified as being originally based in Sandwell, there is now no local demand for hockey that is satisfied by facilities in Sandwell. All local demand is exported outside of the borough, as identified in the following section.

The only demand for hockey that is satisfied within Sandwell is the imported demand from Old Halesonians HC, explained in further detail in the imported demand section.

### ***Exported demand***

Following the resurfacing of the sand based pitch at RSA Academy to 3G, Wednesbury Hockey Club were displaced in 2013. The Club was displaced to Wolverhampton where it now plays at Willenhall E-Act Academy. Although the Club would like to play within Sandwell it reports that it now has good links with the Academy and would find it difficult to leave.

West Bromwich HC have also been displaced outside of the Borough, with all teams playing at Aston University. Consultation with the club indicates that the club moved outside of the borough following the re-surfacing of Sandwell Academy and George Salter Academy as 3G AGP provision. This led to the club losing members, however they now have a settled home ground at Aston University. The club would be reluctant to move back into the Sandwell local authority, unless a high quality and secure facility within an appropriate catchment are for the club's members could be found.

*Imported demand*

Two Old Halesonians teams play at Ormiston Forge Academy. The Dudley based Club predominantly uses King Edward VI Five Ways School, however uses Ormiston Forge Academy for 4<sup>th</sup> and 5<sup>th</sup> team games where required. There is no local demand for the pitch at Ormiston Forge from Sandwell clubs.

*Future demand*

Both Wednesbury Hockey Club and West Bromwich Hockey Club play outside of the local authority and have sufficient capacity at the home site if the club was to grow. Both clubs have expressed an interest in having their home ground in Sandwell in the future, however both clubs would need secure access to high quality sand-based AGP facilities, preferably with two pitches in a single site.

## **5.7 AGP Supply and demand analysis**

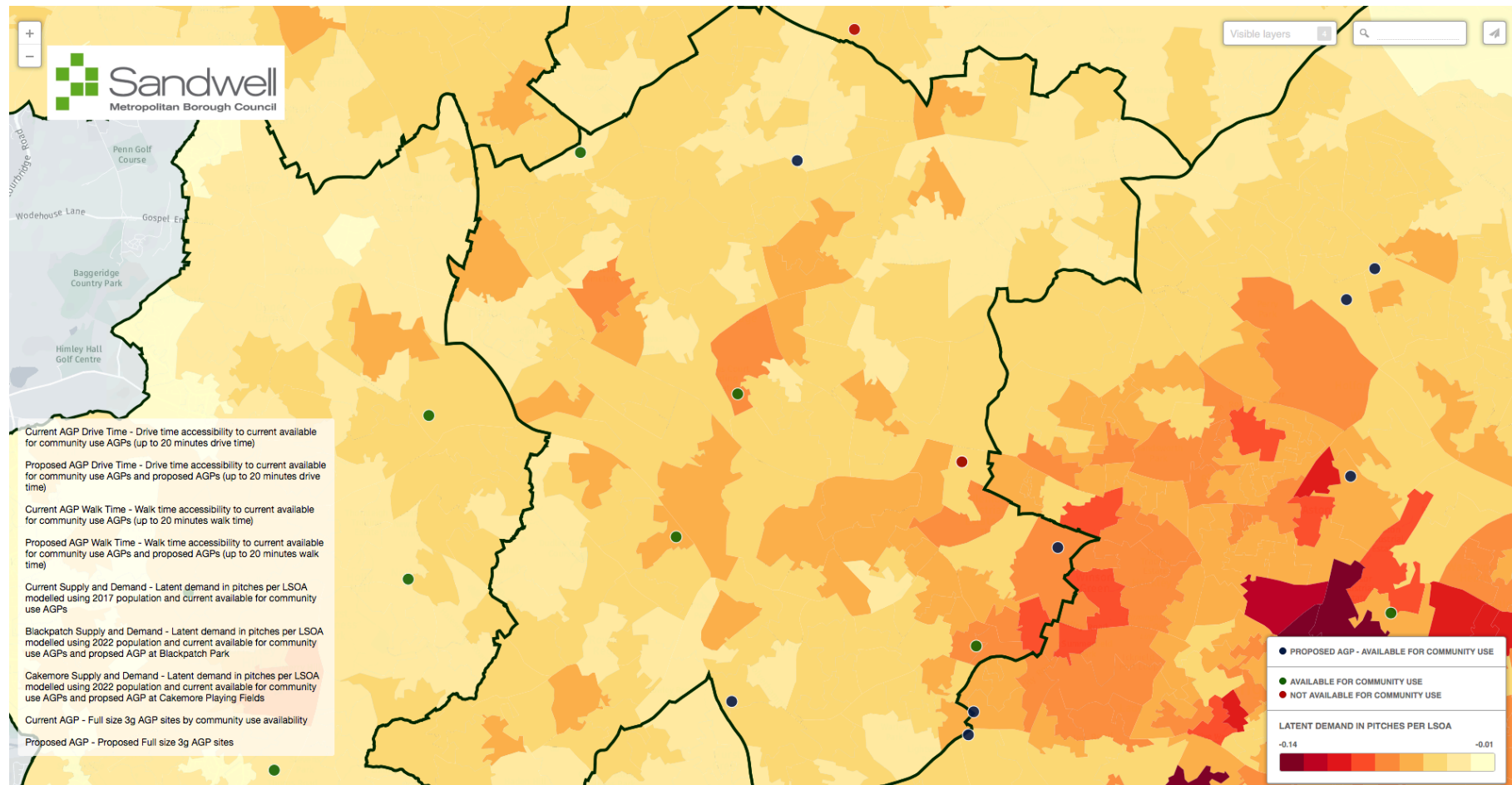
### ***4global supply and demand analysis for 3G AGP provision***

In order to evaluate whether there is a sufficient amount of high quality 3G AGP, accessible to Sandwell residents, supply and demand analysis has been undertaken for the local authority, in the context of the wider Black Country region.

The Figure below illustrates the supply and demand analysis for existing full sized 3G AGP's, based on the most up to date audit of supply and demand parameters consistent with those used in the Sport England FPM model.

Figure 5.2 illustrates that there is latent demand for 3G AGP provision across the Sandwell area, with the highest amount of latent demand in the north and south-east areas of the borough. It should be noted that this supply and demand analysis extends into the wider Black Country region, therefore the high level of latent demand in the south-west of the borough is influenced by the very high latent demand in the neighbouring Birmingham Local Authority.

Figure 5.2: Latent demand analysis for 3G AGP provision

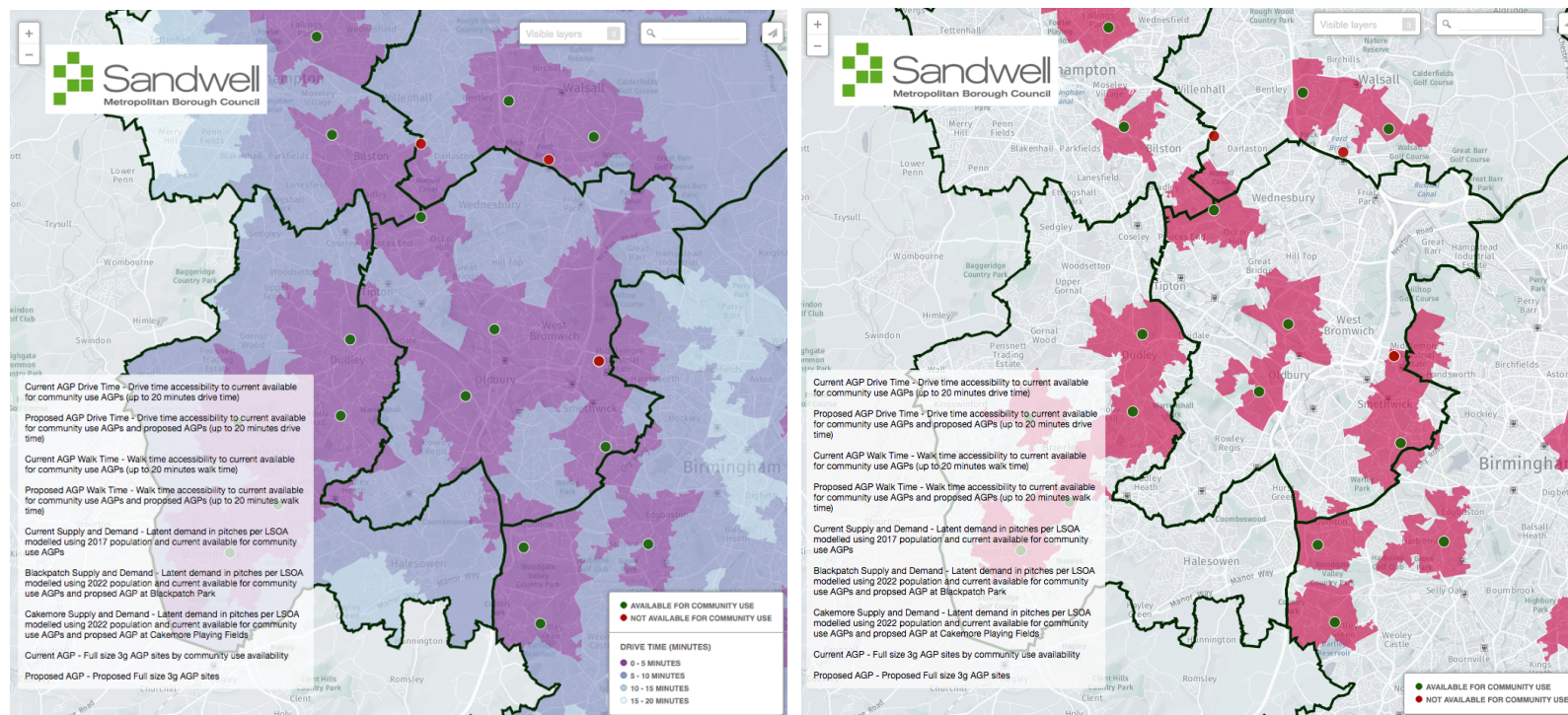


### Accessibility analysis for 3G AGP provision

In addition to the supply and demand analysis undertaken for 3G AGP provision, Figure 5.3 below shows the accessibility of 3G AGP provision for residents across Sandwell.

Figure 5.3 illustrates that the majority of the local authority is within a 5 minute drive of a full size 3G AGP (left hand map), with the exception of the Wednesbury sub-area. The right-hand map shows walk time analysis (20 mins) and shows that while West Bromwich and Smethwick are well served, Wednesbury and Rowley Regis require further provision if the Council's ambition of providing residents from across the local authority with access to high quality 3G AGP is to be realised.

Figure 5.3: Accessibility analysis for 3G AGP provision – Drive time (left) and walk time (right)



**Supply and demand analysis for AGP provision**

*Hockey specific analysis*

With the re-surfacing of three sand-based AGP's since the 2014 study, there is now a deficit of high-quality secured sand-based provision in Sandwell.

This has been demonstrated by the displacement of two major clubs (Wednesbury HC and West Bromwich HC) and the reduction in imported demand (Old Halesonians HC).

Although Ormiston Forge Academy and Ormiston Sandwell Community Academy have been identified as having spare capacity for hockey provision, access to these sites is not secured in the long-term and therefore hockey clubs are unlikely to come back to the borough in order to utilise these pitches.

*Table 5.8: Hockey Supply and Demand analysis*

Name of club	No. of competitive teams			Weekly Demand		Supply and demand balance (pitches)
	Senior men	Senior women	Juniors	Match slots required (Sat)	Match slots required (Sun)	
Wednesbury HC	4	-	1	2	1	0.5 full size sand-based AGP
West Bromwich HC	4	1	1	2.5	1	0.5 full size sand-based AGP
Old Halesonians HC	2	1	1	1	1	0.25 full size sand-based AGP
<b>TOTAL</b>	<b>10</b>	<b>2</b>	<b>3</b>	<b>5.5</b>	<b>3</b>	<b>1.25</b>

Based on the sizes of the clubs that have been displaced, if there is an aspiration to create facilities within Sandwell that can be used by the two displaced clubs, there is a deficit of 1.25 high quality sand-based AGP sites in Sandwell. This is based on an assumption that should a facility become available, Wednesbury HC and West Bromwich HC would share a ground and extend push-back times to accommodate the greater amount of demand.

