



ROCHFORD DISTRICT COUNCIL PLAYING PITCH STRATEGY ASSESSMENT REPORT

AUGUST 2018

QUALITY, INTEGRITY, PROFESSIONALISM

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GLOSSARY

3G	Third Generation (artificial turf)
AGP	Artificial Grass Pitch
ASC	All Stars Cricket
BARLA	British Amateur Rugby League Association
BC	Bowls Club
CC	Cricket Club
CSP	County Sports Partnership
ECB	England and Wales Cricket Board
ECCB	Essex County Cricket Board
EH	England Hockey
FA	Football Association
FC	Football Club
FIFA	Fédération Internationale de Football Association
FIT	Fields in Trust
FPM	Facilities Planning Model
GIS	Geographical Information Systems
HC	Hockey Club
KKP	Knight, Kavanagh and Page
LDF	Local Development Framework
LMS	Last Man Stands
NGB	National Governing Body
NHS	National Health Service
NPPF	National Planning Policy Framework
OAN	Objectively Assessed Need
PGA	Professional Golfers Association
PPS	Playing Pitch Strategy
PQS	Performance Quality Standard
RDC	Rochford District Council
RFU	Rugby Football Union
RUFC	Rugby Union Football Club
S106	Section 106
TGR	Team Generation Rate
TC	Tennis Club
U	Under

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PART 1: INTRODUCTION AND METHODOLOGY

1.1 Introduction

Knight, Kavanagh & Page Ltd (KKP) has been commissioned by the South Essex authorities of Basildon, Castle Point, Rochford and Southend-on-Sea, together with Essex County Council and Sport England, to assess outdoor sport facility needs across the individual local authority areas. The output is provision of four separate playing pitch needs assessments and strategies, four built and indoor facilities needs assessments and strategies, and four action plans across the aforementioned authorities as well as one additional overarching strategy for South Essex, which will also encompass Thurrock.

This is the Playing Pitch Strategy (PPS) assessment report. It presents a supply and demand assessment of playing pitch and other outdoor sports facilities in Rochford in accordance with Sport England's PPS Guidance: An approach to developing and delivering a PPS. The guidance details a stepped approach that is separated into five distinct stages:

- ◀ Stage A: Preparation
 - ◀ Step 1: Clarify why the PPS is being developed
 - ◀ Step 2: Set up the management arrangements
 - ◀ Step 3: Tailor the approach
- ◀ Stage B: Information Gathering
 - ◀ Step 4: Develop an audit of playing pitches
 - ◀ Step 5: Develop a picture of demand
- ◀ Stage C: Assessment
 - ◀ Step 6: Understand how each site is being used
 - ◀ Step 7: Develop the current picture of provision
 - ◀ Step 8: Carry out scenario testing
- ◀ Stage D: Key Findings & Issues
 - ◀ Step 9: Identify key findings & issues
 - ◀ Step 10: Check and challenge key findings & issues
- ◀ Stage E: Strategy Development & Implementation
 - ◀ Step 11: Develop conclusions & recommendations
 - ◀ Step 12: Develop an action & implementation plan
 - ◀ Step 13: Adopt, monitor and review the PPS

Stages A to C are covered in this report, with Stage D and Stage E covered in the subsequent strategy document. This Assessment and subsequent Strategy will replace the Playing Pitch Strategy for Rochford (completed in 2012) and will run from 2018-2037, in line with the South Essex Strategic Housing Market Assessment (SHMA).

Although each local authority is receiving its own Assessment and Strategy, cross border issues will be explored in each to determine the level of imported and exported demand. This applies to demand that migrates between the local authorities included and also to demand that migrates to and from other nearby local authorities such as Thurrock, Brentwood and Chelmsford.

The report is one document in a wider inter-related strategy for sport and recreation which also includes an Indoor Sports and Leisure Strategy. The inter-relationship between the strategies must be noted as some sports covered by the PPS also use indoor facilities for matches or training.

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1.2 Local context

The Association of South Essex Authorities

The Association of South Essex Authorities (ASELA) consists of Basildon, Brentwood, Castle Point, Essex County, Rochford, Southend-on-Sea, and Thurrock councils. All seven councils have recognised the need to work across borders on strategic issues such as infrastructure, planning and growth, skills, housing and transport connectivity.

A Memorandum of Understanding was signed on 10th January 2018. This recognises that through a collaborative approach, the councils will be best placed to deliver a vision for South Essex up to 2050, promoting healthy growth for our communities. There is also an intention to assist the delivery of this vision through the preparation of a Joint Strategic Plan.

Rochford District Council's Core Strategy (2011)

Rochford's Core Strategy is the main, overarching document of the Rochford District Local Development Framework, which is a collection of documents that will determine how the District develops in the future.

The Strategy sets out the overall vision for the District until 2025, which is "to make Rochford a place which provides opportunities for the best possible quality of life for all who live, work and visit". To support this, the Council has four main corporate objectives which are to:

- ◀ Make a difference to the residents.
- ◀ Make a difference to the community.
- ◀ Make a difference to the environment.
- ◀ Make a difference to the local economy.

The District contains an array of both private and public sports facilities. Furthermore, the Council recognises that there are a number of potential additional leisure opportunities within the District, such as within school premises, which are currently not available to all. Consequently, the Core Strategy (through Policy CLT9) states that the Council will work with its partners to ensure that:

- ◀ The leisure facilities across the District are maintained and enhanced.
- ◀ The Council will seek to enhance recreational opportunities at Rayleigh Leisure Centre, particularly through developer contributions.
- ◀ The Council will also look to make the best use of existing facilities in the District by encouraging those, such as, within school premises to be made accessible to all.

Proposed Local Development documents

The Council is currently preparing two local development documents; a new Local Plan and Community Infrastructure Levy (CIL) Charging Schedule.

The new Local Plan will be an early review of the existing Local Development Plan and it is anticipated that it will be adopted by 2021. It will guide how Rochford will develop over the next 20 years (up to 2037), covering a range of topics including the challenge of balancing the need to deliver homes and jobs supported by the necessary infrastructure, whilst also protecting the local environment.

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As such, it will take account of the NPPF (2018) and up-to-date evidence (e.g. the South Essex Strategic Housing Market Assessment). It will include both strategic and detailed planning policies as well as the allocation of land for certain uses and identification of areas for protection.

As part of the emerging plan, a broad Issues and Options document has been subject to public consultation alongside a draft Sustainability Appraisal. The latter presents numerous objectives, grouped under the following nine topic headlines:

- ◀ Biodiversity
- ◀ Climate change
- ◀ Landscape and historic environment
- ◀ Environmental quality
- ◀ Land, soil and water resources
- ◀ Population and communities
- ◀ Health and wellbeing
- ◀ Transport and movement
- ◀ Economy

The revised Objectively Assessed Need (OAN) projects that the need for homes in Rochford over the emerging Local Plan period equates to a range between 331 and 361 homes per year, totalling between 6,620 homes and 7,220 homes up to 2037. Furthermore, the Government is looking to introduce a standard methodology that would fix Rochford's OAN to 362 per annum.

The need to take into account any shortfall in housing delivery against the 2014 base date used means the actual need totals between 7,181 and 7,881 new homes. That being said, the OAN is not a housing target for the District but rather a starting point for the Local Plan to later establish how many homes are capable of being sustainably delivered in the District over the plan period.

Active Essex: Changing One Million Lives to get Essex Active 2017-2021

The Active Essex (CSP) target is to get one million people active by the year 2021 by driving up and sustaining sports participation and physical activity. In partnership with a number of key partners and organisations, the CSP is committed to creating opportunities and resources to achieve this target which will reduce inactivity and develop positive attitudes to health and wellbeing across communities in the County.

The stated intention is that the target will be met via the achievement of the four key priorities identified below:

Table 1.1: Active Essex's strategic priorities

Priority	Focus
Increase and sustain participation	More people in Essex being active, taking part and living healthy and active lifestyles.
Change behaviours to improve the health and wellbeing of residents	Change behaviours to reduce inactivity and make a real impact on physical and mental health and wellbeing.
Develop individuals and organisations	Enable people and organisations to develop skills, achieve goals, ambitions, and maximise their potential.
Strengthen local communities and networks	Lead, develop and drive communities across Essex, raising the profile and impact of physical activity and sport.

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Although the Strategy takes a county approach, specific priority is given to the following groups, as those most likely to be underrepresented in both sport and physical activity:

- ◀ People aged 65+.
- ◀ Unemployed people.
- ◀ Females.
- ◀ People with a life-long limiting illness or disability.
- ◀ People from lower socio-economic groups (NS-SEC 5-8) ¹
- ◀ Black and ethnic minorities.

Essex Health and Wellbeing Board: Joint Health and Wellbeing Strategy (2013-2018)

This identifies three key priorities, all of which have specific development areas which need to be achieved through partnership work, as outlined below.

Table 1.2: Essex Health and Wellbeing Board Key Priorities

Priority	Development areas
Starting and developing well: ensuring every child in Essex has the best start in life.	<ul style="list-style-type: none"> ◀ Increasing children's and young people level of physical activity. ◀ Improving development/attainment levels of pre-school children. ◀ Working with families with complex needs to ensure better outcomes for children.
Living and working well: ensuring that residents make better lifestyle choices and have opportunities needed to enjoy a healthy life.	<ul style="list-style-type: none"> ◀ Improve diet and nutrition. ◀ Increase physical activities levels. ◀ Reducing smoking, drinking and alcohol use. ◀ Supporting community provision and developing community assets.
Ageing well: ensuring that older people remain independent for as long as possible.	<ul style="list-style-type: none"> ◀ Preventing and maintaining independence in the home. ◀ Reducing dementia levels. ◀ Responding to long term conditions and chronic illness. ◀ Ensure high level of end of life care.

1.3 Stage A: Prepare and tailor the approach

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

Further to this, a Steering Group is and has been responsible for the direction of the PPS from a strategic perspective and for supporting, checking and challenging the work of the project team. The Steering Group is made up of representatives from Basildon, Castle Point, Rochford and Southend-on-Sea councils, Essex County Council, Active Essex, Sport England and National Governing Bodies of Sport (NGBs).

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.

¹ NS-SEC: National Statistics Socio-economic Classifications

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Why the PPS is being developed

The rationale for undertaking this study is to identify current levels of provision within Rochford across the public, private, education, voluntary and commercial sectors and to compare this with current and likely future levels of demand. The primary purpose of the PPS is therefore to provide a strategic framework that ensures the provision of outdoor sports facilities meets the local needs of existing and future residents.

The PPS is intended to be used as a supporting document for the Local Plan evidence base, informing planning policy and subsequent planning applications. The main objectives of the project are:

- ◀ To identify current supply and demand issues for sport and recreation facilities based on quality, quantity and accessibility.
- ◀ To enable the Council to plan appropriately for the protection and/or enhancement of existing facilities and identify sites best suited for development, new provision or refurbishment.
- ◀ To enable the Council to plan appropriately, in compliance with National Planning Policy Framework (NPPF, 2018), for the creation of new and/or replacement facilities, including opportunities for relocation and to allocate sites for development within the Local Plan.
- ◀ To identify the potential for a strategic approach to the role of schools/colleges in meeting community needs with a district or sub-regional approach in addition to recommendations for individual sites.
- ◀ To identify whether existing infrastructure is fit for purpose to deliver local priorities, corporate priorities and wider health and wellbeing outcomes in an efficient way, now and in the future.
- ◀ To review the appropriateness and effectiveness of existing local standards and provide policy recommendations and practical proposals for securing investment into sport and open space through planning obligations and Community Infrastructure Levy (CIL).
- ◀ To provide a robust, transparent and effective means of justifying requirements and standards proposed in the Local Plan so that they can be successfully defended at examination.
- ◀ To identify how sport and recreation can contribute to the Council's corporate agendas, including the responsibility for public health, to deliver healthier lifestyles and achieve positive health outcomes.
- ◀ To identify opportunities for efficiency savings and Council owned facilities and options for asset transfer to charities, trusts and community run organisations.
- ◀ To provide strategic recommendations within strategic areas.

National Planning Policy Framework (2018)

This strategy provides an evidence base for planning decisions and funding bids and background evidence to support Local Plan policies in relation to formal recreation. It will ensure that this evidence is sound, robust and capable of being scrutinised through examination and meets the requirements of the National Planning Policy Framework (NPPF, 2018).

One of the core planning principles of the NPPF is to improve health, social and cultural wellbeing for all and deliver sufficient community and cultural facilities and services to meet local needs.

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Section 8 of the NPPF deals specifically with the topic of healthy communities; Paragraph 96 discusses the importance of access to high quality open spaces and opportunities for sport and recreation that can make an important contribution to the health and well-being of communities.

Paragraphs 97 and 98 discuss assessments and the protection of “existing open space, sports and recreational buildings and land, including playing fields”. A PPS will provide the evidence required to help protect playing fields to ensure sufficient land is available to meet existing and projected future pitch requirements.

Paragraphs 99 and 100 promote the identification of important green spaces by local communities and the protection of these facilities. Such spaces may include playing fields.

Agreed scope

The following types of outdoor sports facilities were agreed by the steering group for inclusion in the PPS:

- ◀ Football pitches (including 3G AGPs)
- ◀ Rugby union pitches (including World Rugby compliant 3G AGPs)
- ◀ Cricket pitches
- ◀ Hockey pitches (sand/water based AGPs)
- ◀ Golf courses
- ◀ Outdoor tennis courts
- ◀ Outdoor bowling greens
- ◀ Outdoor netball courts
- ◀ Outdoor athletics facilities
- ◀ Outdoor cycling facilities
- ◀ Multi-Use Game Areas (MUGAs)

It should be noted that for the non-pitch sports (i.e. tennis, netball, bowls, athletics and cycling) included within the scope of this study, the supply and demand principles of Sport England methodology: Assessing Needs and Opportunities Guide for Indoor and Outdoor Sports Facilities (ANOG) are followed to ensure the process is compliant with NPPF (2018). This is less prescriptive than the PPS guidance.

It should also be noted that, although rugby league and parkour has been included within the wider scope of the study, no such activity currently takes place within Rochford. As such, no information relating to the sports is included within this report.

Study area

Located to the east of London, Rochford is situated on a headland between the River Thames and River Crouch and is bounded to the east by the North Sea. It has land boundaries with Basildon, Castle Point and Southend-on-Sea, as well as marine boundaries with Maldon and Chelmsford. It has links to the M25 and the A127, as well as being linked to London directly via rail link.

Currently, the area is home to an estimated 85,144 people (ONS mid-year estimate, 2016), dispersed across a number of settlements such as Rayleigh, Rochford and Hockley.

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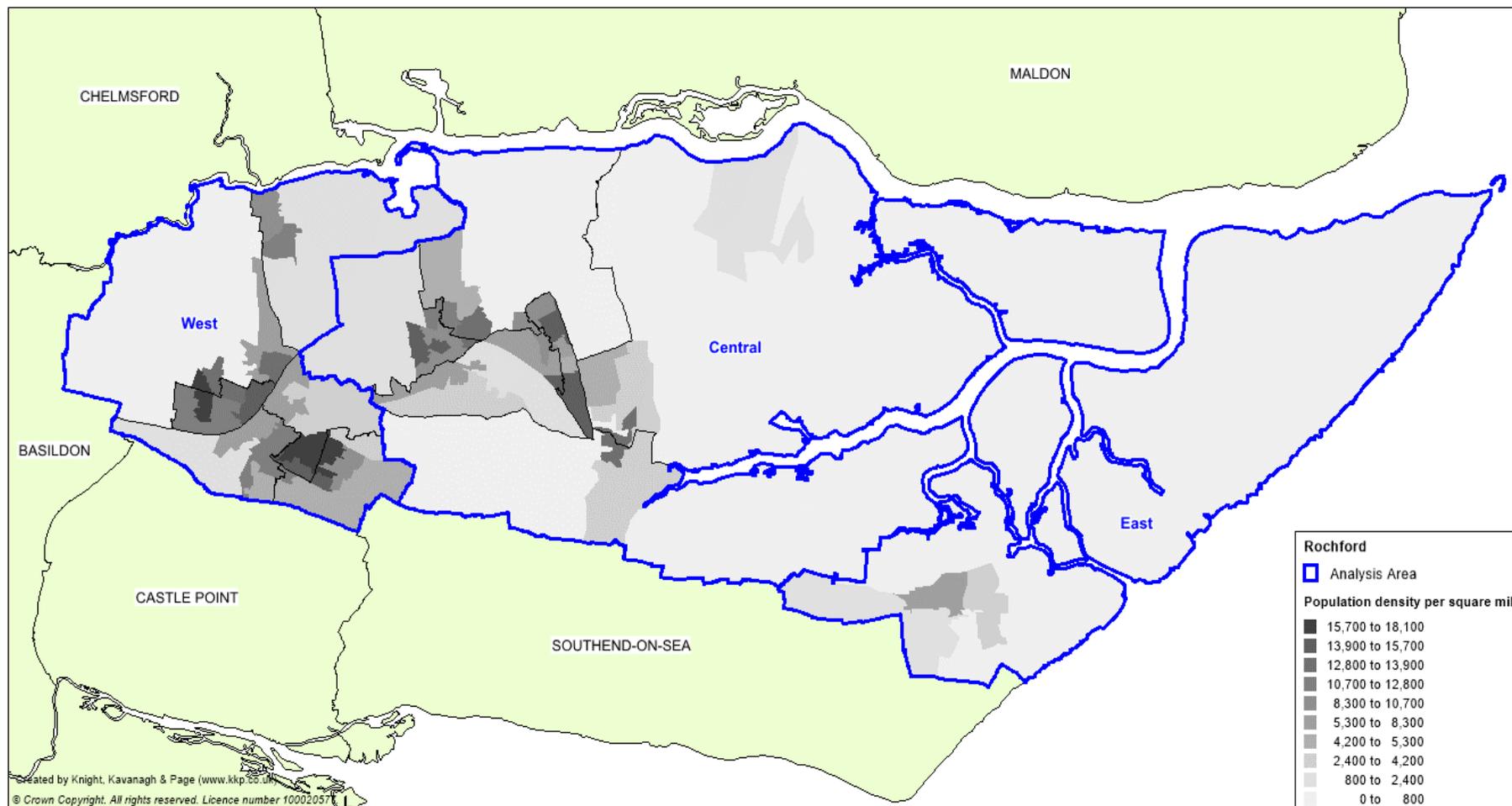
The study area will be the whole of the Rochford District Council boundary area. Further to this, analysis areas have been created to allow for a more localised assessment of provision and examination of playing pitch supply and demand at a local level. These areas are based upon ward boundaries within Rochford and have been agreed upon by the Steering Group to further reflect how people play sport. A map of the analysis areas can be seen overleaf in Figure 1.1.

Table 1.3: Agreed analysis areas

Analysis area	Wards included
West	Downhall & Rawreth, Sweyne Park & Grange, Wheatley, Trinity, Lodge, Hullbridge
Central	Hockley, Hockley & Ashingdon, Hawkwell West, Hawkwell East, Roche North, & Rural, Roche South
East	Foulness & the Wakerings

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Figure 1.1: Analysis area map



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

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

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 2015 'Town and Country Planning (Development Management Procedure) (England) Order'.²

- ◀ ***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 of at least 0.2ha or more which encompasses at least one playing pitch.

Although the statutory definition of a playing field which meets a minimum size, this PPS takes into account smaller sized sites that contribute to the supply side, for example, a site containing a mini 5v5 football 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).

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

Quantity

Where known, all outdoor sports facilities are included irrespective of ownership, management and use. Sites were initially identified using Sport England's Active Places web-based database, with the Council and NGBs supporting 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 upon completion of the project as an electronic file):

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

² www.sportengland.org>Facilities and Planning> Planning Applications

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Accessibility

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

- ◀ **Community use** - facilities in public, voluntary, private or commercial ownership or management (including education sites) recorded as being available for hire and currently in use by teams playing in community leagues.
- ◀ **Available but unused** - facilities 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** - facilities 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.
- ◀ **Disused** – provision that is not being used at all by any users and is not available for community hire either. Once these sites are disused for five or more years they will then be categorised as 'lapsed sites'.
- ◀ **Lapsed** - last known use was more than five years ago (these fall outside of Sport England's statutory remit but still have to be assessed using the criteria in paragraph 74 of the National Planning Policy Framework).

Quality

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

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

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

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

Gather demand information and views

Presenting an accurate picture of current demand for outdoor sports facilities (i.e. recording how and when provision is used) is important when undertaking a supply and demand assessment.

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Demand for outdoor sports facilities in Rochford tends to fall within the following categories:

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

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

In addition, unmet, latent, imported and exported demand for provision is also identified within each section. Unmet and latent demand is defined as the number of additional teams that could be fielded if access to a sufficient number of outdoor sports facilities (and ancillary provision) was available, whereas exported and imported demand refers to those that are playing outside of their local authority of choice.

A variety of consultation methods were used to collate such demand information. Firstly, face to face consultation was carried out with key clubs from each sport, thus allowing for the collection of detailed demand information and an exploration of key issues to be interrogated and more accurately assessed. For all remaining clubs, an online survey (converted to postal if required) was utilised.

Local sports development officers, county associations and regional governing body officers advised which of the clubs to include in the face to face consultation and 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.

As key providers and users of outdoor sports facilities, educational establishments were also consulted. This involved face to face meetings with secondary schools and colleges and an online survey being sent to primary schools, special schools and independent schools.

Future demand

Alongside current demand, it is important for a PPS to assess whether the future demand for playing pitches can be met. Using ONS population projections and proposed housing growth identified in the SHMA, as well as likely participation growth informed through consultation, an estimate can be made of the likely future demand for playing pitches.

Team generation rates are used to provide an indication of how many people it may take to generate a team (by gender and age group) in order to help estimate the change in demand for pitch sports that may arise from any population change. Future demand for pitches is calculated by adding the percentage increases to the population increases in each analysis area. This figure is then applied to the team generation rates and is presented on a sport by sport basis.

Other information sources that were used to help identify future demand, especially for non-pitch sports (where team generation rates are not applicable) include:

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

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Stage C: Assess the supply and demand information and views

Supply and demand information gathered is used to assess the adequacy of playing pitch provision in Rochford. It focuses 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.	

As a guide, the FA, RFU and the ECB have set a standard number of matches that each grass pitch type should be able to accommodate without adversely affecting its quality.

Table 1.4: Capacity of playing pitches

Sport	Pitch type	No. of match equivalent sessions		
		Good	Standard	Poor
Football	Adult pitches	3 per week	2 per week	1 per week
	Youth pitches	4 per week	2 per week	1 per week
	Mini pitches	6 per week	4 per week	2 per week
Rugby union*	Natural Inadequate (D0)	2 per week	1.5 per week	0.5 per week
	Natural Adequate (D1)	3 per week	2 per week	1.5 per week
	Pipe Drained (D2)	3.25 per week	2.5 per week	1.75 per week
	Pipe and Slit Drained (D3)	3.5 per week	3 per week	2 per week
Cricket	One grass wicket	5 per season	5 per season	5 per season
	One synthetic wicket	60 per season	60 per season	60 per season

The above does not apply to hockey as there is no limit to how often an AGP can be used, with capacity instead limited by availability and current usage levels. A pitch without floodlighting or capacity restrictions can generally be accessed for four matches during one day.

For tennis, the capacity of courts is determined by membership levels rather than through matches. The LTA suggests that a floodlit hard court can accommodate a membership of up to 60 members, whereas a non-floodlit hard court can accommodate a membership of up to 40 members. This varies for other court types (e.g. grass).

For athletics, there is no maximum capacity set out by UK Athletics. Instead a minimum membership of 200 is required to ensure that tracks remain sustainable.

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For all remaining non-pitch sports (i.e. bowls, netball, cycling and golf) there are no nationally recognised capacity recommendations set out by NGBs. Instead, potential capacity is evaluated on a site by site basis following consultation and site assessments.

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.

Identify the key findings and issues

By completing Steps 1-5 it is possible to identify several findings and issues relating to the supply, demand and adequacy of outdoor sports provision in Rochford. This report seeks to identify and present the key findings and issues prior to development of the Strategy and Action Plan for Rochford and the overarching Strategy for all the involved South Essex authorities.

Develop the future picture of provision (scenario testing)

Modelling scenarios to assess whether existing provision can cater for unmet, latent, exported 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.

The majority of the scenario testing generally occurs in the strategy reports that proceed this document and therefore does not form part of the Assessment Report.

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PART 2: FOOTBALL

2.1: Introduction

Essex County FA is the strategic lead for football in Essex, delivering the Essex County FA Moving Forward Strategy (2018-2021) in line with the FA National Game Strategy. It sets the strategic direction for football and is the lead organisation responsible for the development and administration of football across Essex. This is divided into core areas of the game, with bespoke delivery strategies for:

- ◀ Football Development – Sustaining and Increasing Participation (across affiliated and recreational formats); Better Training and Playing Facilities, Coach Education and better Players; Volunteer and Football Workforce.
- ◀ Safeguarding and Welfare – Workforce and Education; Safeguarding Compliancy; Investigations; Environment.
- ◀ Refereeing – Recruitment and Retention; Coverage; Development and Promotion; Referee Workforce.
- ◀ Governance – Onfield Discipline, Investigations; Regulations and Sanctions; Cups, Competitions and Representative Football.

This section of the report focuses on the supply and demand for grass football pitches only, with Part 3 capturing supply and demand for third generation (3G) artificial grass pitches (AGPs). It is anticipated that there will be a growing demand for the use of 3G pitches for competitive football fixtures, especially to accommodate mini and youth football.

Consultation

In addition to face-to-face consultation with key football clubs, an electronic survey was sent to all clubs playing within Rochford. Contact details were provided by Essex County FA and the invitation to complete the survey was distributed via email. The survey was returned by 23 clubs (including face-to-face meetings), which equates to a club response rate of 64% and a team response rate of 82%.

The following key clubs were met with for a face-to-face consultation:

- ◀ Ashingdon FC
- ◀ Great Wakering Colts Youth FC
- ◀ Hullbridge Sports FC
- ◀ Hawkwell Athletic FC

The majority of large clubs with multiple teams were consulted. The only exception to this is Academy Soccer FC, which was unresponsive.