Although the two clubs do not have a particularly collaborative relationship and are unlikely to support a ground share initially, if hockey is to be brought back into the local authority, the most likely solution is to provide high-quality hockey specific provision that can be shared by a number of clubs.

*Multi-sport (football and hockey) analysis*

Table 5.9 overleaf provides a supply and demand summary for all full sized AGP provision across the local authority, combining both 3G and sand-based AGP facilities.



*Table 5.9: AGP Supply and demand analysis table*

ID	Site name	Analysis area	Surface type	Floodlit	Quality	Hours available in peak period	Capacity rating	Comments
29	George Salter Academy	West Bromwich	Medium Pile 3G	Y	Good	36		This site has benefited from significant recent investment in the site and has re-surfaced the sand-based facility to a 3G AGP that is now on the FA Pitch Register. Consultation with the academy indicates that there is no spare capacity during the peak period for additional use.
34	Hadley Stadium (SLT)	Smethwick	Medium Pile 3G	Y	Good	38		This site is a high quality facility used by a variety of clubs, as well as West Bromwich Albion FA, the Benson Community Programme and a number of other community programmes. Consultation indicated that there is small amount of spare capacity on the small sided 3G AGP's especially at weekends.
60	Ormiston Forge Academy Main Site	Rowley Regis	Sand Dressed	N	Good	16		Use at the Site is restricted to weekends only as there are no floodlights at the Site. The site is used for matches and training by Old Halesonians HC (imported demand). The pitch is at capacity on Saturdays. There is some spare capacity on Sundays for matches/training.
61	Ormiston Sandwell Community Academy	Oldbury	Sand Dressed	Y	Good	38		The pitch is used for a limited amount of football demand but has spare capacity in the peak period, which could be utilised for community use hockey demand.
74	Sandwell Academy	Smethwick	Medium Pile 3G	Y	Standard	-		Despite the Academy stating that there is no community use at the Site, clubs report using the pitch on a weekly basis. Sporting Albion uses the Site three nights per week for training. West Bromwich Hockey Club also uses the Site one night per week for training and Saturdays for fixtures. The site is also used for a small amount of hockey training by West Bromwich HC, although this is not ideal as the surface is not appropriate for hockey.
73	RSA Academy	Tipton	Medium Pile 3G	Y	Good	29		The only spare capacity in week day peak time is Monday 8-9pm. All use is football use. The pitch is also used at the weekend with some spare capacity.
116	Portway Lifestyle Centre	Oldbury	Medium Pile 3G	Y	Good	34		A number of teams use the pitch for training but there is still some capacity at peak time.

### Scenario Testing

Improving pitch quality is one way to increase the capacity at sites. Given the cost of doing such work and the continued maintenance required (and associated costs) alternatives need to be considered that can offer a more sustainable model for the future of football. The alternative to grass pitches is the use of AGPs for competitive matches and this is something that the FA is supporting, particularly for mini football.

**It should be noted that the calculations below are simply scenarios, and do not replace the calculation summarised in the previous supply and demand model. Scenario testing serves to test the potential impact, should Sandwell MBC and key stakeholders choose to make strategic changes regarding the future provision of 3G AGP's.**

Scenario 1: *How many AGPs would be required if all 5v5, 7v7 and 9v9 teams were moved to 3G?*

As identified previously in the document, the Football Foundation, Sport England and the Council are currently exploring investing in 3G AGP provision as part of the Parklife programme. Parklife is a national investment programme that aims to reduce the reliance on grass pitch provision and improve the overall experience for young football players, by increasing the amount of football that takes place on artificial grass pitches.

To do this, the Parklife team has modelled a future scenario for **matchplay**, which assumes that all 5v5, 7v5 and 9v9 mini and youth football that currently takes place on local authority owned grass pitch provision is moved onto 3G AGP provision, which is made available through the Parklife programme at multi-pitch hub sites.

Table 5.10 and 5.11 below and overleaf show the output of this scenario testing for current and future demand, based on the same demand data that has been used as an input to this PPS.

*Table 5.10: New 3G AGP's required to meet demand for Scenario 1 – CURRENT DEMAND*

Peak demand	Format	Peak usage - units required for mini soccer & 9v9	3G pitches required
<b>ZONE 1 North</b>			
Sun AM	5v5 7v7 9v9	80	2.0
Sun PM	11v11 youth		
Sun AM	11v11 adult		
<b>ZONE 2 South</b>			
Sun AM	5v5 7v7 9v9	56	1.0
Sun AM	11v11 youth		
Sun AM	11v11 adult		

Table 5.11: New 3G AGP's required to meet demand for Scenario 1 – FUTURE DEMAND

Peak Demand	Format	No. of In-Scope matches at PEAK TIME			3G units per match	Total units required for mini soccer & 9v9	3G pitches required
		Currently	Additional in 5 yrs - assume all are at Peak Time	Total			
<b>ZONE 1 North</b>							
Sun AM	5v5	2.0	4.0	6.0	4	16	3.0
	7v7	4.0	3.0	7.0	8	24	
	9v9	4.0	2.0	6.0	10	20	
Sun PM	11v11 youth	4.0		4.0			
Sun AM	11v11 adult	17.0		17.0			
				<b>40.0</b>			<b>3.0</b>
<b>ZONE 2 South</b>							
Sun AM	5v5	1.0	3.0	4.0	4	12	2.0
	7v7	4.0	4.0	8.0	8	32	
	9v9	2.0	1.0	3.0	10	10	
Sun AM	11v11 youth	2.0		2.0			
Sun AM	11v11 adult	13.0		13.0			
				<b>30.0</b>			<b>2.0</b>

Table 5.10 illustrates that a total of 3 additional pitches are currently needed to meet matchplay demand, if all mini 5v5, youth 7v7 and youth 9v9 is moved from existing local authority grass pitches to 3G AGP provision.

When the same methodology is used to calculate the future requirement for Scenario 1, including the additional projected teams at mini and youth 7v7 age groups, the total need for new 3G AGP provision increases to 5 full sized 3G AGP by the end of the strategy.

**It should be noted that while the process for modelling current and future need in Scenario 1 is slightly different to that explained in the body of the report, the output of the future need calculation returns the same figure of 5 new full sized 3G AGP's over the lifetime of the strategy. As a result, this will form the basis of future planning and strategy work across the study area.**

While this scenario models need within two specific 'areas' (North and South), the strategy document will provide greater detail on the spatial requirements for 3G AGP provision and how Parklife, if it goes ahead, can best meet the current and future need of local residents.

### **AGP Summary**

- There are seven full sized AGPs in Sandwell with five being 3G and two sand based.
- Where there is provision on education sites, this is generally made available after school and at weekends although Ormiston Forge Academy is available for the least amount of time in the peak period as it is not floodlit.
- All of the seven pitches in Sandwell are assessed as good quality, with three of the 3G AGP facilities being installed in the last three year.
- 44% of football clubs responding to the survey express additional demand for training facilities. Of these two thirds specified 3G pitches as a requirement. However, cost was also an inhibiting factor to accessing 3G provision.
- With the re-surfacing of Sandwell Academy and George Salter Academy, both West Bromwich HC and Wednesbury HC have been displaced out of the Borough.
- There is a deficit of provision for hockey-appropriate AGP provision in Sandwell and if there is an aspiration for clubs to move back into the borough, additional provision is required, with appropriate levels of security of use.
- The Football Foundation estimates that one full size AGP can service 42 teams. On the basis there are 365 teams playing competitive football in Sandwell, there is a recommended need for **nine full size 3G pitches**. There are currently 5 in the local authority, demonstrating a need for an **additional 4 full size pitches**
- If future predicted growth in football demand is to be considered, the projected total requirement will be for **10 full sized 3G AGP pitches, or an additional 5 full size pitches by the end of the strategy**

## 6 OTHER SPORTS

### 6.1: Golf

#### Current provision

There are five golf clubs in Sandwell, four of which are private member clubs and one is a municipal golf course operated by Sandwell Leisure Trust. Hilltop Golf Club sits just outside of the Sandwell MBC border, in the Birmingham local authority, therefore it has not been included in this analysis. All currently active sites are shown in Figure 6.1.1

*Table 6.1: Current provision in the Area*

Site ID	Course	Course size	Location	Access
123	Brandhall Golf Club	18 holes	Oldbury	Membership and pay & play
124	Dartmouth Golf Club	9 holes	West Bromwich	Membership and pay & play
125	Dudley Golf Club	18 holes	Rowley Regis	Membership and pay & play
126	Sandwell Park Golf Club	18 holes	West Bromwich	Membership and pay & play
127	Warley Woods Golf Club	9 holes	Smethwick	Membership and pay & play

#### *Brandhall Golf Course*

Brandhall Golf Course is the only municipal golf course within Sandwell and is located in Oldbury. The 18 hole course is available for pay and play, although there are numerous memberships available offering unlimited golf at certain times. Given the affordability of green fees and membership, the course provides an excellent entry-level facility for golf participants.

The course is not currently financially sustainable and consultation with the Council has identified that the course is in a poor condition. For the course to be returned to a quality level that encourages a growth of participation, the facility requires significant capital and operational investment into course design and maintenance.

#### *Dartmouth Golf Club*

Dartmouth is a private golf club and a community amateur sports club (CASC) located in West Bromwich. Despite only having nine holes, the course has 18 different tees providing two different loops of nine holes. Although the course is available for pay and play, the Club has various membership options available and is currently offering a one-month taster membership in an attempt to increase membership.

#### *Dudley Golf Club*

Located in Rowley Regis, Dudley Golf Club is a private 18-hole golf course that is also available for pay and play. The course is owned by the Club which is also responsible for all maintenance of the course. The Club report that the course is average quality, although quality has improved slightly since last year due to ongoing improvements to drainage. Nevertheless, the Club reports that further improvements are required as the course is often closed during wet weather, particularly during the winter months. In addition, there are public rights of way running through the course resulting in dog walkers and the riding of bicycles across the course. This has, therefore, resulted in the removal and breakage of flags as well as damage to the greens.

The Club rent a field adjacent to the course to provide practice facilities for members, but the professional has an indoor academy offering golf instruction. The clubhouse is also owned by the Club and has showers and toilet facilities with disabled access. The club has recently sold land from the course and will be using the revenue from housing development to re-invest in the site.

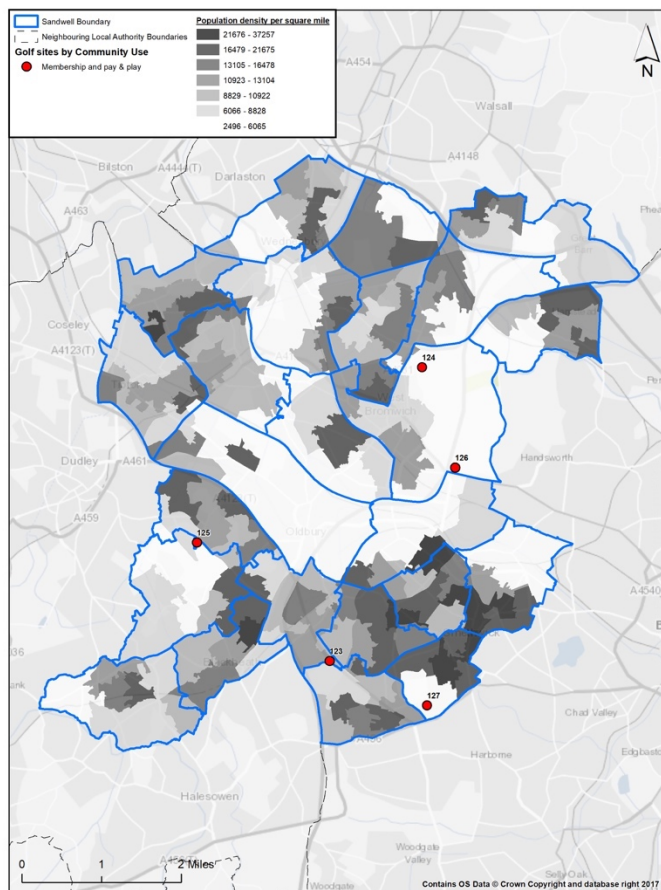
**Sandwell Park Golf Club**

Sandwell Park Golf Club is located in West Bromwich and is a private members club with pay and play access. The 18 hole course is owned by the Club which is also responsible for course maintenance. The Club report that the course is good quality following significant investment in recent years to improve drainage and the quality of the greens. Nevertheless, heavy rainfall continues to have adverse effect on the overall condition of the course and further investment in drainage is required in the future. It also reports that there are public rights of way running through the course that has led to damage to the greens and the theft of course equipment and signage. The clubhouse, comprising of changing provision including showers and toilets with disabled access, is also owned the Club and a clubhouse refurbishment is planned in the near future.

**Warley Woods Golf Club**

Warley Woods Golf Club is based at Warley Woods Golf Course and currently has approximately 150 members. Membership is £50 per year which entitles members to a discounted green fee throughout the year. Managed by Warley Woods Community Trust, the 9 hole course, located within Warley Woods Park in Smethwick, is also available for pay and play.

Figure 6.1.1: Golf course location in Sandwell.



## Demand

All five clubs were invited to participate in the research via user survey and where responses were received, they are summarised below. Table 6.2 also summarises the latest possible affiliation data, provided by England Golf.

Table 6.2 illustrates the decline in affiliated members across Sandwell, with only Warley Woods Golf Club having a greater number of members in 2016 than it did in 2014. The largest decline is shown to be Brandhall Golf Club, with only 89 members affiliated in 2016.

While there is an overall decline over the three years where data is available, most clubs have increased in membership from 2015 to 2016, identifying an improvement in demand for the most recent dataset.

*Table 6.2: Affiliation data for Sandwell golf clubs*

Site ID	Course	Affiliated Members		
		2014	2015	2016
123	Brandhall Golf Club	190	177	89
124	Dartmouth Golf Club	120	107	101
125	Dudley Golf Club	320	265	271
126	Sandwell Park Golf Club	472	397	432
127	Warley Woods Golf Club	105	100	119
	<b>Total</b>	1207	1046	1012

### *Dudley Golf Club*

The Club currently has 290 playing members and 141 social members. Membership has decreased in recent years with the course closure during wet weather a possible explanation offered by the Club. Nevertheless, it hopes to increase membership by 20% across all categories in future years.

### *Sandwell Park Golf Club*

Club membership, currently sits at 474, is very male dominated (92%) and, as such, it hopes to increase both female and junior membership in the future.

### *Future demand*

England Golf is working hard to help golf clubs promote their offers and increase membership. As well as the recently refreshed national Get Into Golf initiative, England Golf offers a comprehensive Club Support package which can help clubs on a range of different topics including business planning, retention, and customer service to name a few. A large number of clubs are seeing some real benefit from working with England Golf and are showing signs of growth. With just under 40% of clubs showing an increase in member numbers over the last two years this is being reflected in the stabilisation of membership numbers nationally.

Market segmentation carried out by England Golf has indicated that nationally, 24% of adults are potential players, which is made up of 9% current, 7% lapsed and 7% latent players, amounting to circa 9.6 million people in total.

Within these groups, England Golf have released a more detailed segmentation analysis, with potential or current players split into one of the following 9 profiles.

- ◀ Relaxed members
- ◀ Older traditionalists
- ◀ Younger traditionalists
- ◀ Younger fanatics
- ◀ Younger actives
- ◀ Late enthusiasts
- ◀ Occasional time pressed
- ◀ Social couples
- ◀ Casual fun

In addition to this analysis, The R&A, which engages and supports activities undertaken for the benefit of the sport of golf, has recently released results from a study that demonstrate the recent increase in demand short-course golf, which is driven by the change in behavioural tendencies (less time) for golfers across the UK. The study identified the following key findings:

- ◀ England Golf has reported a 50% increase in nine hole competitive scores returned between 2014 and 2017 (70,127 to 105,254). Between 2016 and 2017, competitive nine hole club rounds by males increased by 17% (50,667 to 59,336) and 6% by females (43,314 to 45,918)
- ◀ In Ireland, from 2016 to 2017, competitive nine hole club rounds by women and girls increased by 64% (18,753 to 30,803) and by over 200% by men and boys (2,370 to 7,250)
- ◀ Wales Golf has reported a 28% increase in nine hole competitive scores returned between 2016 and 2017 (12,201 to 15,671)
- ◀ Scottish Golf has reported a 30% increase in nine hole competitive scores returned between 2016 and 2017 (30,021 to 39,107).

The potential role of 9 hole golf at courses across the study area should not be overlooked and it is recommended that this is considered as part of future needs assessment work commissioned by the Council.

### **Supply and demand conclusions**

- ◀ There is no additional demand for golf in Sandwell and all future demand can be accommodated on the current supply. The map above shows that all residents in Sandwell are serviced by at least one golf course within a twenty-minute drive time. In addition, all courses offer pay and play golf which means that all are accessible to non-members and this should not be an inhibiting factor
- ◀ England Golf has undertaken a specific demand analysis for Sandwell MBC, which provides an estimate of total demand across the local authority. This analysis is as an attached to the appendix to this study. As part of this analysis and subsequent consultation, England Golf has stated the importance of protecting existing provision where possible across Sandwell
- ◀ Brandhall Golf Course has been identified as being unsustainable, given the existing level of membership and participation. Prior to any decision regarding the future of Brandhall Golf Course, it is recommended that a further options appraisal is undertaken, to provide future management and investment options for the site, as well as undertaking more detailed supply and demand analysis
- ◀ Following the completion of this strategy refresh, Sandwell MBC intends to commission a detailed needs assessment and options appraisal for Golf facility provision across the local authority. This piece of work will provide a robust set of recommendations and associated evidence base for future golf provision in the study area.



### Golf summary

- There are five golf clubs in Sandwell, four of which are private member clubs and one is a municipal golf course operated by Sandwell Leisure Trust.
- All five golf courses located within Sandwell are available for play and play.
- Of the two clubs who responded to our survey, Dudley Golf Club and Sandwell Park Golf Club both have plans to increase membership in the future and, as such, neither reports a waiting list.
- Both Dudley Golf Club and Sandwell Park Golf Club report that investment to improve drainage is required in the future if course quality is to improve.
- All Sandwell residents are serviced by a golf course within a 20-minute drive time. There is spare capacity at all courses for current demand and furthermore any future demand.
- A further detailed options appraisal is required to identify the potential management and investment options for Brandhall Golf Course. The facility is currently not financially sustainable and membership is in decline, however the facility does provide a low-cost option for non-member golfers, which is key to the future of the sport although not necessarily through an 18 hole golf course.

## 6.2: Tennis

### Supply

The vast majority of tennis courts in Sandwell are located on either education or Council owned land. Indeed, of the 66 tennis courts identified in the audit, 41 are located at educational sites and 13 within parks. The majority of courts are macadam surfaces, although there are also two tennis courts marked on the artificial pitch at Sandwell Valley.

There are two private tennis clubs located within Sandwell; Old Hill Tennis Club and Wednesbury Sports Union. In addition, there are courts located at Tipton Sports Academy that are operated by Sandwell Leisure Trust.

Please note that there may also be additional courts located at schools which did not respond to the survey.

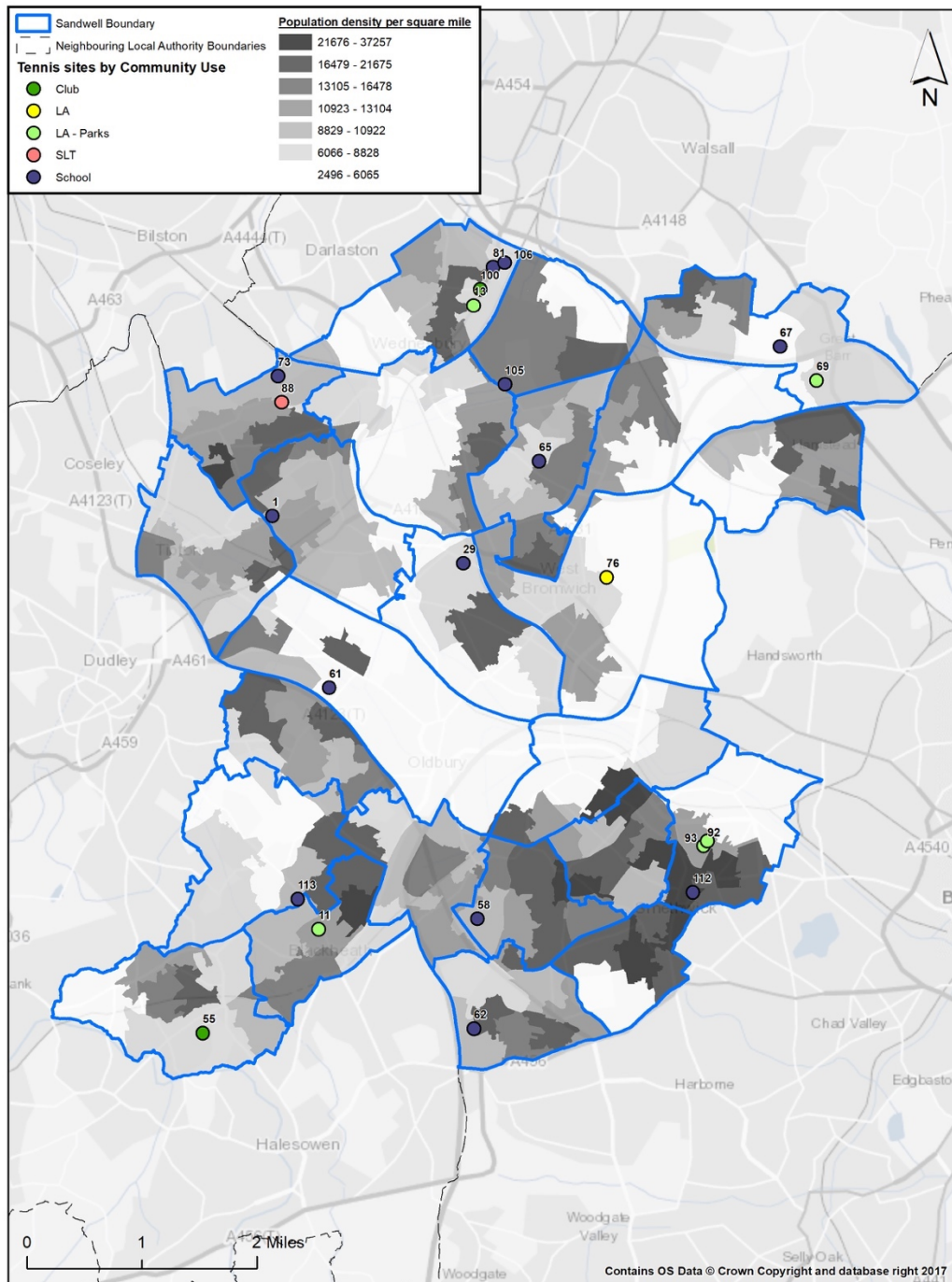
As shown in 6.2.1 below, the general quality of tennis local authority owned tennis provision is standard, however consultation has indicated that this has worsened since the previous PPS. To address this, Sandwell MBC are working with the Lawn Tennis Association (LTA) and hope to apply for funding and support through the **Transforming British Tennis Together** programme, which could lead to facility investment from the LTA, focusing on the improvement of LA-owned sites.