In addition to clubs, the Local Leagues and Local Authorities Forum was also attended where a number of different leagues were consulted. For a full list of clubs/leagues that were consulted, see Appendix 3.

2.2: Supply

The audit identifies 120 grass football pitches within Rochford across 32 sites. Of the pitches, 112 are available, at some level, for community use across 26 sites, as presented in the table below. All unavailable pitches are located within schools.

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Table 2.1: Summary of grass football pitches available to the community

Analysis area	Available for community use					Totals
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Central	16	9	10	5	3	43
East	10	-	1	3	1	15
West	28	3	6	12	5	54
Rochford	54	12	17	20	9	112

The West Analysis Area (54 pitches) contains more provision when compared to the other two analysis areas, with the least amount of provision found in the East Analysis Area (15 pitches).

There are a large number of adult pitches (54) identified when compared to other pitch sizes, which reflects that the majority of teams use adult pitches. This, however, includes 18 youth 11v11 teams at U13-U16 age groups playing on adult pitches, which is not ideal for such demand and is not in line with the recent FA Youth Review. There are just 12 available youth 11v11 pitches in Rochford, representing 12% of the available supply, which is low in relation to the proportion of teams requiring such provision.

In accordance with the FA Youth Review, U17s and U18s can play on adult pitches. The FA's recommended pitch size for each format of play can be seen in the table below.

Table 2.2: Recommended pitch sizes

Format	Age group	Recommended pitch size (metres)
Adult	U17s+	100 x 64
Youth 11v11	U15s-U16s	91 x 55
	U13s-U14s	82 x 50
Youth 9v9	U11s-U12s	73 x 46
Mini 7v7	U9s-U10s	55 x 37
Mini 5v5	U7s-U8s	37 x 27

The following sites contain adult pitches that are currently being used for youth 11v11 matches:

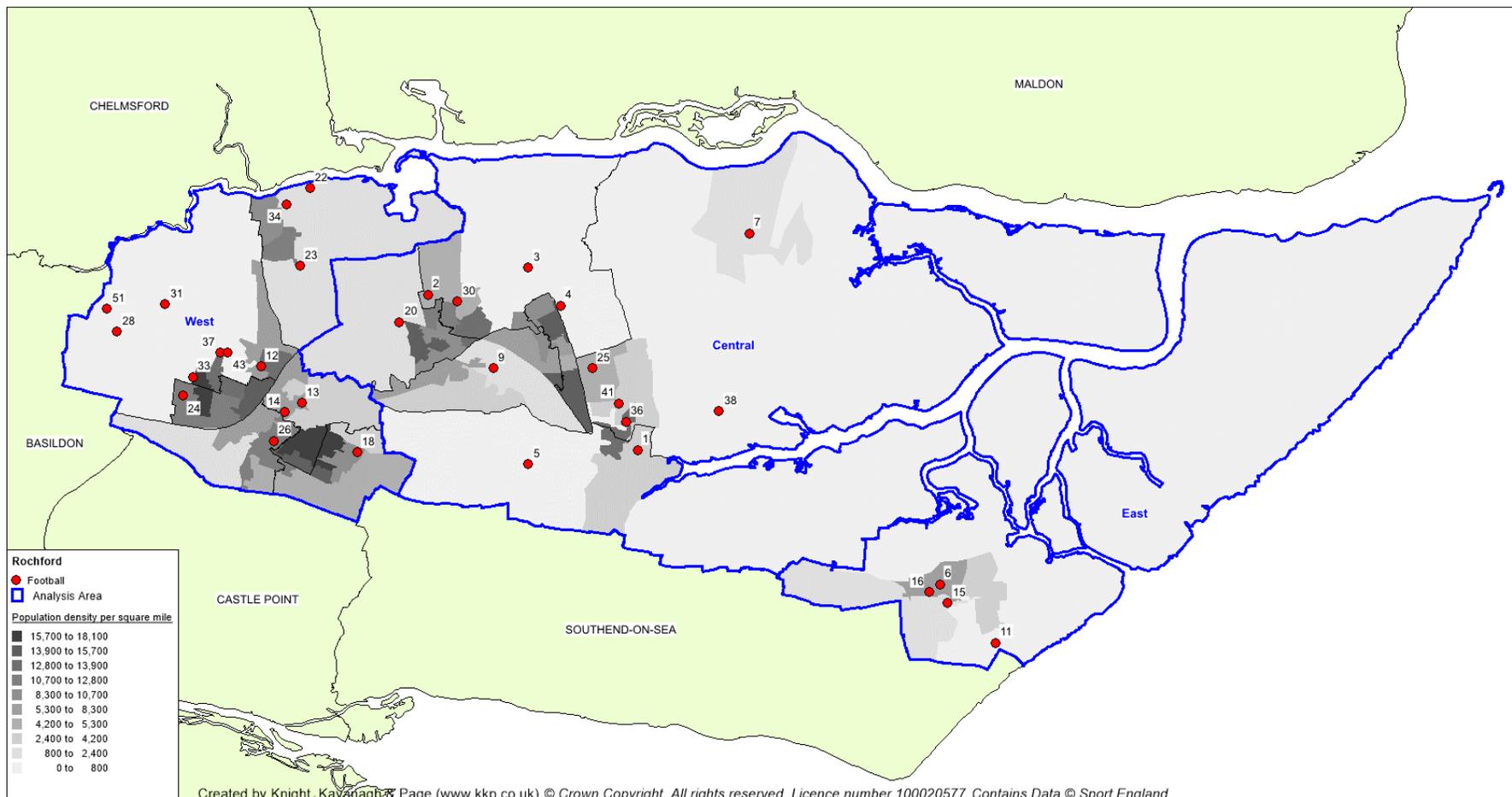
- ◀ Cupids Country Club
- ◀ Grove Road Playing Field
- ◀ King George V Playing Fields
- ◀ The Warren
- ◀ Great Wakering Recreation Ground
- ◀ Hullbridge Sports Association
- ◀ Rochford Recreation Ground

Of the above, Grove Road Playing Field is used solely by youth 11v11 teams. This site could therefore provide a starting point to provide an increase in dedicated youth 11v11 pitches as no adult teams would be adversely affected by a pitch re-configuration, although there may be a need to retain adult provision if shortfalls are evident.

Figure 2.1 overleaf identifies all grass football pitches currently servicing Rochford. For a key to the map, see Table 2.12.

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Figure 2.1: Location of all football pitches in Rochford



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Management

Rochford District Council manages and operates eight multi pitch football sites, as seen below:

- ◀ Ashingdon Recreation Ground
- ◀ John Fisher (the Grange)
- ◀ Grove Road Playing Field
- ◀ Rayleigh Leisure Centre
- ◀ Fairview Playing Field
- ◀ Great Wakering Recreation Ground
- ◀ Rawreth Lane Playing Fields
- ◀ Rochford Recreation Ground

In total 34 community available pitches (30%) are located at Council managed sites. Most pitches (48 or 43%) in Rochford however are managed by sports clubs with the remaining shared between community organisations (11%), education (9%), trusts (3%), parish councils (2%) and commercially (2%).

Future provision

King Edmund Business and Enterprise School reports that it has been gifted a parcel of land neighbouring its existing pitches through S106 funding. It has aspirations to create a single adult pitch on the land for the start of the 2018/2019 season and cites that it will be available for community lettings. The area was previously utilised for farming and requires remedial work before it can be accessed as formal sports pitches

Sweyne Park School's grass pitch provision is currently being developed as part of a flood defence scheme for surrounding local housing. As such, there are currently no pitches formally marked out; however, once work has been completed, the School reports it will reinstate a youth 9v9 and a youth 11v11 pitch, albeit for curricular and extracurricular demand only.

Rayleigh Town Sports and Social Club has been granted planning permission to create a new club car park which will result in the loss of one of its mini pitches.

Southend Sports FC reports aspirations to develop additional pitches at Cupids Country Club; however, it does not quantify an amount and has not secured any funding for such a development.

The Council is due to receive S106 funds from a nearby housing development for investment into Pooles Lane Recreation Ground to establish football pitches. The site currently has "kickabout" goalposts in place but no formal provision and is without changing facilities. Essex County FA reports that it has previously advised for the funding instead to be directed to Hullbridge Sports Association given that it has high levels of demand and serves a greater community purpose. This, however, was not pursued by the Council based on concerns that pitches would not serve the wider public.

A major housing development to the north of London Road has been permitted which will provide new playing fields and the provision of mini football pitches.

Southend United FC

Although just outside of Rochford in Southend-on-Sea, the proposed relocation of Southend United FC will impact on the District due to its close proximity to its boundary. This relates to a planning application for a phased development for the relocation of the Club, which was submitted to the Council in 2017 (part full and part outline consent).

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The footprint for the proposed development will result in the replacement of the Club's current training facility, Boots and Laces Training Ground, which presently hosts four adult pitches, as well as Cecil Jones Academy's unattached playing fields, which are disused.

The mitigation for the replacement of both sites is proposed in the form of the following:

- ◀ A new stadia pitch for Southend United FC.
- ◀ A new training ground for Southend United FC with four adult pitches (or equivalent).³
- ◀ One small sized indoor 3G pitch (60 x 40 metres).
- ◀ One community available full size indoor 3G pitch (97 x 60 metres).
- ◀ New car parking to replace loss of existing car parking.

Pitch quality

The quality of football pitches in Rochford has been assessed via a combination of site visits (using non-technical assessments as determined by the FA) and user consultation to reach and apply an agreed rating as follows:

- ◀ Good
- ◀ Standard
- ◀ Poor

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

The percentage parameters used for the non-technical assessments were as follows: Good (>80%), Standard (50-80%), Poor (<50%). The final quality ratings assigned to the sites also take into account the user quality ratings gathered from consultation.

The table below summarises the quality of pitches that are available for community use in Rochford. In total, 41 pitches are assessed as good quality, 64 as standard quality and seven as poor quality.

Table 2.3: Pitch quality assessments (community use pitches)

Analysis area	Adult pitches			Youth pitches			Mini pitches		
	Good	Standard	Poor	Good	Standard	Poor	Good	Standard	Poor
Central	8	8	-	5	14	-	3	5	-
East	6	4	-	-	1	-	-	4	-
West	14	10	4	3	5	1	2	13	2
Rochford	28	22	4	8	20	1	5	22	2

Poor quality pitches are located at the Hullbridge Sports Association. It is assessed as poor quality due to inadequate drainage and issues with compaction of soil leading to flooding in bad weather.

³ Subject to a separate planning application as the land is located within Rochford.

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Conversely good quality pitches are found at the following 12 sites:

- ◀ Ashingdon Youth Football Club
- ◀ Burroughs Park
- ◀ Canewdon Recreation Ground
- ◀ Cupids Country Club
- ◀ Hockleys Community Centre
- ◀ John Fisher (the Grange)
- ◀ King George V Playing Fields
- ◀ Rawreth Lane Playing Fields
- ◀ Old London Road (Rayleigh FC)
- ◀ Rayleigh Town Sports and Social Club
- ◀ Rochford Recreation Ground
- ◀ Stambridge Memorial Hall

Of the above sites, John Fisher (the Grange), Rawreth Lane Playing Fields and Rochford Recreation Ground are managed by the Council which on paper carries out a sophisticated maintenance regime. This includes regular grass cutting, seeding and verti-draining as well as yearly sand dressing (of goal mouths and other high traffic areas), fertilisation and weedkilling. Nationally, it is rare for local authority sites to be assessed as good quality as maintenance is normally limited by budget restraints.

For a full breakdown of quality ratings at each site, please refer to Table 2.12.

FA Pitch Improvement Programme (PIP)

With quality of grass pitches becoming one of the biggest influences on participation in football, the FA has made it a priority to work towards improving quality of grass pitches across the country. This has resulted in the creation of the FA Pitch Improvement Programme (PIP). As part of the PIP, grass pitches identified as having quality issues undergo a pitch inspection from a member of the Institute of Groundsmanship (IOG).

Three existing sites in Rochford have received an assessment as part of the PIP process:

- ◀ The Warren (Academy Soccer FC)
- ◀ Burroughs Park (Great Wakering Rovers FC)
- ◀ Rayleigh Town Sports and Social Club (Rayleigh Town FC)

The assessment for each is summarised below.

The Warren - Academy Soccer FC (Initial visit 10th March 2016 and revisited 23rd May 2017)

Initial visit

- ◀ Basic maintenance is carried out on site at present. If the pitch is to be improved further sports turf management practices are needed.
- ◀ Pitches created in 2015 having previously being farming land with Academy Soccer FC looking to use the pitches for the 2016 season, however, the pitches still need attention to bring them to the standard required.
- ◀ Grass coverage and the evenness of the playing surface needs to be improved.

Revisit

- ◀ Academy Soccer FC has just completed its first season at the new site and deserves great credit in overcoming difficulties reaching this stage.
- ◀ The grounds despite being converted from cropped farmland to playing pitches on a low budget and to the very basic of standards are however developing and establishing, due to the clubs diligence and enthusiasm in observing a maintenance regime.

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- ◀ The next stage is to assist in continually maturing of the grounds with the following actions undertaken; decompaction operation, fertiliser regime and irrigation.