*Table 6.2.1: Summary of tennis courts in Sandwell*

Site ID	Site name	Analysis area	No. of courts	Quality	Ownership
1	Alexandra High School & Sixth Form Centre	Tipton	3	Good	School
11	Britannia Park	Rowley Regis	2	Standard	LA - Parks
13	Brunswick Park	Wednesbury	4	Standard	LA - Parks
29	George Salter Academy	West Bromwich	4	Good	School
55	Old Hill Cricket and Tennis Club	Rowley Regis	4	Good	Club
58	Oldbury Academy (Upper Site)	Oldbury	3	Good	School
61	Ormiston Sandwell Community Academy	Oldbury	3	Good	School
62	Perryfields High School	Oldbury	2	Standard	School
65	Phoenix Collegiate (South Campus)	West Bromwich	5	Good	School
67	Q3 Academy	West Bromwich	3	Good	School
69	Redhouse Park	West Bromwich	5	Standard	LA - Parks
73	RSA Academy	Tipton	3	Good	School
76	Sandwell Valley	West Bromwich	2	Standard	LA
81	Stuart Bathurst B.C. High School	Wednesbury	2	Good	School
88	Tipton Sports Academy	Tipton	4	Good	SLT
92	Victoria Park	Tipton	1	Standard	LA - Parks
93	Victoria Park (Smethwick)	Smethwick	1	Standard	LA - Parks
100	Wednesbury Sports Union	Wednesbury	4	Poor	Club

Site ID	Site name	Analysis area	No. of courts	Quality	Ownership
105	Wodensborough Community Technology College	Wednesbury	3	Good	School
106	Wood Green Academy	Wednesbury	2	Good	School
112	The Collegiate Academy Trust	Smethwick	3	Good	School
113	St Michael's CE College	Rowley Regis	5	Good	School

Figure 6.2.1: Tennis court distribution by community use in Sandwell



### *Quality*

Quality assessments were carried out for tennis courts based on a non-pitch non-technical form designed to look at aspects such as surface quality, floodlights, nets, line marking, etc. A percentage score was then converted into a three tier rating of good, standard or poor. Of the 66 tennis courts identified in the audit, 45 are rated as good quality, with the remaining 21 rated as standard quality. With regard to the two tennis clubs, Old Hill Cricket and Tennis Club has four outdoor courts rated as good quality and Wednesbury Tennis Club has four outdoor courts rated as poor quality. In addition, there are four outdoor courts rated as good quality located at Tipton Sports Academy.

Old Hill Tennis Club has four macadam courts, two of which are floodlit and leased from Old Hill Cricket Ground Trust at a cost of £16 per annum per member. The courts are not available for pay and play and the number of courts available is sufficient to meet the Club's demand. The Club report that the facility as a whole is good, although the quality of the courts is adequate. As a result, it plans to resurface the courts in three to four years' time, although funding has yet to be secured. There has, however, been significant investment in the car parking facilities following a successful funding application from the 'Places People Play' initiative. Indeed, £35,000 was invested to enlarge and subsequently resurface the car park.

Wednesbury Tennis Club's four macadam courts at the club are leased by Wednesbury Cricket Club from Sandwell MBC. As such, Wednesbury Tennis Club is responsible for court maintenance and the courts are not available for pay and play. Notwithstanding the non-technical site assessment, the Club report that the courts are 'rapidly deteriorating' and are in 'urgent need of resurfacing'. A previous application to the Sport England Inspired Facilities Fund to resurface the courts was unsuccessful. As a result, the Club plans to apply for planning permission for the installation of floodlights and if successful, will apply for a Football Foundation grant to convert the courts to create a multi-sports area with an artificial playing surface. This will enable the courts to be used all year round by the tennis club as well as other Sports Union clubs including football, hockey and cricket. As an alternative, however, the Club also reports the possibility of trying to acquire funding to resurface the courts with porous macadam. The club is aware of the funding opportunities that may be available via the LTA's Transforming British Tennis Together programme and has is keen to work with Sandwell Council and local partners in the development of an application.

### *Availability*

All Council parks courts are free to use and are open access. The courts at Tipton Sports Academy are also available on a pay and play basis for casual use. Only courts located at private club sites are used by clubs. Although courts located at school sites are assessed as good quality, these are unavailable for community use. This tends to be due to a lack of demand, in relation to location and standard of the courts for club use.

### ***Demand***

Of the two tennis clubs located within Sandwell, both responded to the 2014 survey, with key points identified below:

Old Hill Tennis Club currently has 30 senior members and 20 junior members. The Club report that there were a total of 64 members the previous year and, as such, both senior and junior membership has decreased in recent years. Indeed, free coaching for all junior members stopped following the departure of the Club's coaches and the Club suggest that this has had

a negative impact upon junior membership. Nevertheless, it hopes to increase membership across all ages with capacity available at the Club to accommodate any increase in membership. It has four ladies teams and three mens teams, all of which compete in various Hereford and Staffordshire tennis leagues throughout the year.

Wednesbury Tennis Club membership currently stands at 20 juniors and 30 seniors. The Club report that senior membership has remained static in recent years but junior membership has increased. It hopes to increase membership over the coming years to 80 (40 senior and 40 junior) and reports that any increase in membership will be accommodated at the current site. It has four senior teams participating in both the Staffordshire Tennis League and Walsall Tennis League.

### ***Informal usage***

Following events such as Wimbledon demand has increased for pay and play. The LTA reports that it is difficult to measure casual use as some courts are available for free but highlights that courts are generally busy throughout the summer months. However, comprehensive research in the eight LTA pilot areas nationally has shown that 53% of people playing tennis once per week does so at public court facilities (pay and play). As shown in the Active People Survey, participation in tennis has a seasonal peak in the summer, which is particularly pronounced amongst non-club and occasional players.

Further research carried out by the LTA suggests that many more people would play tennis if they knew where courts were located, particularly council courts, and its belief is that better promotion would increase demand.

### **Tennis summary**

- There are 66 tennis courts identified within Sandwell, 13 of which are parks tennis courts.
- Old Hill Tennis Club report that the quality of the courts is adequate and the Club plans to resurface the courts in three to four years' time.
- Wednesbury Tennis Club report that the courts at Wednesbury Sports Union are in 'urgent need of resurfacing'.
- Council parks courts are free to use and are open access. The courts at Tipton Sports Academy are also available on a pay and play basis for casual use.
- Although courts located at school sites are assessed as good quality, these are unavailable for community use. This tends to be due to a lack of demand, in relation to location and standard of the courts for club use.
- Sandwell MBC are hoping to apply for funding and support as part of the Transforming British Tennis Together programme. If successful, this funding initiative will focus on the improvement and long-term sustainability of local authority-owned tennis facilities across the Borough.

### 6.3: Netball

There are four main netball clubs servicing the Sandwell area; Grasshoppers, Midrange, OCOS Oldbury and West Bromwich. Each club has both junior and senior sections. These clubs are all CAPS accredited.

Sandwell is seen to have a very active and passionate base for netball participation and is recognised by England Netball as a ‘heartland’ of the sport. This high level of participation includes contribution to the 1,000+ netballers a week playing in the Walsall Netball League

There are also a number of adult teams competing in the Walsall and District League. Of the 85 teams in the league, 12 teams from Sandwell compete in the Saturday section and 21 teams compete in the Mid-week section. This is a winter, central venue league based at Phoenix Collegiate North. Consultation with England Netball has indicated that as part of the new development at Phoenix Colleague, 6 floodlit outdoor netball courts are being built at the south site campus to allow League netball to move in Winter 2018. It’s likely that 4 will be ready by September and 2 further courts later in the season.

There is also a summer league (the Dudley League) operating from the same venue. The League is mid-week; Monday/Tuesdays and currently has 63 teams competing from across Dudley and Sandwell.

There are 58 netball courts identified within Sandwell. The majority of the courts are located on education sites. As the majority of schools are now academies the quality of courts is good as many are newly built. Please note that there may also be additional courts located at schools which did not respond to the survey. Currently however, only the courts at Phoenix Collegiate North (Pulse Soccer) are used as the six courts are sufficient to meet demand.

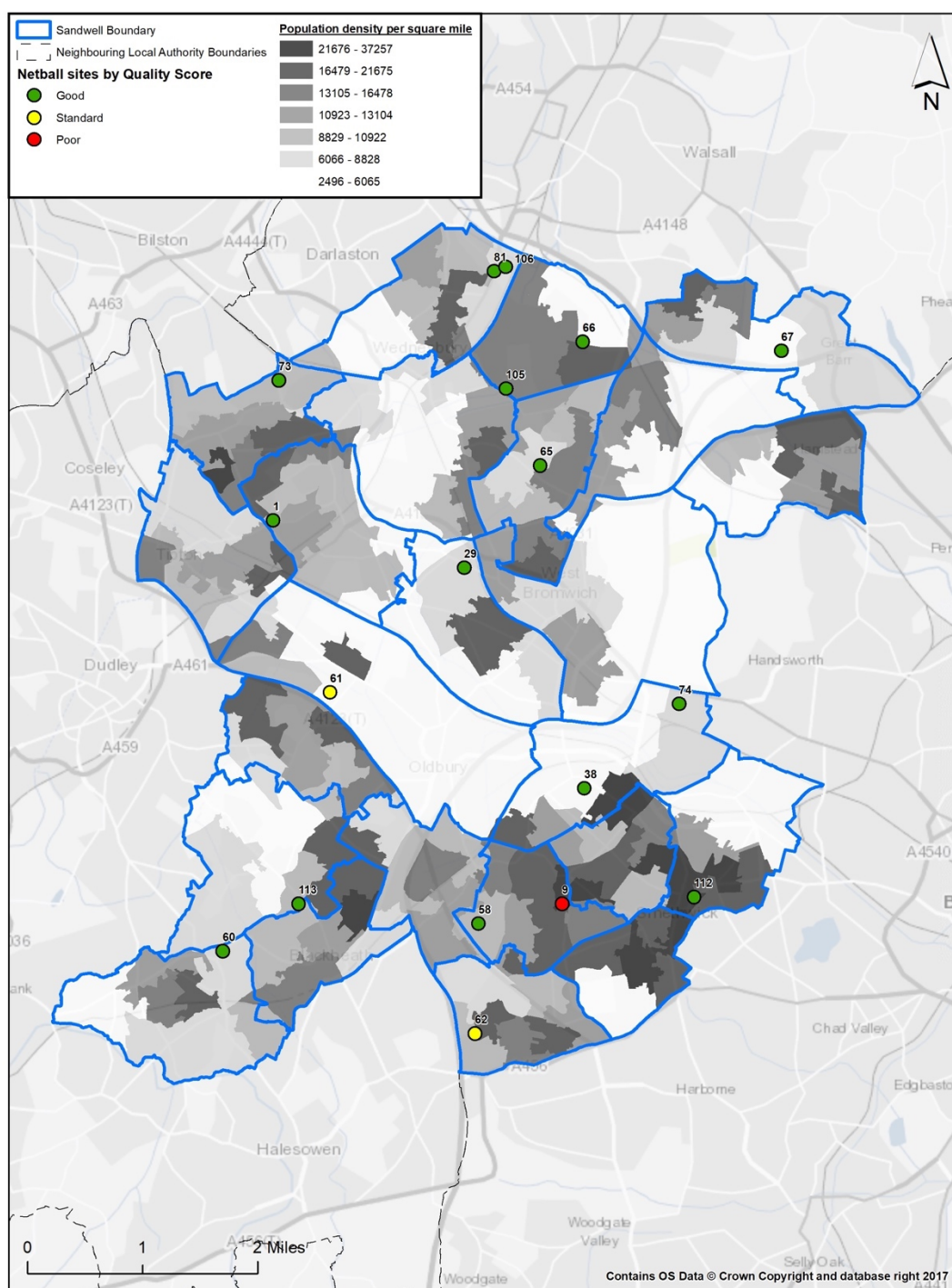
The presence of league netball in Sandwell is strong, however facilities are not secured for long-term use. Further provision is therefore required, which will be explored further in the strategy section of this PPS.

*Table 6.3.1: Netball courts in Sandwell*

Site ID	Site name	Analysis area	No. of outdoor courts	Quality
1	Alexandra High School & Sixth Form Centre	Tipton	3	Good
9	Bristnall Hall Technology College	Smethwick	2	Poor
29	George Salter Academy	Wednesbury	4	Good
38	Holly Lodge High School College of Science	Smethwick	4	Good
58	Oldbury Academy (Upper Site)	Smethwick	5	Good
60	Ormiston Forge Academy Main Site	Rowley Regis	3	Good
61	Ormiston Sandwell Community Academy	Oldbury	3	Standard
62	Perryfields High School	Oldbury	2	Standard
65	Phoenix Collegiate (South Campus)	Wednesbury	3	Good
66	Pulse Soccer and Fitness Wednesbury	Wednesbury	6	Good
67	Q3 Academy	West Bromwich	3	Good
73	RSA Academy	Tipton	3	Good
74	Sandwell Academy	Smethwick	3	Good
81	Stuart Bathurst B.C. High School	Wednesbury	2	Good

Site ID	Site name	Analysis area	No. of outdoor courts	Quality
105	Wodensborough Community Technology College	Wednesbury	2	Good
106	Wood Green Academy	Wednesbury	2	Good
112	The Collegiate Academy Trust	Smethwick	2	Good
113	St Michael's CE College	Rowley Regis	5	Good

Figure 6.3.1: Netball court distribution in Sandwell by quality



The Walsall & District League requires a six court, floodlit venue to operate due to the large number of teams competing in the League. Currently the only site in Sandwell that can accommodate this is the Phoenix Collegiate North Campus (Pulse Soccer). Although the Campus has closed down the courts are still operational as Pulse Soccer also operates from the site. However, since the closure the League reports that the venue has deteriorated and that changing rooms and toilets are not available. Car parking areas and some lighting is also less well maintained.