Burroughs Park – Great Wakering Rovers FC (3rd June 2014 Advisory visit)

- ◀ A loyal band of volunteers maintain the pitch to a very good standard. The Club appears to only suffer postponements when the ground becomes frozen when shaded by the stand.
- ◀ The Club operates with assistance from a local businessman who loans equipment and a maintenance programme managed by AT Bone and Sons. The programme includes regular aeration, feeding and spraying for weeds.
- ◀ The Club has aspirations to turn its training area into a small sized floodlit 3G in order for it to be better utilised.

Rayleigh Town Sports and Social Club – Rayleigh Town FC (15th July 2015)

- ◀ Basic maintenance is carried on site at present which consist of mowing and marking. If the playing surface is to be improved then further sports turf management practices need to be introduced.
- ◀ The soil found on this site is likely to become compacted easily through normal football usage; this compaction will result in weak grass plants and more weeds, poor growth will reduce the rate at which surface water goes into and passes through the soil profile.
- ◀ The playing surfaces have good ground cover, However there was a presence of undesirable grasses, a lot of bare areas were located over the playing surface.
- ◀ The pitches will require a de-compaction operation via “vertidrain” or similar at maximum penetration and heave without compromising surface as soon as conditions permit. Playing surfaces requires attention, applying a selective weed killer to alleviate all weeds.

Over marked pitches

Over marking of pitches can cause notable damage to surface quality and lead to overuse beyond recommended capacity. In some cases, mini or youth pitches may be marked onto adult pitches or mini matches may be played widthways across adult or youth pitches. This can lead to targeted areas of surface damage due to a large amount of play focused on high traffic areas, particularly the middle third of the pitch.

Over marking of pitches not only influences available capacity, it may also cause logistical issues regarding kick off times; for example, when two teams of differing age formats are due to play at the same site at the same time.

There are also some football pitches in Rochford that are marked onto or overlapping cricket outfields, as seen in the table below. This can create availability issues at multi-sport sites as the cricket season begins in April when the football season is still ongoing and the football season begins in August as cricket fixtures are still being played.

Table 2.4: Sites containing over marked pitches

Site ID	Site	Comments
7	Canewdon Recreation Ground	An adult pitch over marked on a cricket outfield.
14	Fitzwimarc School	A youth 9v9 over marked inside adult pitch.
15	Great Wakering Primary School	A youth 9v9 and two mini 7v7 pitches over marked on a cricket outfield.
25	King Edmund Business and Enterprise School	A youth 9v9 over marked inside youth 11v11 pitch.

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Site ID	Site	Comments
31	Rawreth Lane Playing Fields	Adult football pitches over marked on a cricket outfield.
33	Rayleigh Town Sports and Social Club	An adult football pitch over marked on a cricket outfield.

Ancillary facilities

As mentioned previously, the Council manages eight football sites. Of these, only one, Grove Road Playing Field, is not serviced by changing provision. The site is currently unused although it is not clear as to whether this is because of a lack of ancillary facilities or because of a general lack of demand.

Of the seven Council operated sites which have changing provision, six are rated as standard quality, although the general interior and exterior of these buildings is assessed as low in quality with a need for modernisation. The remaining site, Ashingdon Recreation Ground, is considered to be accompanied by poor quality facilities, mainly due to the age and size of the building.

The above corresponds with the responses from clubs accessing these venues, with specific comments received from clubs shown in the table below.

Table 2.5: Summary of ancillary facilities quality comments

Site ID	Site name	Club(s) name	Comments
1	Adult Community Learning	Hambro Colts YFC	The Club's store room and goal posts have broken from anti-social behaviour.
4	Ashingdon Recreation Ground	Sierra Nevada FC Hawley FC Holtford Athletics FC	All three clubs report onsite changing provision to be of poor quality, unhygienic with limited facilities.
23	Hullbridge Sports Association	Hullbridge Sports FC	The Club reports needing additional dug outs for the amount of junior teams using the provision. It also states that changing rooms need modernising and are inadequate for the number of teams accessing them.
33	Rayleigh Town Sports and Social Club	Wheatlets FC	Vandalism to the changing facilities doors reported.
36	Rochford Recreation Ground	Rochford Town FC	Changing rooms suffered from vandalism to the exterior walls and roof which consequently led to leaks into the main building.

Hawkwell Athletics FC reports that it has a facility plan and has received funding from FF and Rochford Council to create purpose built ancillary facilities at the Apex Sports Ground.

Similarly, as part of a redevelopment of Adult Community Learning, changing facilities and dedicated car parking are to be provided to support use of the site by Hambro Colts FC.

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Rochford Town Sports & Social Club reports aspirations to extend the clubhouse and changing facilities at Rochford Recreation Ground. The Club reports it has had positive pre-planning application feedback from the Council for clubhouse development plans, however, is struggling to acquire the relevant funding.

Car parking

In addition to the aforementioned Hambro Colts FC, through consultation, several clubs indicate the following sites do not have adequate car parking facilities for the amount of teams accessing them:

- ◀ Ashingdon Recreation Ground
- ◀ Rochford Recreation Ground
- ◀ Adult Community Learning

Security of tenure

Tenure of sites in Rochford is generally secure, i.e. through a long-term lease or a guarantee that pitches will continue to be provided over the next three years. An exception to this is found at schools and academies that state their own policies and are more likely to restrict levels of community use. In total, six educational providers do not allow community use of some or all of their pitches:

- ◀ Ashingdon Primary School
- ◀ Fitzwimarc School
- ◀ Waterman Primary Academy
- ◀ Plumberow Primary Academy
- ◀ Riverside Primary Academy
- ◀ St Nicholas Church of England Primary School

The reasons for not allowing community use vary. The most common example is that the schools want to protect pitches for curricular and extra-curricular purposes due to existing quality issues. Other reasons include staffing issues, health and safety issues and a lack of profitability.

Moreover, some schools that do provide community availability do so without providing security of tenure, meaning they can stop the external use at any point devoid of any warning. To prevent this happening, it is recommended that club users enter community use agreements with the schools that they access.

In addition to school sites, tenure is considered to be an issue at the Warren and at Old London Road, which service Academy Soccer Youth FC and Rayleigh Boys FC, respectively. Both clubs have lease arrangements in place but not of a sufficient length to secure large-scale investment to improve facilities. Furthermore, both sites are owned privately having previously been converted from farmland, meaning future usage for sports is not guaranteed.

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Football pyramid demand

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

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

In Rochford, three teams play within the football pyramid, as seen in following table.

Table 2.6: Summary of teams playing within the football pyramid structure

Team	League	Level
Great Wakering Rovers FC	Essex Senior League	Step 5
Hullbridge Sports FC	Essex Senior League	Step 5
Rayleigh Town FC	Essex Olympian League – Premier Division	Step 7

In addition, it should be noted that Rochford Town FC has a team that is two promotions away from Step 7.

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

2.3: Demand

Through the audit and assessment, 236 teams from within 39 clubs are identified as playing within Rochford. This consists of 76 adult men's, three adult women's, 77 youth boys', five youth girls' teams and 75 mini teams.

Table 2.7: Summary of competitive teams currently playing in Rochford

Analysis area	No. of teams					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Central	23	18	13	9	14	77
East	20	8	2	4	5	39
West	36	22	19	24	19	120
Rochford	79	48	34	37	38	236

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Most of the demand in Rochford is located in the West Analysis Area (120 teams), with the least in the East Analysis Area (39 teams). Adult football is by far the most prominent format of play (79 teams), whilst youth 9v9 football is the least common (34 teams).

Participation trends

Over the last three years, the majority of clubs' that responded to consultation report that participation has remained consistent; however, a number of clubs do report changes. Rayleigh Town, Holtford Athletic and Southend Sports football clubs describe an increase in adult teams, whilst four clubs (Rochford Town Sports & Social Club, Rochford Town, Hambro Colts and Hawkwell Athletic football clubs) have seen a decrease in adult teams.

Only Rochford Town FC reports an increase in youth teams within the previous three years, with no clubs reporting any alteration in the number of mini teams fielded.

Notwithstanding the above, Essex FA reports a significant recent growth in girls' playing in mixed mini soccer teams. In fact, approximation suggests that it has doubled in recent years, with the likely outcome being an increase in youth girls' teams moving forward.

Imported demand

Based on data collated, there are six teams (from three clubs) based outside of Rochford that play matches and/or train at venues within the District.

Corinthians, King Field Casuals and Prittlewell football clubs import demand from Southend-on-Sea. Corinthians FC currently uses Stambridge Memorial Hall for four of its adult teams, whereas the other two clubs import one adult team each, playing at Burroughs Park and Cupids Country Club, respectively.

All clubs are based near to the authority boundary and therefore pitch provision within Rochford may be considered more accessible than within Southend-on-Sea. None of the clubs report this to be an issue.

Exported demand

Exported demand refers to teams that are currently accessing pitches for home fixtures outside of Rochford, despite being registered to the District. This is normally because pitch requirements cannot be met.

There are currently three adult male teams from within three Rochford based clubs accessing pitches outside of the study area. Eastleigh Wanderers and Kursaal Flyers football clubs both export a team each into Southend-on-Sea, accessing Eastwood Park and Ekco Social and Sports Association, respectively. Benfleet Villa FC exports its team into Castle Point, utilising Daws Heath Road.

None of the clubs report the exported demand as an issue as the sites are located in close proximity to Rochford. As such, no desire to relocate is expressed.

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Latent demand

Latent demand refers to potential demand; individuals who would like to participate within the sport but do not do so. This can be for a variety of reasons including a lack pitches or appropriate facilities. Clubs in Rochford that report latent demand and the reasons provided for this latent demand can be seen in the table below.

Table 2.8: Clubs that report latent demand and the reasons provided

Club	Need for more match pitches	Need for more/better training facilities	Need for better/more appropriate changing provision
Hawkley FC	Yes	Yes	Yes
Rochford Town	Yes	Yes	Yes
Hambro Colts YFC	-	Yes	-
Rochford Town Sports & Social FC	Yes	-	Yes
Wheatlets FC	Yes	-	-

Of the four clubs stating they could field additional teams if they had access to more match pitches only two, Hawkley and Rochford Town football clubs, quantify a specific amount. Hawkley FC reports that it would be able to increase by one adult men's team whereas Rochford Town FC indicates that it would be able to grow by two youth and two mini teams.

Clubs which state they would be able to increase numbers if better or more training facilities and changing provision were available, similarly, do not quantify a specific amount of teams. However, all clubs mentions better quality facilities would assist in increasing participation at all age levels as well as encouraging women's and girls' engagement.

Future demand

Future demand can be defined in two ways, through participation increases and by using population forecasts

Participation increases

A number of clubs' report aspirations to increase the number of teams they provide. Of the three clubs that quantify their potential increase, there is a predicted growth of eight teams, as seen in the table below.

Table 2.9: Potential team increases identified by clubs

Club	Analysis area	Future demand	Pitch size	Match equivalent sessions ⁴
Rochford Town Sports and Social Club	Central	2 x Adult	Adult	1
		1 x Youth	9v9	0.5
		2 x Mini	5v5	1
Southend Sports FC	East	1 x Adult	Adult	0.5

⁴ 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.

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Club	Analysis area	Future demand	Pitch size	Match equivalent sessions ⁴
Rochford Town FC	Central	2 x Youth	9v9	1
Total				4

The total future demand expressed, amounts to four match equivalent sessions, the majority of which is identified in the Central Analysis Area (3.5 match equivalent sessions) and on adult and youth 9v9 pitches.

Population increases

Team generation rates are used to calculate the number of teams likely to be generated in the future (2037) based on population growth. Using this, it is predicted that there will be a possible increase of one senior men's, eight youth 11v11 boys', five youth 9v9 boys', three mini 7v7 and two mini 5v5 teams in Rochford.

Table 2.10: Team generation rates (2037)

Age group	Current population within age group	Current no. of teams ⁵	Team Generation Rate	Future population within age group	Predicted future number of teams (2037)	Additional teams that may be generated from the increased population
Senior Mens (16-45)	14,054	78	1:180	14,366	79.7	1
Senior Women (16-45)	14,123	3	1:4708	14,419	3.1	0
Youth Boys (12-15)	1,879	43	1:44	2,231	51.1	8
Youth Girls (12-15)	1,878	4	1:470	2,145	4.6	0
Youth Boys (10-11)	956	32	1:30	1,116	37.4	5
Youth Girls (10-11)	918	1	1:918	1,039	1.1	0
Mini-Soccer Mixed (8-9)	1,907	35	1:54	2,072	38.0	3
Mini-Soccer Mixed (6-7)	1,890	40	1:47	1,987	42.0	2

NB: Please note that team generation rates use ONS population projections as SHMA data does not provide the required age breakdowns. As such, the projections may provide an underestimate of future demand as housing growth is not taken into account. Housing growth scenarios will follow in the subsequent strategy document.

When applied by analysis area, however, the majority of anticipated participation increase is in the West Analysis Area, with a growth of three youth 11v11 boys', two youth 9v9 boys', two mini 7v7 and one mini 5v5 team predicted. This is followed by the Central Analysis Area, with three youth 11v11 boys' and two youth 9v9 boys' teams, and then the East Analysis Area, with just one additional youth 11v11 boys' team expected.

⁵ Age group team numbers differ from Table 2.6 as forecasts are based on age rather than playing format. U17 and U18 teams affiliate to their respective County FA as juniors, however, are generally considered to play on and require adult pitches and are considered by age boundaries to be in the adult age group

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Table 2.11: Team generation rates by analysis area (2037)

Age group	Additional teams that may be generated from the increased population (by analysis area)			
	Central	East	West	Total
Senior Men's (16-45)	-	-	-	-
Senior Women (16-45)	-	-	-	-
Youth Boys (12-15)	3	1	3	7
Youth Girls (12-15)	-	-	-	-
Youth Boys (10-11)	2	-	2	4
Youth Girls (10-11)	-	-	-	-
Mini-Soccer Mixed (8-9)	-	-	2	2
Mini-Soccer Mixed (6-7)	-	-	1	1

Both team generation rates and future club aspirational demand will be used in the supply and demand analysis later on within this section.

Notwithstanding the above, it must be noted that team generation rates are based exclusively on future population forecasts and do not account for societal factors or changes in the way people may wish to play sport. Similarly, they cannot account for specific targeted development work within certain areas or focused towards certain groups, such as NGB initiatives or coaching within schools. For example, there is a focus on developing female participation within Essex and nationally which is likely to lead to more women's and girls' teams in the future and therefore increase demand for pitches.

SSE Wildcats Centres

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

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

2.4: Capacity analysis

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

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As a guide, the FA has set a standard number of matches that each grass pitch type should be able to accommodate without it adversely affecting its current quality.

Taking into consideration the guidelines on capacity, the following ratings were used in Rochford:

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

Table 2.12 applies the above pitch ratings against the actual level of weekly play recorded to determine a capacity rating as follows:

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

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 adjustment is typically dependent on the amount of play carried out, the number of pitches on site and whether there is access to an on-site AGP.

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

In Rochford, site capacity at education sites has been reduced by one match equivalent session per pitch to account for curricular and extra-curricular use. This is based on consultation with the schools and the discovery that all pitches are in use, as well as from experience of how school sites use their pitches from other playing pitch strategies in the locality and nationally.

Informal use

A number of football pitches in the area are on open access sites. As such, these pitches are subject to informal use in the form of dog walkers, unorganised games of football and exercise groups. It must be noted, however, that informal use of these sites is not recorded and it is therefore difficult to quantify on a site-by-site basis. Instead, it is recommended that open access sites be protected through an improved maintenance regime to protect quality.

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Peak time

Spare capacity can only be considered as actual spare capacity if pitches are available at peak time. In Rochford, peak time is considered to be Sunday AM for all pitch types.

In the table below, please note that, on occasion, spare capacity in the peak period is identified despite the pitch being played to capacity or overplayed or more spare capacity is identified in the peak period than what exists overall. This is because the majority of use occurs outside of the peak period; therefore, the identified spare capacity at peak time should not be utilised over and above overall capacity unless quality improvements are made that increase overall capacity.

**ROCHFORD DISTRICT COUNCIL
PLAYING PITCH ASSESSMENT**

Table 2.12: Football pitch capacity analysis

Site ID	Site name	Analysis area	Management	Pitch type	Pitch size	No. of pitches	Available for community use?	Agreed quality rating	Current play (match sessions)	Site capacity ⁶ (match sessions)	Overused, At Capacity or Potential to Accommodate additional play	Spare capacity available in peak period (match sessions)	Comments
1	Adult Community Learning	Central	Community	Adult		1	Yes	Standard	0.5	2	1.5	0.5	Actual spare capacity at peak time.
				Mini	(7v7)	1	Yes	Standard	0	4	4	1	Actual spare capacity at peak time.
				Youth	(11v11)	1	Yes	Standard	1.5	2	0.5	0	Played to capacity at peak time.
				Youth	(9v9)	1	Yes	Standard	1	2	1	0	Played to capacity at peak time.
2	Apex Sports Ground	Central	School	Mini	(5v5)	2	Yes	Standard	3.5	8	4.5	0	Played to capacity at peak time.
				Mini	(7v7)	2	Yes	Standard	2.5	8	5.5	0	Played to capacity at peak time.
				Youth	(11v11)	3	Yes	Standard	4.5	6	1.5	0	Played to capacity at peak time.
				Youth	(9v9)	4	Yes	Standard	3	8	5	0	Played to capacity at peak time.
3	Ashingdon Primary Academy	Central	School	Mini	(7v7)	1	No	Standard	0	0	0	-	Unavailable for community use.
4	Ashingdon Recreation Ground	Central	Council	Adult		5	Yes	Standard	3.5	10	6.5	2	Actual spare capacity at peak time.
				Youth	(11v11)	1	Yes-unused	Standard	0	2	2	1	Actual spare capacity at peak time.
5	Ashingdon Youth Football Club	Central	Sports Club	Adult		2	Yes	Good	1.5	6	4.5	2	Actual spare capacity at peak time.
				Mini	(5v5)	1	Yes	Good	3.5	6	2.5	0	Played to capacity at peak time.
				Mini	(7v7)	2	Yes	Good	2	12	10	0	Played to capacity at peak time.
				Youth	(11v11)	2	Yes	Good	4	8	4	0	Played to capacity at peak time.
6	Burroughs Park	East	Council	Adult		1	Yes	Good	2	3	1	1	Actual spare capacity at peak time.
				Youth	(9v9)	1	Yes	Standard	0	0	0	0	Unavailable for community use.
7	Canewdon Recreation Ground	Central	Council	Adult		1	Yes-unused	Good	0	3	3	1	Actual spare capacity at peak time.
9	Clements Hall Playing Field	Central	Council	Adult		2	Yes-unused	Standard	0	4	4	2	Actual spare capacity at peak time.
11	Cupids Country Club	East	Sports Club	Adult		5	Yes	Good	8	15	7	0	Played to capacity at peak time.
12	Downhall County Primary School	West	School	Mini	(7v7)	2	Yes-unused	Standard	0	6	6	2	Spare capacity discounted due to unsecure tenure.
13	Fairview Playing Field	West	Council	Adult		4	Yes	Standard	0.5	8	7.5	4	Actual spare capacity at peak time.
14	Fitzwimarc School	West	School	Adult		2	No	Standard	0	0	0	-	Unavailable for community use.
				Youth	(9v9)	1	No	Standard	0	0	0	-	Unavailable for community use.
15	Great Wakering Primary School	East	School	Mini	(5v5)	1	Yes	Standard	1.5	3	1.5	0	Played to capacity at peak time.
				Mini	(7v7)	2	Yes	Standard	0	6	6	0	Played to capacity at peak time.
				Youth	(9v9)	1	Yes	Standard	0	1	1	0	Played to capacity at peak time.
16	Great Wakering Recreation Ground	East	Council	Adult		4	Yes	Standard	4	8	4	0	Played to capacity at peak time.
				Mini	(7v7)	1	Yes-unused	Standard	0	4	4	1	Actual spare capacity at peak time.
18	Grove Road Playing Field	West	Council	Adult		1	Yes	Standard	0.5	2	1.5	0.5	Actual spare capacity at peak time.
				Mini	(7v7)	2	Yes	Standard	1.5	8	6.5	0.5	Actual spare capacity at peak time.
				Youth	(11v11)	1	Yes	Standard	1	2	1	0	Played to capacity at peak time.
20	Hockley Community Centre	Central	Community	Adult		1	Yes-unused	Good	0	3	3	1	Actual spare capacity at peak time.
22	Hullbridge Park	West	Council	Adult		2	Yes-unused	Standard	0	4	4	2	Actual spare capacity at peak time.
23	Hullbridge Sports Association	West	Community	Adult		4	Yes	Poor	7.5	4	3.5	0	Pitches are overplayed.
				Mini	(5v5)	1	Yes	Poor	1	2	1	0	Played to capacity at peak time.
				Mini	(7v7)	1	Yes	Poor	2	2	0	0	Pitch is played to capacity.
				Youth	(9v9)	1	Yes	Poor	2	1	1	0	Pitch is overplayed.
24	John Fisher	West	Council	Adult		3	Yes-unused	Good	0	9	9	3	Actual spare capacity at peak time.

⁶ Based on pitch quality The FA recommends a maximum number of match equivalent sessions to be accommodate per pitch type. Please refer to Section 2.4 for the full breakdown.

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PLAYING PITCH ASSESSMENT**

Site ID	Site name	Analysis area	Management	Pitch type	Pitch size	No. of pitches	Available for community use?	Agreed quality rating	Current play (match sessions)	Site capacity ⁷ (match sessions)	Overused, At Capacity or Potential to Accommodate additional play	Spare capacity available in peak period (match sessions)	Comments
25	King Edmund Business and Enterprise School	Central	School	Youth	(11v11)	2	Yes	Standard	0	3	3	2	Spare capacity discounted due to unsecure tenure.
				Youth	(9v9)	2	Yes	Standard	0	3	3	2	Spare capacity discounted due to unsecure tenure.
26	King George V Playing Fields	West	Council	Adult		2	Yes	Good	3	6	3	0	Played to capacity at peak time.
28	Old London Road (Rayleigh Football Club)	West	Sports Club	Adult		5	Yes	Good	2	15	13	3.5	Actual spare capacity at peak time.
				Mini	(7v7)	2	Yes	Good	4	12	8	0	Played to capacity at peak time.
				Youth	(11v11)	2	Yes	Good	5.5	8	2.5	0	Played to capacity at peak time.
				Youth	(9v9)	1	Yes	Good	5	4	1	0	Pitch is overplayed.
30	Plumberow Primary Academy	Central	School	Mini	(7v7)	1	No	Standard	0	0	0	-	Unavailable for community use.
31	Rawreth Lane Playing Fields	West	Council	Adult		3	Yes	Good	0.5	9	8.5	2.5	Actual spare capacity at peak time.
33	Rayleigh Town Sports and Social Club	West	Sports Club	Adult		2	Yes	Good	4	5	1	0.5	Actual spare capacity at peak time.
				Mini	(5v5)	2	Yes	Standard	5.5	8	2.5	0	Played to capacity at peak time.
				Mini	(7v7)	2	Yes	Standard	2	8	6	0	Played to capacity at peak time.
34	Riverside Primary School	West	School	Mini	(7v7)	1	No	Standard	0	0	0	-	Unavailable for community use.
36	Rochford Recreation Ground	Central	Council	Adult		3	Yes	Good	3	9	6	1.5	Actual spare capacity at peak time.
37	St Nicholas Church of England Voluntary Controlled Primary School	West	School	Mini	(7v7)	1	No	Standard	0	0	0	-	Unavailable for community use.
38	Stambridge Memorial Hall	Central	Council	Adult		1	Yes	Good	2	3	1	0.5	Actual spare capacity at peak time.
41	Waterman Primary Academy	Central	School	Mini	(7v7)	1	No	Standard	0	0	0	-	Unavailable for community use.
43	Rayleigh Leisure Centre	West	Council	Mini	(7v7)	1	Yes-unused	Standard	0	4	4	1	Actual spare capacity at peak time.
				Youth	(9v9)	2	Yes-unused	Standard	0	4	4	2	Actual spare capacity at peak time.
51	The Warren	West	Sports Club	Adult		2	Yes	Standard	4.5	4	0.5	0	Pitches are overplayed.
				Mini	(5v5)	2	Yes	Standard	3	8	5	2	Actual spare capacity at peak time.
				Mini	(7v7)	2	Yes	Standard	2.5	8	5.5	2	Actual spare capacity at peak time.
				Youth	(9v9)	2	Yes	Standard	2.5	4	1.5	2	Actual spare capacity at peak time.

⁷ Based on pitch quality The FA recommends a maximum number of match equivalent sessions to be accommodate per pitch type. Please refer to Section 2.4 for the full breakdown.

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Spare capacity

To determine 'actual spare capacity', each site with 'potential capacity' identified in the table above has been reviewed. A pitch is only said to have 'actual spare capacity' if it is available for community use and available at the peak time for that format of the game. Any pitch not meeting this criterion has consequently been discounted.

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

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

Given the above, 57 pitches across 19 sites are considered to contain some level of actual spare capacity equating to 43 match equivalent sessions.

Table 2.13: Summary of actual spare capacity

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating (match sessions)
1	Adult Community Learning	Central	Adult	1	0.5
			Mini (7v7)	1	1
4	Ashingdon Recreation Ground	Central	Adult	5	2
			Youth (11v11)	1	1
5	Ashingdon Youth Football Club	Central	Adult	2	2
			Youth (9v9)	3	0.5
6	Burroughs Park	East	Adult	1	1
7	Canewdon Recreation Ground	Central	Adult	1	1
9	Clements Hall Playing Field	Central	Adult	2	2
13	Fairview Playing Field	West	Adult	4	4
16	Great Wakering Recreation Ground	East	Mini (7v7)	1	1
18	Grove Road Playing Field	West	Adult	1	0.5
			Mini (7v7)	2	0.5
20	Hockley Community Centre	Central	Adult	1	1
22	Hullbridge Park	West	Adult	2	2
24	John Fisher	West	Adult	3	3
28	Old London Road (Rayleigh Football Club)	West	Adult	5	3.5
31	Rawreth Lane Playing Fields	West	Adult	3	2.5
			Adult	3	2.5

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating (match sessions)
33	Rayleigh Town Sports and Social Club	West	Adult	2	0.5
36	Rochford Recreation Ground	Central	Adult	3	1.5
38	Stambridge Memorial Hall	Central	Adult	1	0.5
43	Rayleigh Leisure Centre	West	Mini (7v7)	1	1
			Youth (9v9)	2	2
51	The Warren	West	Mini (5v5)	2	2
			Mini (7v7)	2	2
			Youth (9v9)	2	2
Total				57	43

The majority of actual spare capacity is identified on adult pitches, although some level is available on each pitch type. There are 28 match equivalent sessions in the West Analysis Area, 13 match equivalent sessions in the Central Analysis Area and two match equivalent sessions in the East Analysis Area.