The League reports that it has been growing year on year by two to five teams. It expects to grow by four teams over the next four years. There is speculation that the Phoenix Collegiate North Campus will close down permanently and if that was to happen there would be a need to re-accommodate the League at another six court site – currently there are no others in Sandwell. The Site is also home to the Dudley League which would also require a new venue.

### *Scenario*

With growing demand, albeit small, for netball courts, what impact would the closure of Phoenix Collegiate North Campus (same site as Pulse Soccer) have on netball in Sandwell?

The permanent closure of the courts at Phoenix Collegiate Campus North would mean that an alternative venue(s) would be required and could potentially impact on the participation of Netball in Sandwell. The alternative may be to consider splitting the league across two sites (e.g. George Salter Academy and Wood Green Academy), which although is not ideal would allow the League to continue to operate. However, this may have a detrimental effect on participation if players do not want to travel to various venues. The environment created from a central venue hub would also be lost if the Site was to close. Furthermore, the League believes that demand would decrease if Phoenix Collegiate was to close permanently.

### **Netball summary**

- There are 58 netball courts identified within Sandwell. Almost all courts are located on education sites.
- 85 teams compete in the Walsall & District (winter) League and 63 teams compete in the Dudley (summer) League. Both are located at Phoenix Collegiate North.
- All demand for matches is accommodated on the current supply of courts and this is supported by the Leagues which suggest that there are enough courts in Sandwell to satisfy demand.
- The confirmed development of 6 floodlit courts at Phoenix Collegiate provides long term security of tenure and a high quality central venue for the Walsall & District League.



## 6.4: Athletics

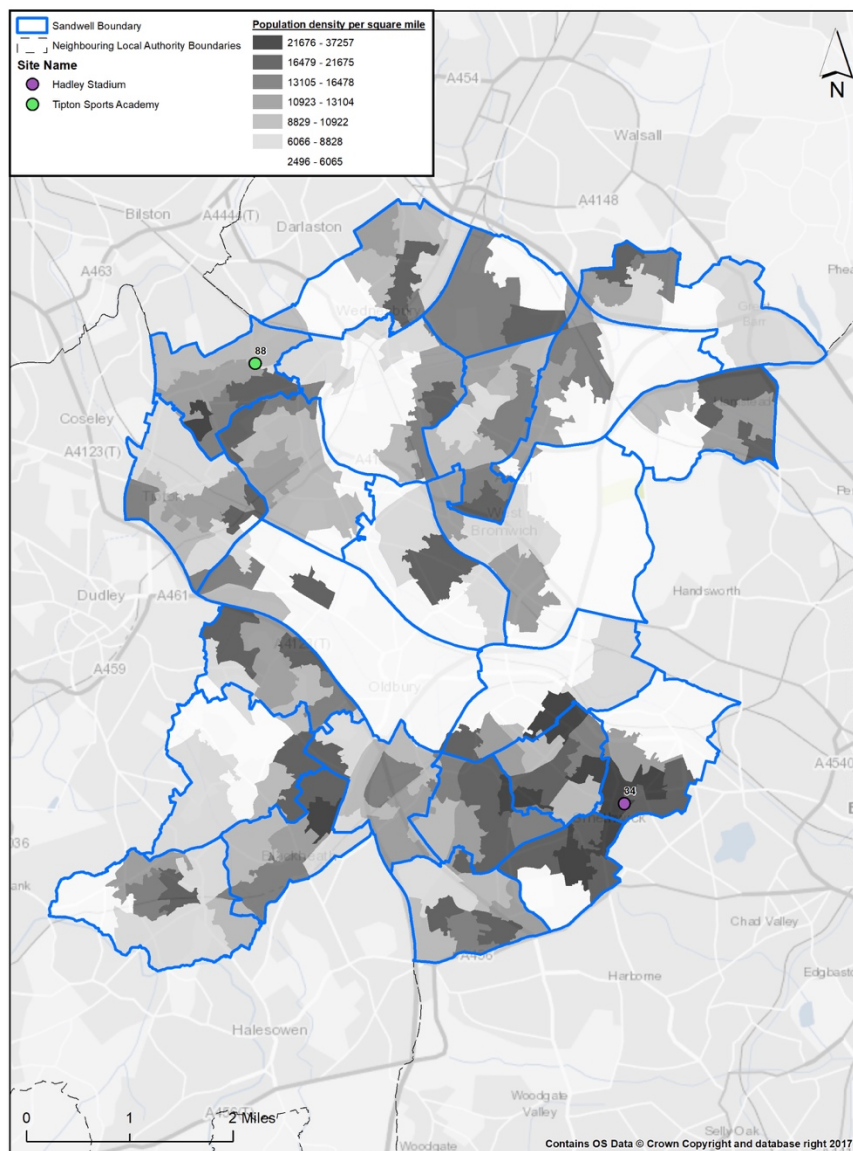
### Supply

There are two full-size (eight lane) athletics tracks in Sandwell located at Tipton Sports Academy and Hadley Stadium; both are managed by Sandwell Leisure Trust. In addition to these there is a four lane track at Sandwell Academy which is unavailable for community use.

### Quality

As the main athletics facility, Tipton Sports Academy provides an eight lane, floodlit track constructed to international standards with all-weather surfaces and provision for all track and field disciplines. The throw facilities are also considered to be of a high standard. It originally opened in December 1998 and there is a football pitch in the centre of the track used by Tipton Town Football Club. It also contains a large sports hall which is used for indoor training and is complimented with modern changing facilities. It is generally considered to be a good quality athletics facility and track. The track was re-surfaced in 2017

Figure 6.4.1: Athletics facility distribution in Sandwell



The track at Hadley Stadium is of very poor quality, so much so that it is a health and safety issue and is currently unused. It contains a grass football pitch in the centre of the track. The throw facilities are also poor.

### ***Demand***

Only the TSA site IS commercially available for pay and play hire and so aside from club users are subject to other activities at the Site. Tipton Harriers AC is the main Sandwell based club and uses Tipton Sports Academy. Although Hadley Running was identified as a user of Hadley Stadium in the 2014 study, the club does not appear to meet on a regular basis and does not use Hadley Stadium.

### ***Supply and demand analysis***

The quality of both the track and field facilities at Tipton Academy is good. The facility can host high level competition and is the only facility in Sandwell that can do so. The venue is well used by the Club but there is currently capacity to increase membership. A good level of maintenance at the Site must be continued in order to maintain the current quality.

The facilities at Hadley Stadium are not adequate to meet health and safety standards required to open the facility for use and therefore the track has been closed.

#### **Athletics summary**

- There are two main athletics tracks in Sandwell at Tipton Sports Academy and Hadley Stadium.
- The main athletics club; Tipton Harriers is based at Tipton Academy.
- The quality at Tipton Academy is good, constructed to international standards, and the only of this quality in Sandwell. A good level of maintenance at the Site must be continued in order to maintain the current quality.
- Tipton Academy meets the needs of Tipton Harriers and is well used but there is capacity to increase membership.
- The facilities at Hadley Stadium are extremely poor and are not regularly used by a running club as the track has been disused for some time. As a result, the facility is not financially sustainable and does not add value for residents. As a result of the previous point, the Athletics track at the Hadley Stadium is deemed to be surplus to requirements.
- It is recommended that further feasibility and site use options analyses is undertaken to identify how the future use of the site can align with the sport specific objectives of other sports within this PPS, as well as the wider strategic priorities of the Council.

## 6.5: Bowls

### **Introduction**

All bowling greens in Sandwell are crown greens. There is a second green at Farley Park which was previously two disused grass tennis courts. Although the green is only used for crown green bowling training and some second team competitions the green itself is more akin to a flat green. The bowling season runs from May to September.

### **Consultation**

There are 19 clubs using bowling greens in Sandwell. Of these, ten replied to the survey equating to a response rate of 53%. Bowls is popular in Sandwell and there are many active teams. Four of the main leagues servicing Sandwell also responded to a survey. These are:

- ◀ Smethwick & District Sunday morning league
- ◀ Warwickshire & Worcester Counties Association
- ◀ Dudley & District Bowling League
- ◀ West Bromwich Mid-week Bowling League

#### **6.5.1: Supply**

There are 20 bowling greens in Sandwell provided across 18 sites. Of these, only four are at council owned sites.

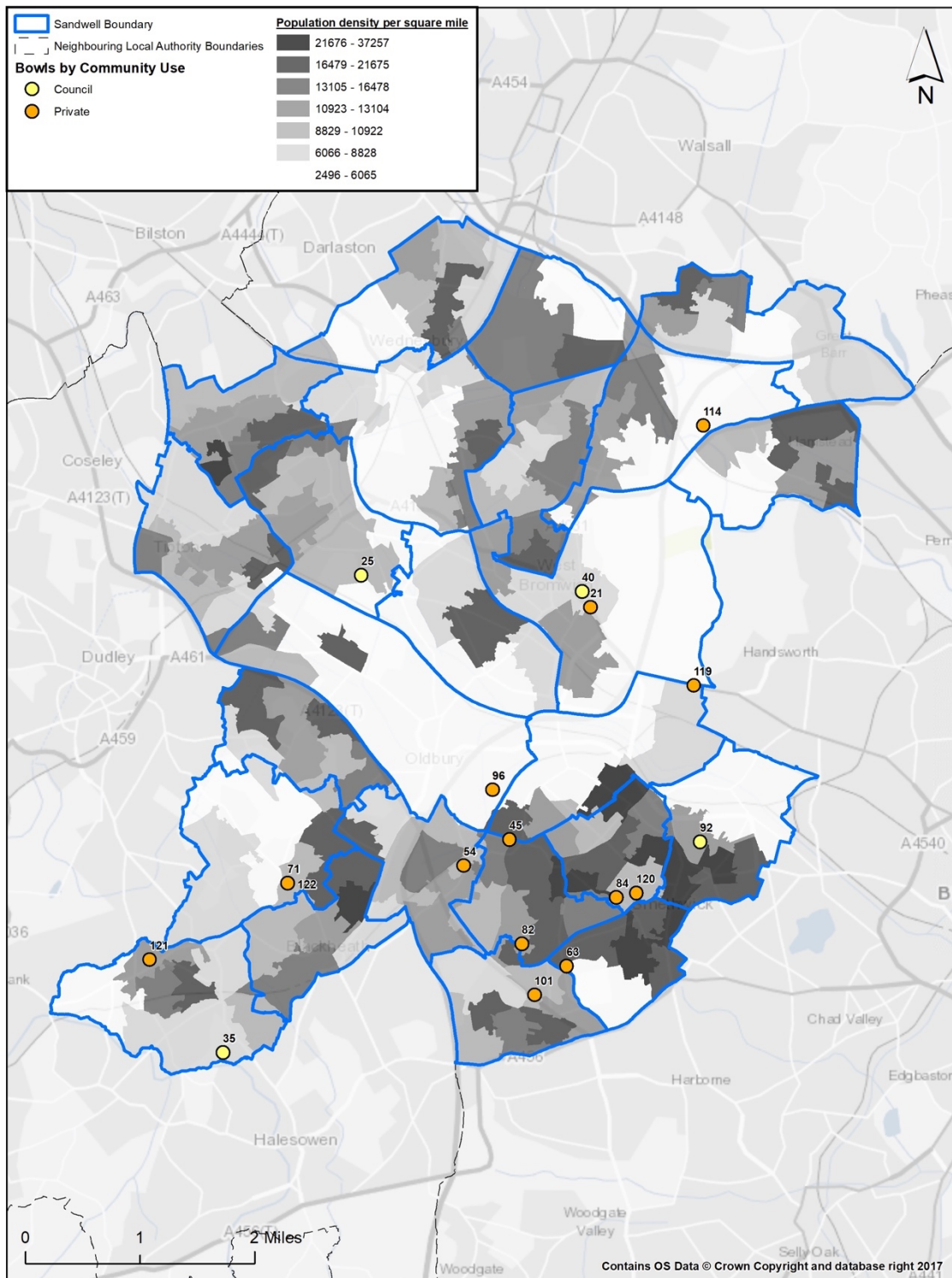
*Table 6.5.1: Summary of the number of greens by analysis area*

Analysis area	Number of greens
Oldbury	3
Rowley Regis	4
Smethwick	6
Tipton	2
Wednesbury	1
West Bromwich	4
<b>SANDWELL</b>	<b>20</b>

Bowling green distribution is relatively evenly spread throughout Sandwell. All areas are provided with at least one bowling green. Smethwick has the most with six. Greens tend to be located around areas of high population.

All sites have one green except for Farley Park, Haden Hill Park and Thimblemill Recreation Centre which have two greens each. The second green at Farley Park has been omitted from capacity analysis due to being a practice/flat green.

Figure 6.5.1: Distribution of bowling greens across Sandwell



*Table 6.5.2: Key to map*

Site ID	Site	Analysis area	Number of greens	Ownership
21	Dartmouth Bowling Club	West Bromwich	1	Private
25	Farley Park	Tipton	1 (+ practice)	Council
35	Haden Hill Park	Rowley Regis	2	Council
40	Hydes Road Playing Fields	Wednesbury	1	Council
45	Langley Bowling Club	Smethwick	1	Private
54	Old Cross Pub	Oldbury	1	Private
63	Pheasant Public House	Smethwick	1	Private
71	Rowley Labour Club	Rowley Regis	1	Private
82	The George Public House	Smethwick	1	Private
84	Thimblemill Recreation Centre	Smethwick	2	Private
92	Victoria Park	Tipton	1	Council
96	Warley RFC	Oldbury	1	Private
101	Wernley Public House	Oldbury	1	Private
119	West Bromwich Football Supporters BC	West Bromwich	1	Private
114	Great Barr Bowling Club	West Bromwich	1	Private
120	Old Chapel	Smethwick	1	Private
121	Cradley Heath Liberal Club	Rowley Regis	1	Private
122	West Bromwich Labour Club	West Bromwich	1	Private

### *Management*

There are 14 privately owned sites in Sandwell which are managed and maintained by the respective clubs. The four parks sites are currently managed and maintain by the Council. The West Bromwich Mid-Week Bowling League reports that maintenance is poor at Hydes Road and Farley Park due to greens not being cut often enough.

Tall boats Bowling Club, playing at Haden Hill Park, has aspirations to self-manage/maintain the Haden Hill Park greens, its current home and is keen to pursue this with the Council.

### *Quality*

Almost all of the greens in Sandwell are assessed as good quality. One of the two greens at Farley Park (council), one at Thimblemill Recreation (private) and one at West Bromwich Labour Club (private) are assessed as standard quality. There are no poor quality greens.

In terms of the views from private clubs, three report that the greens are much better in quality than the previous year; one reports that it is slightly better and three report no change to the already good quality. Private sites are generally better quality than council sites due to time and resource investment in regular maintenance.

Of the three clubs that responded (playing at council sites) two report no change in quality and one report that quality was slightly poorer when compared to the previous year (Churchill Bowls Club playing at Hydes Road). The reason for this was that there was excessive moss on the green. The Club also reports that it cannot water the green as there is no water facility.

### *Pricing*

The clubs pay a fee of £35 per match to use council greens. There is mixed opinion on this from clubs. Greets Green Bowling Club at Farley Park report that despite the increase in rental charge (up from £26 last season) the offer still provides value for money. However, there is concern that any further increase in pricing could lead to a decline in bowling at parks sites.

It was reported by Tallboats BC at Haden Hill Park that because the parks sites are open, the public use the greens without paying, so despite a pay & play option being available this is difficult to control as the sites are open access. This adds to the issue of an increase in green fees as the public are also using the greens without charge.

### *Pavilions*

Clubs report that at council sites there is a lack of clubhouse facilities. This includes a lack of toilet facilities and running water. For most this is not a problem as they have alternative arrangements. For example, Greets Green BC uses "Sons of Rest" pavilion in the park and Tallboats BC uses Old Hill Cricket Club next to Haden Hill Park. However, at Hydes Road, Churchill BC report that it has no access to toilets or water supply despite having a pavilion on site. It is reported that the pavilion is only opened for football and cricket.

### *Public House closures*

The closure of public houses in Sandwell is having a profound effect on the future of bowling greens. Many cease to be maintained once a public house closes which has reduced the number of greens significantly in Sandwell. In one section of the Borough, there has been a loss of six greens within a two mile radius over the last five years.

## **6.5.2: Demand**

### ***Clubs***

There are 19 clubs using bowling greens in Sandwell. The analysis below summarises information gathered from consultation with bowls clubs playing in Sandwell (ten replied, equating to a 53% response rate).

- ◀ The average playing membership per club is 37.
- ◀ The level of membership varies from 21 to 67 members.
- ◀ Cradley Heath Liberal BC has the largest membership with 67 members.
- ◀ The smallest club is Thimblemill Recreation BC with 21 members.
- ◀ The majority of players travel between two to five miles to play at their home green.

None of the clubs reported that an additional bowling green at their home green or in the area would lead to an increase in club membership.

Five of the ten clubs responding to the survey report having at least one junior member. Great Barr BC has the most with ten.

Only one of the parks clubs plans to increase membership; Churchill BC wishes to start one new team.

***Current demand***

In general demand for bowls appears to be steadily decreasing, three of the four leagues commented that the number of teams competing has decreased in the last three years. The Dudley & District League has remained static.

Eight of the clubs that responded to the survey report that membership has increased in the previous three years. Although some clubs have grown by recruiting new members others have amalgamated with teams from clubs that have folded. For example, four new teams joined Greets Green BC when Churchfield Tavern Pub (and therefore green) closed down. Three teams joined Dartmouth Central Club when another local pub closed down and four teams from DEBEC Sports Club (Dudley) joined with Cradley Heath Liberal BC when it had issues with its green.

Thimblemill Rec BC also reports that there is a possibility of Queens Park BC from Birmingham joining the Club as it may have to leave its home green.

**6.5.3: Capacity analysis**

Capacity is very much dependent on the leagues and the day that they operate. A green may have no spare capacity on an afternoon/evening when a popular league is operating but may be empty for the rest of the week.

Generally, through consultation, it is considered that there is some spare capacity on the majority of bowling greens in Sandwell, even at peak times (when leagues are operating). Some greens do have extensive use but equally some have very little use.

The national governing body indicates that approximately 60 members are needed to sustain one green. Using this as a guide the table below (table 6.4) looks at the capacity of bowling greens in Sandwell based upon club membership. A green with 60 members is considered to be at capacity.<sup>8</sup>

<b>Under capacity</b>	Membership is below the level the site could sustain
<b>At capacity</b>	Membership matches the level the site can sustain
<b>Over capacity</b>	Membership exceeds the level the site can sustain

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<sup>8</sup> It should be noted that some greens may be at capacity with fewer than 60 members but also that some greens will be able to sustain more than 60 members.

## Sandwell MBC Playing Pitch Strategy

Table 6.5.3: Bowling green capacity

Site ID	Site name	Analysis area	No. of greens	Club	No. of members	Capacity (in members)	Capacity rating
21	Dartmouth Bowling Club	West Bromwich	1	Dartmouth BC	45	60	
25	Farley Park	Tipton	1	Greets Green BC	58	60	
35	Haden Hill Park	Rowley Regis	2	Tallboats BC and Rowley Olympic BC	47	120	
40	Hydes Road Playing Fields	Wednesbury	1	Churchill Bowls Club	34	60	
45	Langley Bowling Club	Smethwick	1	Langley BC	47	60	
54	Old Cross Pub	Oldbury	1	Old Cross	58	60	
63	Pheasant Public House	Smethwick	1	Pheasant BC	28	60	
71	Rowley Labour Club	Rowley Regis	1	Rowley Labor BC	14	60	
82	The George Public House	Smethwick	1	George BC	49	60	
84	Thimblemill Recreation Centre	Smethwick	2	Thimblemill Rec BC	21	120	
92	Victoria Park	Tipton	1	Victoria Park BC	-	60	
96	Warley RFC	Oldbury	1	Warley BC and Brades Village BC	40	60	
101	Wernley Public House	Oldbury	1	Wernley BC	48	60	
119	West Bromwich Football Supporters BC	West Bromwich	1	West Bromwich F.S.C	59	60	
114	Great Barr Bowling Club	West Bromwich	1	Great Barr BC	62	60	
120	Old Chapel	Smethwick	1	Old Chapel BC	21	60	
121	Cradley Heath Liberal Club	Rowley Regis	1	Cradley Heath BC	67	60	
122	West Bromwich Labour Club	West Bromwich	1	West Bromwich Labour BC	20	60	



#### **6.5.4: Supply and demand analysis**

Where membership is unknown, an average has been calculated based on the number of members in Sandwell divided by the number of clubs. The average membership per club is 37 members. The total estimated bowls membership in Sandwell is therefore 740.

As previously highlighted it is considered that one green can accommodate, and be sustained, by 60 members. The total current demand for bowling greens in Sandwell based on 740 players is 13 bowling greens. Notwithstanding that there may be additional demand for bowling greens in the future, as well as conflicts with green availability, there is an approximate current oversupply of seven greens in Sandwell.

There are four council greens (excluding the second 'flat' green at Farley Park). Membership at these sites equates to 176 members. This is the equivalent of three greens. If there are currently four then there is a theoretical oversupply of one council green.

It should also be considered that there is some casual recreational usage on council greens which needs to be taken account of.

#### **Bowls summary**

- There are 20 bowling greens in Sandwell provided across 18 sites.
- Almost all of the greens in Sandwell are assessed as good quality. One of the two greens at Farley Park (council), one at Thimblemill Recreation (private) and one at West Bromwich Labour Club (private) are assessed as standard. There are no poor quality greens.
- Parks greens are managed by the Council. Tallboats BC has aspirations to manage and main the greens at Haden Hill Park.
- There are 19 clubs using bowling greens in Sandwell with an average playing membership of 37. The majority of clubs suggest that an additional bowling green at their home green or in the area would not lead to an increase in club membership.
- Junior participation is low, although five clubs report at least one junior member. The highest is Great Barr BC with ten juniors.
- Notwithstanding that there may be additional demand for bowling greens in the future; there is an approximate current oversupply of seven greens in Sandwell based on a membership capacity analysis. Considering only council greens, there is a theoretical oversupply of one green.

## **APPENDIX 1: SPORTING CONTEXT**

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

### **National context**

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

#### ***DCMS: A New Strategy for Sport***

The Department for Culture, Media and Sport, following a consultation paper in 2015, launched the new strategy 'Sporting Future: A new Strategy for an Active Nation' in 2016. The development of the new strategy reflects a need to re-invigorate the nation's appetite for participation in sport following what appears to be a significant reduction in participation (highest profile being swimming), following the upsurge after the 2012 London Olympics.

The sport strategy is targeting five outcomes which each sports organisation, public or private sector, will be measured against:

- ◀ Physical wellbeing
- ◀ Mental wellbeing
- ◀ Individual development
- ◀ Social and community development
- ◀ Economic development.
- ◀

Government funding will go toward organisations which can best demonstrate that they will deliver some or all the five outcomes.

The Delivery of the outcomes will be through three broad outputs;

- ◀ More people from every background regularly and meaningfully taking part in sport and physical activity, volunteering and experiencing live sport.
- ◀ A more productive, sustainable and responsible sports sector
- ◀ Maximising international and domestic sporting success and the impact of major sporting events

#### ***Sport England: Towards and Active Nation***

The Vision for this Strategy is: 'We want everyone in England regardless of age, background or level of ability to feel able to engage in sport and physical activity. Some will be young, fit and talented, but most will not. We need a sport sector that welcomes everyone – meets their needs, treats them as individuals and values them as customers'.

The Sport England Strategy 'Towards an Active Nation' puts the policies set out in 'A new Strategy for an Active Nation' into practice. This will mean significant change for Sport England and for their partners.