Table 2.14: Actual spare capacity summary

Analysis area	Actual spare capacity (match equivalent sessions per week)					Total
	Adult	Youth (11v11)	Youth (9v9)	Mini (7v7)	Mini (5v5)	
Central	10.5	1	0.5	1	-	13
East	1	-	-	1	-	2
West	18.5	-	4	3.5	2	28
Rochford	30	1	4.5	5.5	2	43

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 pitches.

In Rochford, eight pitches are overplayed by six match equivalent sessions. All overplay is located in the West Analysis Area.

Table 2.15: Overplay summary

Site ID	Site name	Analysis area	Pitch type	No. of pitches	Capacity rating (match sessions)
23	Hullbridge Sports Association	West	Adult	4	3.5
			(9v9)	1	1
28	Old London Road (Rayleigh Football Club)	West	(9v9)	1	1
51	The Warren	West	Adult	2	0.5
Total				8	6

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

2.5: Supply and demand analysis

Having considered supply and demand, the tables below identify the overall spare capacity in each of the analysis areas for the different pitch types, based on match equivalent sessions. Future demand is based on team generation rates and future team aspirational demand which are driven by population increases and club development plans.

Adult pitch analysis

Table 2.16: Supply and demand balance of adult pitches

Analysis area	Actual spare capacity ⁸	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Total
Central	10.5	-	10.5	1	9.5
East	1	-	1	0.5	0.5
West	18.5	4	14.5	-	14.5
Rochford	30	4	26	1.5	24.5

Currently, there is spare capacity amounting to 26 match equivalent sessions on adult pitches. This is reduced to 24.5 match equivalent sessions when accounting for future demand but remains substantial.

Youth 11v11 pitch analysis

Table 2.17: Supply/demand balance of youth 11v11 pitches

Analysis area	Actual spare capacity ⁹	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Total
Central	1	-	1	1.5	0.5
East	-	-	-	0.5	0.5
West	-	-	-	1.5	1.5
Rochford	1	-	1	3.5	2.5

There is currently minimal spare capacity equating to one match equivalent session on youth 11v11 pitches, which can be attributed to overplay in the Central Analysis Area. When considering future demand, a shortfall is evident in each analysis area and the overall shortfall totals 2.5 match equivalent sessions.

The current shortfalls are likely to be greater given the number of youth 11v11 teams playing on adult pitches. In reality, it is likely that a proportion of future demand will also play on adult pitches like many teams currently do in Rochford, though this is contrary to guidance in the FA Youth Review.

As such, there is a clear need for an increase in youth 11v11 provision in order for this play to be transferred on to the correct pitch size. Given the significant capacity evident on adult pitches, re-configuring provision is seen as the practical solution.

⁸ In match equivalent sessions

⁹ In match equivalent sessions

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Youth 9v9 pitch analysis

Table 2.18: Supply/demand balance of youth 9v9 pitches

Analysis area	Actual spare capacity ¹⁰	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Total
Central	0.5	-	0.5	2.5	2
East	-	-	-	-	-
West	4	2	2	1	1
Rochford	4.5	2	2.5	3.5	1

Overall, the current picture shows a spare capacity on youth 9v9 pitches amounting to 2.5 match equivalent sessions. When taking into consideration future demand, spare capacity reduces to one match equivalent session, although a shortfall is evident in the Central Analysis Area.

Mini 7v7 pitch analysis

Table 2.19: Supply/demand balance of mini 7v7 pitches

Analysis area	Actual spare capacity ¹¹	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Total
Central	1	-	1	-	1
East	1	-	1	-	1
West	3.5	-	3.5	1	2.5
Rochford	5.5	-	5.5	1	4.5

For mini 7v7 pitches, there is both current and future spare capacity within each analysis area. This equates to 5.5 match equivalent sessions currently and 4.5 match equivalent sessions when accounting for future demand.

Mini 5v5 pitch analysis

Table 2.20: Supply/demand balance of mini 5v5 pitches

Analysis area	Actual spare capacity ¹²	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Total
Central	-	-	-	1	1
East	-	-	-	-	-
West	2	-	2	0.5	1.5
Rochford	2	-	2	1.5	0.5

¹⁰ In match equivalent sessions

¹¹ In match equivalent sessions

¹² In match equivalent sessions

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Mini 5v5 pitches currently have spare capacity of two match equivalent sessions, which can be attributed to the West Analysis Area. When accounting for future demand, minimal overall spare capacity remains; however, a shortfall is evident in the Central Analysis Area.

2.6: Conclusions

Using the supply and demand analysis tables, it is determined that there is current and future spare capacity on adult, youth 9v9, mini 7v7 and mini 5v5 pitches. For youth 11v11 pitches, there is current spare capacity but a future shortfall.

Table 2.21: Summary of supply and demand

Pitch type	Actual spare capacity ¹³	Demand (match equivalent sessions)			
		Overplay	Current total	Future demand	Total
Adult	30	4	26	1.5	24.5
Youth 11v11	1	-	1	3.5	2.5
Youth 9v9	4.5	2	2.5	3.5	1
Mini 7v7	5.5	-	5.5	1	4.5
Mini 5v5	2	-	2	1.5	0.5

Notwithstanding the above, to better reflect both the current and future provision of football pitches, the table below focuses on the Warren and Old London Road to show what the picture would be should the sites fall out of permanent use given the nature of the land that the provision is provided on. Whilst the majority of scenarios are dealt with in the Strategy report that proceeds this document, and whilst this will be further explored within that paper, it is considered key to evidence this now to highlight the importance of the sites.

Table 2.22: Supply and demand without the Warren and Old London Road

Pitch type	Demand (match equivalent sessions)		
	Current total	Play at sites	Future total without sites
Adult	26	6.5	19.5
Youth 11v11	1	5.5	4.5
Youth 9v9	2.5	7.5	5
Mini 7v7	5.5	6.5	1
Mini 5v5	2	3	1

As can be seen, if demand attracted to the Warren and Old London Road had to use alternative provision, existing current spare capacity would convert to existing overplay on youth 11v11, youth 9v9, mini 7v7 and mini 5v5 pitches.

In addition to the above, a further 1.5 match equivalent sessions are noted as taking place at an unsecured site in Rochford. As such, if Great Wakering Primary School was to fall out of use, or stop community use, the spare capacity currently existing on mini 5v5 pitches in Rochford would become a shortfall (equating to one match equivalent session).

¹³ In match equivalent sessions

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Future developments

The table below highlights the impact future development plans (identified earlier in the report) will have on pitch capacity moving forward.

Table 2.23: The impact of future developments

Site	Comments
King Edmund Business and Enterprise School	The School's plans to create an adult pitch ahead of the 2018/2019 season will result in one additional match equivalent session of actual spare capacity being available in the Central Analysis Area. This will therefore increase current overall spare capacity for adult pitches.
Cupids Country Club	The impact of Southend Sports FC's aspirations to develop additional pitches is unknown as the potential configuration has not been disclosed. As the current pitches on the site have spare capacity, it is recommended that any further pitches satisfy a different format of play, particularly in regards to youth 11v11 demand given the shortfalls identified.
Rayleigh Town Sports and Social Club	The loss of one mini pitch as a result of developing a new car park will not impact on overall capacity as the remaining mini pitches on site are considered to have enough spare capacity to accommodate the transfer of demand.
Sweyne Park School	The School's plans to develop pitches will not impact on capacity as no community use is going to be allowed.

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Football – grass pitch summary

- ◀ The audit identifies 120 grass football pitches within Rochford across 32 sites. Of the pitches, 112 are available, at some level, for community use across 26 sites
- ◀ There are just 12 available youth 11v11 pitches in Rochford, representing 12% of the available supply, which is low in relation to the proportion of teams requiring such provision.
- ◀ Rochford District Council manages and operates eight multi pitch football sites.
- ◀ In total, 41 pitches are assessed as good quality, 64 as standard quality and seven as poor quality.
- ◀ Grove Road Playing Field is not serviced by changing provision. Rochford Recreation Ground has suffered from recent vandalism whereas three clubs report Ashingdon Recreation Ground to have poor quality ancillary facilities.
- ◀ There are three clubs playing in the football pyramid in Rochford; Great Wakering Rovers FC, Hullbridge Sport FC and Rayleigh Town FC.
- ◀ Through the audit and assessment, 236 teams from within 39 clubs are identified as playing within Rochford consisting of 76 adult men's, three adult women's, 77 youth boys', five youth girls' and 75 mini teams.
- ◀ Six teams from within three clubs are based outside of Rochford despite playing within the District.
- ◀ There are currently three adult male teams from three Rochford based clubs accessing pitches outside of the study area; however, no desire to relocate is expressed.
- ◀ Team generation rates predict a growth of three youth 11v11 boys', two youth 9v9 boys', two mini 7v7 and one mini 5v5 team in the West Analysis Area, three youth 11v11 and two 9v9 boys' in the Central Analysis Area and one youth 9v9 team in the East Analysis Area.
- ◀ The total future demand expressed by clubs amounts to four match equivalent sessions, the majority of which is identified in the Central Analysis Area and on adult and youth 9v9 pitches.
- ◀ In total, 57 pitches across 19 sites are considered to contain some level of actual spare capacity equating to 43 match equivalent sessions.
- ◀ A total of eight pitches are overplayed by six match equivalent sessions.
- ◀ It is determined that there is current and future spare capacity on adult, youth 9v9, mini 7v7 and mini 5v5 pitches.
- ◀ For youth 11v11 pitches, there is current spare capacity but a future shortfall.

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

3.1: Introduction

Competitive football can take place on 3G surfaces that have been FIFA or International Matchball Standard (IMS) tested and approved by the FA for inclusion on the FA pitch register. As such, a growing number of 3G pitches are now used for competitive match play, providing that the performance standard meets FIFA quality (previously FIFA One Star), as well as for training purposes. Football training can take place on sand and water based surfaces but is not the preferred option.

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

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

Table 3.1: 3G type and sport suitability

Surface	Category	Comments
Rubber crumb	Long Pile 3G (60mm with shock pad)	Rugby surface – must comply with World Rugby regulation 22 and/or RFL Community Standard, requires a minimum of 60mm pile.
Rubber crumb	Medium Pile 3G (55-60mm)	Preferred football surface. Suitable for non-contact rugby union/league practice or play.
Rubber crumb	Short Pile 3G (40mm)	Acceptable surface for some competitive football, able to be used for low level curricular hockey.

It should be noted that the FA generally refers to 3G pitches as 3G football turf pitches, though this term is not adopted in this PPS as 3G pitches can be and are used for other sports including rugby union, rugby league, lacrosse and American football, amongst others.

3.2: Current provision

A full size 3G pitch is considered by the FA to measure at least 100 x 64 metres (106 x 64 metres including run offs). There are therefore no full size 3G pitches currently provided in Rochford.

Fitzwimarc School reports that it previously applied to install a full size 3G pitch at its site; however, planning permission was refused. The School is now exploring alternative options for the facility.

There is a smaller sized pitch in place at Clements Hall Leisure Centre. This measures 45 x 32 metres, is floodlit and is available to the community.

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Management

The smaller sized 3G pitch at Clements Hall Leisure Centre is managed by Fusion Leisure.

Nationally, many full size 3G pitches are provided at school sites as this maximises usage. Using this model, facilities are used during the day (when community demand is at its lowest) for curricular and extra-curricular activity, before being accessed during evenings and at weekends by the community. That being said, there are also numerous examples of successfully operated provision at local authority, sport club and privately managed sites.

FA pitch register

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

Pitches undergo testing to become a FIFA Quality pitch (previously FIFA One Star) or a FIFA Quality Pro pitch (previously FIFA Two Star), with pitches commonly constructed, installed and tested in situ to achieve either accreditation. This comes after FIFA announced changes to 3G performance in October 2015 following consultation with member associations and licenced laboratories. The changes are part of FIFA's continued ambition to drive up performance standard in the industry and the implications are that all 3G pitches built through the FA framework will be constructed to meet the new criteria.

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

Any size 3G pitch can be added to the FA pitch register, with smaller sized pitches often large enough for mini and youth football albeit not for adult football. Nevertheless, no testing has been carried out in relation to Clements Hall Leisure Centre. The pitch would be suitable for competitive mini 5v5 demand if accreditation was achieved (it is too short for mini 7v7 activity).

World Rugby compliant pitches

To enable 3G pitches to host competitive rugby union matches, World Rugby has developed the Rugby Turf Performance Specification. This is to ensure that the surfaces replicate the playing qualities of good quality grass pitches, provide a playing environment that will not increase the risk of injury and are of an adequate durability. The specification includes a rigorous test programme that assesses ball/surface interaction and player/surface interaction and has been modified to align the standard with that of FIFA. Any 3G pitch used for any form of competitive rugby must comply with this specification and must be tested every two years to retain compliance.

The RFU investment strategy into 3G pitches considers sites where grass rugby pitches are over capacity and where a pitch would support the growth of the game at the host site and for the local rugby partnership, including local clubs and education sites. No such provision currently exists in Rochford.

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Availability

The pitch is available for hire from 06:30 until 22:00 during the week, from 08:00 until 18:00 on Saturdays and from 08:00 until 20:00 on Sundays.

Quality

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

The 3G pitch at Clements Hall Leisure Centre was converted from a sand-based surface in 2014. As such, given that the surface is only four years old, no issues were discovered during a site assessment. The pitch is therefore considered to be good quality.

3.3: Demand

Football

The FA considers high quality 3G pitches as an essential tool in promoting coach and player development. The pitches can support intensive use and as such are great assets for football use. Primarily, such facilities have been installed for social use and training, however, they are increasingly used for competition, which the FA wholly supports.

Training demand

Getting access to good quality, affordable training facilities is a problem for many clubs throughout the country, with midweek training only possible at floodlit facilities during winter months. This is especially the case in Rochford given that no full size 3G pitches currently exist, and given that the pitch that does exist is generally too small to accommodate training needs (no clubs report use of Clements Hall Leisure Centre). The majority of teams currently access sand-based pitches or indoor sports halls, whilst others do access 3G pitches but do so outside of the District, primarily in Southend-on-Sea but also in Basildon and Castle Point.

The FA's long-term ambition is to provide every affiliated team in England the opportunity to train once per week on a floodlit 3G surface, together with priority access for every Charter Standard Community Club through a partnership agreement. In order to calculate the number of football teams a 3G pitch can service for training, peak time access is considered to be from 18:00 until 22:00 Tuesday-Thursday resulting in an overall peak period of 12 hours per week. Mondays and Fridays are not included within this calculation as it is considered that most teams do not want to train in such close proximity to a weekend match.

Full size 3G pitches are divided into thirds or quarters for training purposes meaning they can accommodate either three or four teams per hour and either 36 or 48 teams per week (during the peak training period). Based on an average of these numbers it is estimated that 42 teams can be accommodated on one full size 3G pitch for training. On this basis, with 236 teams currently affiliated to Rochford, there is a need for and therefore a shortfall of six full size 3G pitches (rounded up from 5.6).

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The table below considers the number of teams playing within each analysis area to determine what distribution is required to ensure that providing six full size 3G pitches alleviates current shortfalls. It evidences that two pitches are required in the Central Analysis Area, one in the East Analysis Area and three in the West Analysis Area.

Table 3.2: Current demand for 3G pitches in Rochford (based on 42 teams per pitch)

Analysis area	Current number of teams	3G requirement ¹⁴	Current number of 3G pitches	Potential shortfall
Central	77	2	-	2
East	39	1	-	1
West	120	3	-	3
Rochford	236	6	0	6

When considering future demand for an additional 22 teams (based on population increases and future demand expressed by clubs identified in Part 2), there remains a demand for six full size pitches (rounded down from 6.14).

Match play demand

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

No matches in Rochford currently take place on 3G pitches given that there are no full size pitches and due to the smaller sized pitch at Clements Hall Leisure Centre being without FA approval. As a result, the Strategy document that follows this report will test scenarios to determine how many full size 3G pitches are required to satisfy all or certain levels of match play demand.

Rugby

As mentioned previously, there are currently no World Rugby compliant 3G pitches within Rochford meaning that no rugby activity takes place on the present stock.

3.4: Supply and demand analysis

There is a clear, significant shortfall of 3G pitches within Rochford with no full size facility currently in existence. As a result, the creation of such provision is required, primarily to satisfy training demand but also to enable match play to transfer from grass pitches. All three analysis areas are deemed to contain enough demand to warrant the creation of a pitch, although most demand is expressed in the West Analysis Area.

¹⁴ Rounded to the nearest whole number

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Conversion from hockey suitable AGP surface types

As later detailed in Part 5, the current stock of hockey suitable AGPs require protecting for hockey demand, meaning conversion to 3G is not a viable option unless replacement provision is provided.

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

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

3G summary

- ◀ There are no full size 3G pitches within Rochford.
- ◀ There is one smaller sized pitch at Clements Hall Recreation Ground.
- ◀ Based on current and future demand, there is a need for and a shortfall of six full size 3G pitches to meet football training needs.
- ◀ When broken down by analysis area, the shortfall equates to two pitches in the Central Analysis Area, one pitch in the East Analysis Area and three pitches in the West Analysis Area.
- ◀ Based on future demand, there remains a need for six full size pitches.
- ◀ There is a clear, significant shortfall of 3G pitches within Rochford, meaning the creation of such provision is required.

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

PART 4: CRICKET

4.1: Introduction

The Essex County Cricket Board (ECCB) is the main governing and representative body for Cricket within Rochford. Working closely with the England and Wales Cricket Board (ECB), it is responsible for the management and development of every form of recreational cricket for men, women and children within the District.

The ECCB is currently working with the ECB on delivering its new five-year plan, Cricket Unleashed. Its success will be measured by the number of people who support, play and follow the whole game and is based upon five key areas (more play, great teams, inspired fans, good governance and social responsibility and strong finance and operations).

Consultation

There are four affiliated cricket clubs playing in Rochford:

- ◀ Great Wakering CC
- ◀ Rankins CC
- ◀ Rayleigh CC
- ◀ Rayleigh Fairview CC

All of the above clubs attended a cricket forum that was dedicated to the PPS, with Rayleigh CC also completing a follow up survey. As such, a 100% response rate was achieved.

In addition, there are two unaffiliated clubs; Canewdon CC and St Aidans CC. Neither of these were responsive.

4.2: Supply

In total, there are eight grass cricket squares in Rochford located across six sites, with Rawreth Lane Playing Fields and Broomhills Cricket Ground each providing two squares. All of the squares are available for community use.

Table 4.1: Summary of squares available for community use

Analysis area	No. of squares
Central	3
East	1
West	4
Rochford	8

As seen in the table above, each analysis area is provided for. The West Analysis Area contains four squares, the Central Analysis Area contains three squares and the East Analysis Area contains one square.

In addition, there is a non-turf pitch (NTP) accompanying the grass wicket square at Great Wakering Primary School, whilst a standalone NTP is provided at Cupids Country Club. That being said, neither are currently in use by the community with Cupids Country Club completely unused and only the grass wickets used at Great Wakering Primary School. It is, however, presumed that both are used internally.

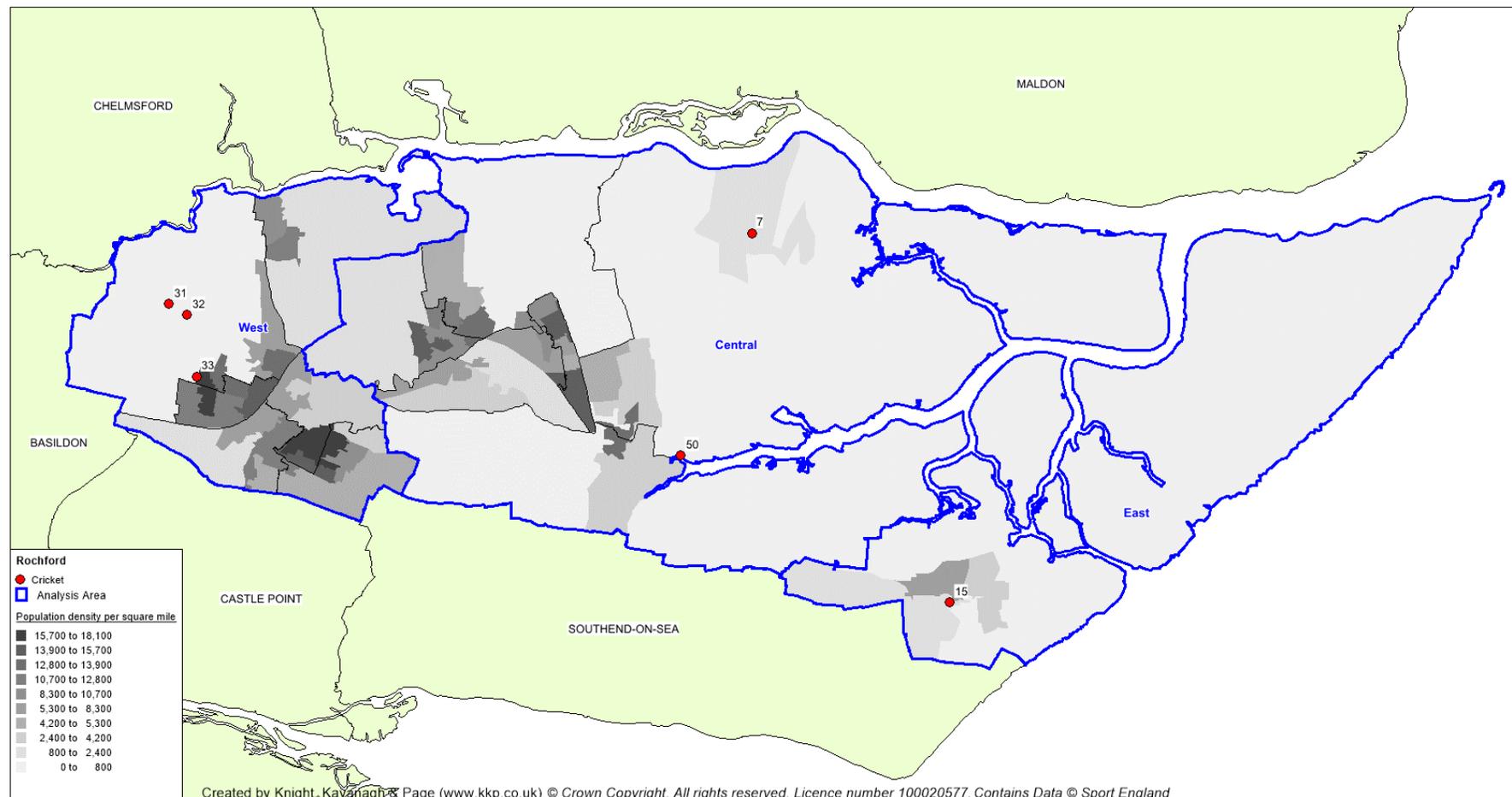
ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

When compared to other local authorities, two NTP equates to a low supply of provision, with more normally provided especially at club and school sites. NTPs not only assist with training (with the aid of mobile nets) but are also frequently used for junior matches across the country. Moreover, the ECB highlights that NTPs which follow its TS6 guidance on performance standards are suitable for high level, senior play.

The map overleaf shows the location of all cricket squares (grass and non-turf) currently servicing Rochford.

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Figure 4.1: Location of cricket pitches in Rochford



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Table 4.2: Key to map of cricket pitches

Site ID	Site	Analysis area	Community use?	No. of squares	No. of wickets	
					grass	non-turf
7	Canewdon Recreation Ground	Central	Yes	1	5	-
11	Cupids Country Club	East	Yes-unused	1	-	1
15	Great Wakering Primary School	East	Yes	1	9	1
31	Rawreth Lane Playing Fields	West	Yes	2	10	-
					6	-
32	Rayleigh Cricket Club	West	Yes	1	12	-
33	Rayleigh Town Sports and Social Club	West	Yes	1	10	-
50	Broomhills Cricket Ground	Central	Yes	2	10	-
					10	-

Disused provision

Both Sweyne Park School and King Edmund Business and Enterprise School contain standalone NTPs; however, this provision is no longer in use. The former provides one wicket which is due to be lost as part of wider site developments, with no plans in place for it to be re-instated. The latter provides two separate wickets but states that severe quality issues have led to them being condemned.

Security of tenure

Security of tenure is an issue for Rankins CC, which has a lease agreement (from a private landowner) in place for use of Broomhills Cricket Ground but with only 16 years remaining. The lease can also be revoked with 12 months' notice if the land becomes subject to planning permission. As a general rule, arrangements with less than 25 years are considered to be insecure for the clubs and will impact on funding application for any improvements to the site/squares.

Great Wakering CC is also without security of tenure. The Club accesses Great Wakering Primary School via a yearly agreement, meaning the School can technically rescind access at any point beyond this.

In contrast, tenure is considered secure for Rayleigh CC which owns its square at Rayleigh Cricket Club. Further to this, it also has a long term lease on one the squares at Rawreth Lane Playing Fields from the Council, whilst renting the other square at the site. It has accessed these squares for over 40 years and there is nothing to suggest that this will not continue in the future.

Rayleigh Fairview CC rents the square at Rayleigh Town Sports and Social Club, which in turn leases it on a long term basis from the Council. As part of this arrangement, the Club maintains the site and accompanying changing facilities. Whilst this is considered to be secure, Rayleigh Fairview CC expresses a desire to move to a new site in order to save on costs.