This strategy sets out Sport England will deliver this task. The key changes Sport England will make are:

- ◀ Focusing more money and resources on tackling inactivity because this is where the gains for the individual and for society are greatest
- ◀ Investing more in children and young people from the age of five to build positive attitudes to sport and activity as the foundations of an active life
- ◀ Helping those who are active now to carry on, but at lower cost to the public purse over time. Sport England will work with those parts of the sector that serve the core market to help them identify ways in which they can become more sustainable and self-sufficient
- ◀ Putting customers at the heart of what we do, responding to how they organise their lives and helping the sector to be more welcoming and inclusive, especially of those groups currently under-represented in sport
- ◀ Helping sport to keep pace with the digital expectations of customers
- ◀ Working nationally where it makes sense to do so (for example on infrastructure and workforce) but encouraging stronger local collaboration to deliver a more joined-up experience of sport and activity for customers
- ◀ Working with a wider range of partners, including the private sector, using our expertise as well as our investment to help others align their resources
- ◀ Working with the sector to encourage innovation and share best practice particularly through applying the principles and practical learning of behaviour change

### **West Midlands**

Within the West Midlands this strategy is one of a family of strategies including the West Midlands Combined Authority's (WMCA) document *West Midlands on the Move 2017-30 Physical Activity Strategy* and the Active Black Country's *Towards an Active Black Country Strategic Framework 2017-2033: A Call to Action to Work Together to Get People Active*.

The WMCA's strategy sets out the following ambition:

“We will ignite a social movement throughout the West Midlands that makes physical activity and citizenship the norm. We want ‘active citizens’ and we are committed to:

- Making it feel easier and more desirable to get around the West Midlands;
- Making it feel easier and more enjoyable to be outdoors in our green and blue spaces as well as other urban environments;
- Improving how it feels to live in our streets and work in our communities;
- Improve people's life chances, health, employability and access to work.”

### **Black Country**

The Active Black Country's call to action is explicitly set in the context of the long-established, evidence-based vision for the Black Country in 2033 and the Black Country Local Enterprise Partnership's Strategic Economic Plan, which is currently being refreshed. The actions set out in the Active Black Country strategic framework have been developed around the three themes which form the core of the SEP: People, Business and Place.

The Black Country framework is underpinned by a set of principles and values which also underpin this strategy.

The principles are:

- Life course approach, recognising the longer term impact of health and social experiences;
- Asset-based approach, mobilising and utilising the skills and knowledge of individuals and their connections and resources within communities and organisations;
- Economic viability, ensuring our approaches are affordable;
- A sustainable approach;
- A collaborative approach, working in partnership with individuals and communities;
- A recognition of the role which sport and activity have in education attainment;
- A focus on wellbeing.

The values are:

- Ensuring that individuals and communities are the focus of our work;
- Respecting and promoting the diversity of individuals, communities and businesses across the Black Country;
- Working in Partnership;
- Working in an inclusive way so that any individual, community or organisation can contribute;
- Ensuring a happy, healthy working environment;
- Behaving with integrity;
- Creating a commitment to continually create, learn and improve.

**Football:**

In August 2015, the Football Association (FA) released their National Game Strategy for Participation and Development (2015 – 2019), which committed the organisation to invest £260 million into grassroots football over the next four years. The strategy has four key priorities;

- ◀ Participation – ‘More players playing football more often’. The FA are aiming to boost female youth participation by 11% and retain the current level of male team affiliation
- ◀ Player Development – ‘Better quality players being developed and entering the talent pathways’. The FA will invest £16m into coach education and development programmes. There will also be 1,000 more top level grassroots coaches developed and on-going investment into the skills coaching programme for 5 – 11-year olds
- ◀ Better Training and Playing Facilities – The FA has committed £48m to new and improved facilities through the Football Foundation. This includes the roll out of a new sustainable model for grassroots facilities in 30 cities through football hubs owned and operated by local communities. An ambition has also been stated to ensure that half of mini-soccer and youth matches are played on high-quality artificial grass pitches
- ◀ Football Workforce – ‘Recruiting and developing volunteers and paid staff who service the game’. This will grow the workforce, increase the number of qualified referees and ensure there is an advisory board for every County FA.

The national strategy follows the FA's October 2014 announcements, stating its intentions to deliver 30 football hubs in cities across the country. The FA intends to increase the number of full size, publicly accessibility 3G AGP's to over 1,000 across England. It also intends to facilitate the delivery of more than 150 new club-owned and managed football hubs to support the delivery of FA, County FA and professional club youth development and coach education programmes. It also aims to ensure that at least 50% of all mini soccer and 9v9 matches are played on good quality 3G AGP's.

A key trend for football across the country is the contraction of adult affiliated clubs and the growth of more casual and informal forms of football, such as 5 and 7-a-side and organised evening 11-a-side, typically played on floodlit 3G pitches. This trend reflects the perceived reduction in free time across the UK and the reticence to commit to weekly football on a Saturday or Sunday afternoon.

The growth of demand and supply of 3G provision and the changing patterns of demand among grass roots footballers is key and will be addressed as an output of this study.

In addition to the focus on 3G facilities the FA has emphasised, throughout consultations, the commitment of the organisation to improving grass pitches, with the overall target being to improve 2,000 grass pitches across the UK and reduce the amount of cancellations, especially due to waterlogging.

The F.A along with funding partners The Football Foundation, Premier League and Sport England have announced a major capital funding programme entitled 'Parklife Football Hubs' which seeks to increase the number of 3G pitches across the country and establish a Trust to improve grass pitches. Sandwell Council is keen to be engaged in this programme, has submitted an expression of interest and has a commitment in principle to allocate 'match funding' towards financing the programme. Work is currently ongoing.

### ***Cricket***

#### **Cricket Unleashed (2016)**

The ECB published its new strategic plan in 2015. One of the core aims of the strategy is to create more players, great teams and inspired fans, guided by good governance and strong financial operations. The goal of Cricket unleashed is to make the game more accessible and inspire the next generation of players, coaches, officials and volunteers.

The ECB are looking to work with local authorities to develop fit-for-purpose facility and participation plans that will engage with local residents and ensure residents are provided with the right facilities to help them play the game.

It is key that this Playing Pitch Strategy recognises the opportunity made available by Cricket Unleashed and provides a framework that allows stakeholders to work together and deliver against the key objectives of 'more play', 'great teams' and 'inspired fans'. It's also vital that any facility development for cricket takes the objectives of the strategy into consideration, namely the growth of entry level cricket, women and girls' cricket, T20 and engagement of previously hard-to-reach demographics groups.

#### **All Stars Cricket (2017)**

Launched in 2017, All Stars Cricket is an ECB initiative that provides children aged five to eight with an introduction to cricket, focussing on parental engagement in supporting the newly

trained All Stars Cricket Activators, as well as having a special focus on establishing women's softball and cricket events.

The programme will be delivered nationwide at over 1,800 centres, predominantly at club sites, with the ECB expecting the programme to have a positive impact on junior demand in the short to medium term, providing a transition for children into formal junior cricket.

It is key that this Playing Pitch Strategy recognises the opportunity made available by Cricket Unleashed and All Stars Cricket and provides a framework that allows stakeholders to work together and deliver against the key objectives of 'more play', 'great teams' and 'inspired fans'.

### **South Asian Cricket Strategy (2018)**

The ECB announced a wide-ranging Action Plan to transform the way it engages with South Asian communities and draw more players, fans and volunteers into every level of the game.

The Action Plan was launched with a series of events in three 'core cities' including a Chance to Shine Street Tape-ball competition at Sparkhill Park in Birmingham, a schools' cricket competition at Bradford Park Avenue Cricket Ground in Yorkshire and a women's and girls' cricketing session at Leyton County Ground Sport Centre in East London.

Insight work undertaken by the ECB strategy team has identified the following key drivers for the Strategy:

- ◀ South Asian participation in recreational cricket is at 30%
- ◀ The single biggest barrier to South Asian participation is access to facilities in urban areas
- ◀ Other challenges identified included; lack of scouting or talent ID in urban areas, the cost of travel and equipment for county age group cricketers, a lack of female coaches, access to cricket at school and a lack of cultural considerations within the match day experience
- ◀ 3% of domestic, non-international, ticket sales are from South Asian audiences compared to 40% in the Champions Trophy
- ◀ Cricket is overwhelmingly popular with South Asian communities who contribute 18% of the cricketing economy

Using all of this data and insight, ECB worked with Sport England to identify ten 'Core Cities' where the majority (61%) of the South Asian population live: Birmingham, Bradford, Kirklees, Leeds, Leicester, London, Luton, Manchester, Sandwell and Slough. These ten areas will be the focus of the first two years of the project. Following this initial period, the plan will expand to engage to being to engage with a further 300 districts that make up the remaining 39% of the audience.

The ECB Action Plan has set out 11 recommended actions which include:

- ◀ URBAN CRICKET CENTRES - The creation of 20+ new Urban Cricket Centres and the development of 1,000 non-turf pitches and 100 turf pitches by 2024;
- ◀ COMMUNITY TALENT CHAMPIONS - Piloting the implementation of 'Community Talent Champions' to scout talent previously missed by the scouting system;
- ◀ PRIMARY SCHOOLS - The delivery of cricket sessions to 6,000 primary schools in deprived urban communities through Chance to Shine by 2019;
- ◀ DIVERSITY IN COACHING - The adoption of the 'Rooney Rule' to support the progression of BAME coaches working in the professional game for all future ECB

coaching roles; working with the ten 'core cities' to train and develop 200 female coaches;

- ◀ BURSARIES - The awarding of bursaries to talented young South Asian players.

## **Rugby Union**

### **RFU Strategic Plan (2017-2021)**

In October 2017, the RFU published its strategic plan, with the overall objective of being: *England's strongest sport, underpinned by good governance and regulation, as well as increased investment in the game to drive elite performance and community participation*<sup>9</sup>.

The following key areas of focus are particularly relevant for this strategy;

- ◀ Protect our clubs: Support clubs to protect themselves against risks to sustainability in the key areas of leadership, facilities and finances. Support clubs to meet all their statutory and regulatory obligations
- ◀ Expand places to play through Artificial Grass Pitches: Install and manage strategically placed Artificial Grass Pitches (AGP's) nationwide, increasing playing opportunities for the 15-a-side game and other variants in communities where natural turf pitches are significantly overused. Improve access to rugby in non-traditional and urban areas
- ◀ Engage new communities in rugby: Increase female player numbers, with more teams and matches, expansion in the education environment and transitioning more players to clubs
- ◀ Grow the grass-roots game: Increase the number of active male and female (14+) 15-a-side teams by 10%. Increase the number of 15-a-side matches played by 20%. Increase the number of active rugby union players by 10%.

The objectives and targets of the RFU will be referenced throughout this strategy and utilised to prioritise facility development projects as part of the recommendations and action plan section.

### **England Rugby Women and Girls Action Plan (2017-2021)**

As part of the four-year strategic plan summarised above, England Rugby has launched the women and girls action plan for the next four years. The plan recognises the significant growth in the female game over the last four years and sets out a plan for the next four years to continue to grow the number of women and girls engaging in rugby.

There are currently 512 women and girls teams in England and 27,500 existing players, however by 2021 England Rugby wants to growth these numbers, engaging 100,000 females in rugby and converting 25,000 of those into new players.

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<sup>9</sup> RFU Strategic Plan (<http://www.englandrugby.com/about-the-rfu/rfu-strategic-plan/>): 2017)

### **RFU facilities strategy (2014-2018)**

The RFU published its Facility Strategy (2014) for the next four years<sup>10</sup>. The strategy includes the following relevant objectives and priorities relevant to the PPS:

The core aims of the RFU are to create effective and efficient facilities, management and governance along with community integration

Facility priorities include improving changing provision, natural turf pitch quality, AGPs and floodlighting for both matches and training. These affect commercial opportunities within community clubs.

### **Hockey**

#### **England Hockey Facilities Strategy (2017)**

In 2017 England Hockey published the latest facilities strategy for the sport, which replaces the previous 2012 edition and aims to help every hockey club in England work towards having appropriate and sustainable facilities that provide excellent experiences for players.

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

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

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

The EHB has the ambition of growing participation by 10,000 adults and 32,500 children. To enable this, the following three objectives have been highlighted;

- ◀ **PROTECT:** To conserve the existing hockey provision. EH currently has over 800 pitches that are used by hockey clubs (club, school, universities). We need to retain the current provision where appropriate to ensure that hockey is maintained across the country
- ◀ **IMPROVE:** To improve the existing facilities stock (physically and administratively). The current facilities stock is ageing and there needs to be strategic investment into refurbishing the pitches and ancillary facilities. There needs to be more support for clubs to obtain better agreements with facilities providers & education around owning an asset.
- ◀ **DEVELOP:** To strategically build new hockey facilities where there is an identified need and ability to deliver and maintain. This might include consolidation hockey provision in a local area where appropriate. Research has identified key areas across the country where there is a lack of suitable Hockey provision and there is a need for additional pitches. There is an identified demand for multi pitches in the right places to consolidate hockey and allow clubs to have all of their provision catered at one site.

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<sup>10</sup> RFU National Facility Strategy (<http://goo.gl/m6kqms>: 2014)





To facilitate the successful achievement of Netball 10:1:1 and Goal 4, England Netball will:

- ◆ Accelerate the participation growth by extending our market penetration and reach through the activation of a range of existing and new participant-focused products and programmes that access new and targeted markets.
- ◆ Increase the level of long-term participant retention through targeting programmes at known points of attrition and easy transition through the market segments, supported by an infrastructure that reflects the participant needs and improves their netball experience.
- ◆ Build a sustainable performance pathway and system built on the principles of purposeful practice and appropriate quality athlete coach contact time.
- ◆ Develop sustainable revenue streams through the commercialisation of a portfolio of products and programmes and increasing membership sales. This will also include the creation of cost efficiencies and improved value for money through innovative partnerships and collaborations in all aspects of the business.
- ◆ Establish high standards of leadership and governance that protect the game and its people and facilitates the on-going growth and transformation of the NGB and sport.

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

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

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

The strategy sets out:

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

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

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

- ◀ Access for everyone to well-maintained high quality tennis facilities which are either free or pay as you play
- ◀ A Clubmark accredited place to play within a 10 minute drive of their home
- ◀ Indoor tennis courts within a 20 minute drive time of their home
- ◀ A mini tennis (10 and under) performance programme within a 20 minute drive of their home (Performance Centres)
- ◀ A performance programme for 11 - 15 year olds within a 45 minute drive time of their home (High Performance Centre)

A limited number of internationally orientated programmes strategically spread for players 16+ with an international programme (International High Performance Centres)

**APPENDIX 2: FOOTBALL PYRAMID REQUIREMENTS**

Step/ Grade	Min Capacity	Pitch Barrier	Technica l area	Floodlights	Turnstiles	Spectator Accommo- dation	Press seating	Toilets within ground	Players Changing	Match Officials Changing
7	No minimum and no boundary fencing required	Post and rope around all sides that accommodate spectators. Minimum of 1.83m (ideally 2m) away from touchline and if hard standing exists (not compulsory) it should be minimum of 0.9 metres width.	Not essential but its desirable that a technical area exists within the laws of the game	Not compulsory	Not required, however where one exists it must be fixed and fully operational	No specific requirements for accommodation	None Required	Provision should be made for adequate toilet facilities	Existing must be 12m2, with 4 shower heads and adequate toilets for players . New build 18m2.	Minimum 4m2, 1 shower and access to toilets (not necessarily inside the changing room). New build 6m2.  Provision for both male and female officials required.

## Sandwell MBC Playing Pitch Strategy

Step/ Grade	Min Capacity	Pitch Barrier	Technica l area	Floodlights	Turnstiles	Spectator Accommo- dation	Press seating	Toilets within ground	Players Changing	Match Officials Changing
Entry to Step 6/ H	No minimum, but ground must be enclosed with fencing 1.83m high	1.1m high and 1.83 m away from touchline (ideally 2m). Hard standing width of 0.9m on spectator side of barrier on a minimum of 2 adjacent sides from the entrance.	Same side of pitch, ideally 3m apart and seat 8 people or 4m in length	Average lux of 120 for existing or 180 lux must be provided for new	1 required or a pay box.	Can be on 1 side only. 50 minimum covered. No allocation required for Directors	None Required	2 WC's should be required	Existing must be 12m2, with 4 shower heads, 1 wash hand basin, 1 WC. New build 18m2.	Minimum 4m2,1 shower, 1 WC (exclusive use but not necessarily en suite)and 1 wash hand basin. New build 6m2.  Provision for both male and female officials required.
6/ G	No minimum, but ground must be enclosed with fencing 1.83m high	1.1m high and 1.83 m away from touchline (ideally 2m). Hard standing width of 0.9m on spectator side of barrier on a minimum of 2 sides on adjacent sides from the entrance.	Same side of pitch, ideally 3m apart and seat 8 people or 4m in length	Average lux of 120 for existing or 180 lux must be provided for new	1 required or a pay box.	Can be on 1 side but preferably 2 sides. 100 minimum covered of which 50 must be seated and located in one stand. No allocation required for Directors	None Required	Male: 2 urinals or equivalen t and 1 WC. Female: 2WC's	Existing must be 12m2, with 4 shower heads, 1 wash hand basin, 1 WC. New build 18m2.	Minimum 4m2,1 shower, 1 WC and 1 wash hand basin. New build 6m2.  Provision for both male and female officials required.

## Sandwell MBC Playing Pitch Strategy

5/ F	No minimum, but ground must be enclosed with fencing 1.83m high	1.1m high and 1.83 m away from touchline (ideally 2m). Hard standing width of 0.9m on spectator side of barrier on a minimum of 3 sides.	Same side of pitch, ideally 3m apart and seat 8 people or 4m in length	Average lux of 120 for existing or 180 lux must be provided for new	1 required or a pay box.	Can be on 1 side but preferably on 2 sides of ground. 200 minimum covered of which 100 must be seated (can be 2 stands each 50) 16 seats allocated to Directors. Public address system required.	None Required	Male: 2 urinals or equivalent and 1 WC. Female: 2WC's	Existing must be 12m2, with 4 shower heads, 1 wash hand basin, 1 WC. New build 18m2.	Minimum 4m2, 1 shower, 1 WC and 1 wash hand basin. New build 6m2.  Provision for both male and female officials required.
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## Sandwell MBC Playing Pitch Strategy

Step/ Grade	Min Capacity	Pitch Barrier	Technica l area	Floodlights	Turnstiles	Spectator Accommo- dation	Press seating	Toilets within ground	Players Changing	Match Officials Changing
Seekin g promot ion from 5- 4/ E	1,000	1.1m high and 1.83 m away from touchline (ideally 2m). Must be in filled so ball can't pass through. 0.9m hard standing on all 4 areas of the ground	Same side of pitch, ideally 3m apart and seat 8 people or 4m in length	Average lux of 120 for existing or 180 lux must be provided for new	2 required with 0.9m hard standing to all spectator areas.	Preferably on at least 2 sides of ground. 250 minimum covered of which 150 must be seated in not more than 2 stands (no stand can have less than 50 seats). 16 seats allocated to Directors. Also need separate Directors room for hospitality serving minimum 16 people. Separate medical room required, not accessed through changing rooms. Public address system required.	Minimum 2 with lights and writing facilities	Male: 2 urinals or equivalen t and 1 WC. Female: 2WC's	Existing must be 12m2, with 4 shower heads, 1 wash hand basin, 1 WC. New build 18m2.	Minimum 4m2, 1 shower, 1 WC and 1 wash hand basin. Bell buzzer required. New build 6m2.  Provision for both male and female officials required.

## Sandwell MBC Playing Pitch Strategy

Step/ Grade	Min Capacity	Pitch Barrier	Technica l area	Floodlights	Turnstiles	Spectator Accommo- dation	Press seating	Toilets within ground	Players Changing	Match Officials Changing
4/ D	1,300 with potential to increase to 1,950	1.1m high and 1.83 m away from touchline (ideally 2m). Must be in filled so ball can't pass through. 0.9m hard standing on all 4 areas of the ground	Same side of pitch, ideally 3m apart and seat 8 people or 4m in length	Average lux of 120 for existing or 180 lux must be provided for new	2 required with 0.9m hard standing to all spectator areas.	Preferably on at least 2 sides of ground. 300 minimum covered of which 150 must be seated in not more than 2 stands (no stand can have less than 50 seats). 24 seats allocated to Directors. Also need separate Directors room for hospitality serving minimum 24 people. Separate medical room required, not accessed through changing rooms. Public address system required.	Minimum 2 with lights and writing facilities	Male: 2 urinals or equivalent and 1 WC. Female: 2WC's	Existing must be 12m2, with 4 shower heads, 1 wash hand basin, 1 WC. New build 18m2.	Minimum 4m2, 1 shower, 1 WC and 1 wash hand basin. Bell buzzer required. New build 6m2.  Provision for both male and female officials required.

## Sandwell MBC Playing Pitch Strategy

Step/ Grade	Min Capacity	Pitch Barrier	Technica l area	Floodlights	Turnstiles	Spectator Accommo- dation	Press seating	Toilets within ground	Players Changing	Match Officials Changing
3/ C	1,950, with potential to increase to 3,000	1.1m high and 1.83 m away from touchline (ideally 2m). Must be in filled so ball can't pass through. 0.9m hard standing on all 4 areas of the ground	Same side of pitch, ideally 3m apart and seat 8 people or 4m in length	Average lux of 120 for existing or 180 lux must be provided for new	3 required with 0.9m hard standing to all spectator areas.	Preferably on 2 sides of ground. 500 minimum covered of which 250 must be seated (no more than 2 stands, minimum of 50 per stand). 24 seats allocated to Directors. Also need separate Directors room for hospitality serving minimum 24 people. Separate medical room required, not accessed through changing rooms. Public address system required.	4 with lights and writing facilities	Male: 4 urinals or equivalent and 2 WC's. Female: 2WC's	Existing must be 12m2, with 4 shower heads, 1 wash hand basin, 1 WC. New build 18m2.	Minimum 4m2, 1 shower, 1 WC and 1 wash hand basin. Bell buzzer required. New build 6m2.  Provision for both male and female officials required.



## Sandwell MBC Playing Pitch Strategy

Step/ Grade	Min Capacity	Pitch Barrier	Technica l area	Floodlights	Turnstiles	Spectator Accommo- dation	Press seating	Toilets within ground	Players Changing	Match Officials Changing
2/ B	3,000, with potential to increase to 4,000	1.1m high and 1.83 m away from touchline (ideally 2m). Must be in filled so ball can't pass through. 0.9m hard standing on all 4 areas of the ground	Same side of pitch, ideally 3m apart and seat 11 people or 5.5m in length	Average lux of 180	6 required with 0.9m hard standing to all spectator areas.	Preferably on 2 sides of ground. 500 minimum covered of which 250 must be seated and located in one stand. 24 seats allocated to Directors. Also need separate Directors room for hospitality serving minimum 24 people. Separate medical room required, not accessed through changing rooms. Public address system required	6 with lights and writing facilities	Male: 4 urinals or equivalent and 2 WC's. Female: 2WC's	Must be 18m2, with 4 shower heads, 1 wash hand basin, 1 WC.	Minimum 4m2, 1 shower, 1 WC and 1 wash hand basin. Bell buzzer required. New build 6m2.  Provision for both male and female officials required.

## Sandwell MBC Playing Pitch Strategy

Step/ Grade	Min Capacity	Pitch Barrier	Technica l area	Floodlights	Turnstiles	Spectator Accommo- dation	Press seating	Toilets within ground	Players Changing	Match Officials Changing
1/ A	4,000, with potential to increase to 5,000	1.1m high and 2.25 m away from touchline (ideally 2.75m). Must be in filled so ball can't pass through. 1m hard standing on all 4 areas of the ground	Same side of pitch, ideally 3m apart and seat 11 people or 5.5m in length	Average lux of 250	8 required with 1m hard standing to all spectator areas.	Preferably on 2 sides of ground. 500 minimum covered of which 250 must be seated and located in one stand. 24 seats allocated to Directors. Also need separate Directors room for hospitality serving minimum 24 people. Separate medical room required, not accessed through changing rooms. Public address system required	12 with lights and writing facilities	Male: 4 urinals or equivalent and 2 WC's. Female: 2WC's	Must be 18m2, with 4 shower heads, 1 wash hand basin, 1 WC and 2 urinals.	Minimum 6m2, 1 shower, 1 WC and 1 wash hand basin. Bell buzzer required. New build 6m2.  Provision for both male and female officials required.

**END**