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Canewdon CC rents Canewdon Recreation Ground from the Council, whilst St Aidans CC rents the second square at Broomhills Cricket Ground from Rankins CC. As neither club plays league cricket, these arrangements are considered to suit the clubs as access is ad hoc for friendly matches only.

Pitch quality

As part of the PPS guidance, there are three levels to assessing the quality of cricket pitches: good, standard and poor. Maintaining high pitch quality is the most important aspect of cricket; if the wicket is poor, it can affect the quality of the game and can, in some instances, become dangerous.

The non-technical assessment of grass wicket squares in Rochford found three squares to be good quality, four to be standard quality and one to be poor quality.

Table 4.3: Summary of quality for grass wicket squares

Good	Standard	Poor
3	7	1

The poor quality square is located at Rawreth Lane Playing Fields. During site assessments, the area looked relatively unmaintained, with the grass overgrown on both the square and the outfield. The other square at Rawreth Lane Playing Fields is assessed as good quality, with no issues discovered.

Similarly, the square at Canewdon Recreation Ground is also rated as good, with the site well maintained despite only being subject to sporadic use by Canewdon CC. It may be that the lack of usage protects the site from any significant quality issues.

The final good quality square is located at Broomhills Cricket Ground, whilst the second square on the site is assessed as standard. This is because the second square is located in close proximity to a river and is therefore prone to flooding during inclement weather spells.

The squares at Rayleigh Cricket Club, Rayleigh Town Sports and Social Club and Great Wakering Primary School are also considered to be standard quality. No major issues were found, although it must be noted that football pitches overmark the outfields at Rayleigh Town Sports and Social Club and at Great Wakering Primary School. This tends to make post season remedial work difficult.

Table 4.4: Quality ratings for grass wicket squares (site by site)

Site ID	Site	Analysis area	No. of squares	Square quality
7	Canewdon Recreation Ground	Central	1	Good
15	Great Wakering Primary School	East	1	Standard
31	Rawreth Lane Playing Fields	West	2	Good
				Poor
32	Rayleigh Cricket Club	West	1	Standard
33	Rayleigh Town Sports and Social Club	West	1	Standard
50	Broomhills Cricket Ground	Central	2	Good
				Standard

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The standalone NTP at Cupids Country Club is assessed as standard quality.

To obtain a full technical assessment of wicket and pitches, the ECB recommends a Performance Quality Standard (PQS) assessment. The PQS looks at a cricket square to ascertain whether the pitch meets the Performance Quality Standards, which are benchmarked by the Institute of Groundsman.

Table 4.5: Performance Quality Standard Ratings

Quality Rating	Details
Premier (High)	Where the surface is intended for Premier League play, with those within the top quartile capable of holding minor county and 1st class one day matches. May include some of the better schools and university pitches
Club (Standard)	A Club pitch suitable for league, school and junior cricket
Basic	An acceptable level suitable for recreational cricket and where the surface is designed and maintained within tight financial limitations such as Local Authorities
Unsuitable	This is where the surface is deemed unfit or unsafe for play

Clubs can contact the ECB to arrange for a pitch advisor to complete three different reports (comprehensive/mini/verbal) that vary in cost. A fully comprehensive report includes soil testing and guidance on machinery and corrective procedures, a mini report includes guidance on machinery and corrective procedures and a verbal report is a spoken version of a mini report.

Ancillary facilities

The audit of ancillary facilities determined that two sites are accompanied by good quality changing rooms and four sites by poor quality changing rooms. The sites with good quality facilities are Rayleigh Cricket Club and Broomhills Cricket Ground.

Table 4.6: Changing room quality (site by site)

Site ID	Site	Analysis area	Changing room quality
7	Canewdon Recreation Ground	Central	Poor
15	Great Wakering Primary School	East	Poor
31	Rawreth Lane Playing Fields	West	Poor
32	Rayleigh Cricket Club	West	Good
33	Rayleigh Town Sports and Social Club	West	Poor
50	Broomhills Cricket Ground	Central	Good

The changing rooms at Cupids Country Club were inaccessible.

Despite the facilities at Broomhills Cricket Ground being assessed as good, it must be noted that the provision generally only services one of the squares, with the location of the pavilion a fair distance away from the other square. Rankins CC reports that it wants another pavilion building to service the second square but states that the landlord is opposed to such a development.

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The facilities at Canewdon Recreation Ground, Rawreth Lane Playing Fields and Rayleigh Town Sports and Social Club are assessed as poor quality predominately due to the age of the buildings. As such, significant signs of wear and tear are notable, with refurbishment and modernisation required. Furthermore, size is noted as an issue at Canewdon Recreation Ground, with the facilities often unable to accommodate the required number of players.

Similarly, the changing facilities at Great Wakering Primary School are also poor quality, with no dedicated provision servicing the outdoor playing field. Instead, the facilities within the main school building are used, which can cause accessibility issues at weekends.

Training facilities

Access to cricket nets is important, particularly for pre-season/winter training. In Rochford, Rayleigh Cricket Club, Rayleigh Town Sports and Social Club and Broomhills Cricket Ground are serviced by outdoor practice nets. One is provided at both Rayleigh Cricket Club and Rayleigh Town Sports and Social Club, whilst two are provided at Broomhills Cricket Ground.

Of the above, the provision at Rayleigh Cricket Club is considered to be in need of refurbishment. Moss is evident on the wicket, whilst the surface is lifting in high traffic areas making the lane dangerous to use.

No current issues were identified in relation to the practice nets at Rayleigh Town Sports and Social Club or Broomhills Cricket Ground, although Rankins CC states that the nets at the latter were previously damaged by foxes before being recently refurbished.

In addition to outdoor nets, all clubs in Rochford report a demand for additional indoor training facilities during the off-season. Further information regarding indoor cricket is captured in the Indoor Leisure Facilities Strategy that is being completed in conjunction with the PPS.

4.3: Demand

There are six clubs competing in Rochford generating 35 teams. As a breakdown, this equates to 21 senior men's, one senior women's and 13 junior boys' teams.

Table 4.7: Summary of teams

Club name	Analysis area	No. of competitive teams			
		Senior men's	Senior women's	Junior boys'	Junior girls'
Canewdon CC	Central	1	-	-	-
Great Wakering CC	East	1	-	-	-
Rankins CC	Central	6	-	6	-
Rayleigh CC	West	9	1	7	-
Rayleigh Fairview CC	West	3	-	-	-
St Aidans CC	Central	1	-	-	-
Total		21	1	13	0

As seen in the table above, the clubs vary in size. Rankins and Rayleigh cricket clubs cater for numerous teams at both senior and junior level, especially Rayleigh CC which provides the only female only team and is one of the largest clubs in Essex. In comparison, Great Wakering, Canewdon and St Aidans cricket clubs only consist of one team each, with the latter two unaffiliated to the ECCB, playing friendly matches only.

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A summary of teams by analysis area can be seen in the table below. The West Analysis Area has the highest number of teams overall, with 20 fielded, followed by the Central Analysis Area, with 14 teams. Just one team plays in the East Analysis Area.

Table 4.8: Summary of teams by analysis area

Analysis area	Number of teams				Total
	Senior men's	Senior women's	Junior boys'	Junior girls'	
Central	8	-	6	-	14
East	1	-	-	-	1
West	12	1	7	-	20
Rochford	21	1	13	0	35

No unmet or latent demand is reported by any of the clubs.

Exported demand

Due to Rayleigh CC occasionally fielding seven teams on a Saturday, it does not have enough capacity on the three squares that it uses to host all demand. As a result, its seventh team exports its demand to a variety of venues in other local authorities as the Club states that no other accessible provision exists in closer proximity. It would prefer that this activity occurred in closer proximity to its home sites.

The team only plays friendly fixtures and therefore has no organised fixture programme. As such, access to alternative squares is arranged on a weekly basis, when required.

Last Man Stands

Last Man Stands (LMS) was founded in 2005. The social outdoor eight-a-side T20 cricket game is played midweek, lasts approximately two hours and is generally played on non-turf wickets. All eight wickets are required to bowl a team out so when the seventh wicket falls, the 'Last Man Stands' on his own. This shorter format of the game has encouraged more people to participate in the sport and is increasing in popularity.

A franchise is currently in operation in neighbouring authority Basildon, with the NTPs at Basildon Sporting Village utilised for all fixtures. It began in 2014 with five teams taking part and has since expanded to seven teams taking part in the 2017 season. Attempts to consult with the organiser as part of the PPS failed as no responses were received, but it is felt as though the franchise is sufficient to cater for Rochford residents.

All Stars Cricket

All Stars Cricket is a brand new initiative from the ECB aimed at providing children aged five to eight with a great first experience in cricket.

The programme seeks to achieve the following aims:

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

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- ◀ Use fun small sided games to enthuse children and volunteers to follow and play the game

Currently, both Rankins and Rayleigh cricket clubs are registered All Star Centres in Rochford. Moving forward, the ECB predicts that more clubs in the Borough will register to become involved in the initiative in the coming years. Subsequently, this may lead to increased interest and demand for junior cricket at clubs and in turn have an effect on the usage and availability of provision.

Participation trends

The National Player Survey (NPS) conducted over the past three years by the ECB reveals that the nature of participation in traditional league cricket is currently suffering a decline, although this is being offset by a rapid increase in non-traditional formats (such as LMS and T20 competitions).

Despite the national decline, Rayleigh CC reports that it has increased both its number of senior teams and its number of junior teams over the last three years. When quantified, this growth amounts to two senior men's and one junior team, with improved advertising and coaching noted as the contributing factors.

None of the remaining responding clubs cite any change in membership over the previous three years.

Future demand

Future demand can be defined in two ways, through participation increases and using population forecasts.

The ECB unveiled a new strategic five-year plan in 2016 (available at <http://www.cricketunleashed.com>). Its success will be measured by the number of people who play, follow or support the game and the plan sets out five important headline elements: More play; great teams; inspired fans; good governance and social responsibility; strong finance and operations.

Notwithstanding the above, the ECB has recently announced new five-year media rights deals totalling £1.1 billion for first-class county and international matches played at home, from 2020-2024. The new deals include a continuation of the ECB relationship with Sky Sports, now extending beyond broadcasting as a genuine partnership to secure significant investment and commitment to increase participation and drive engagement, shaped by the Sky Ride initiative model Sky Sports previously developed with British Cycling. The new deals also include a return to free to air television for live cricket, with the BBC to show coverage of international T20 matches, as well as domestic T20 competitions including the women's and new City-based franchise competition proposed for 2020. Together, significant investment in participation and increased free to air media coverage could see future demand increase to levels in excess of those anticipated through the PPS and the impact should therefore be reviewed over coming years.

Participation increases

Of the four clubs in Rochford that were consulted, none express demand to increase participation in the future. The perception is that each club is instead focusing on retaining current playing levels.

Population forecasts

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In addition, team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future (2037) based on population growth.

Table 4.9: Team generation rates based on population growth (2037)

Age group	Current population within age group	Current no. of teams	Team Generation Rate ¹⁵	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Men's (18-55)	19,282	21	1:918	18,824	20.5	0
Senior Women's (18-55)	19,634	1	1:19,634	19,186	1.0	0
Junior Boys (7-18)	5,970	13	1:459	6,570	14.3	1
Junior Girls (7-18)	5,646	0	0	6,270	0.0	0

NB: Please note that team generation rates use ONS population projections as SHMA data does not provide the required age breakdowns. As such, the projections may provide an underestimate of future demand as housing growth is not taken into account. Housing growth scenarios will follow in the subsequent strategy document.

Using the table above, an increase of one junior boys' teams is expected. When broken down by analysis area, it is considered that this demand is most likely to arise in the West Analysis Area.

Notwithstanding the above, it must be noted that team generation rates are based exclusively on future population forecasts and do not account for societal factors or changes in the way people may wish to play sport. Similarly, they cannot account for specific targeted development work within certain areas or focused towards certain groups, such as NGB initiatives or coaching within schools. For example, there is a focus on developing female participation within Essex and nationally which is likely to lead to more women's and girls' teams in the future and therefore increase demand for squares.

Peak time demand

An analysis of match play identifies peak time demand for senior cricket as Saturdays, with all but four senior teams playing on this day (with the remainder playing on Sundays).

For junior cricket, peak time demand varies between Sundays and midweek, with the clubs generally arranging the fixtures to best suit their needs. As a result, squares have greater capacity to carry junior demand as play can be spread across numerous days (providing the squares are not overplayed).

4.4: Capacity analysis

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

¹⁵ Please note TGR figures are rounded to the nearest whole number.

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To help calculate spare capacity, the ECB suggests that a grass wicket should be able to take five (senior) matches per season (e.g. a square with 12 grass wickets can accommodate 60 matches).

The above is used to allocate capacity ratings as follows:

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

The ECB also suggests that an NTP can accommodate 60 matches per season. As neither of the two provided in Rochford are currently used by the community, both are considered to have spare capacity. This translates to actual spare capacity as they are generally required midweek by junior teams and can be used on a variety of days. For this reason, NTP capacity has been discounted from the table overleaf so that it does not distort the picture of the grass wickets that are in use.

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Table 4.10: Cricket pitch capacity

Site ID	Site name	Analysis area	Community use?	No. of squares	Pitch quality	No. of grass wickets	Capacity (sessions per season)	Actual play (sessions per season)	Capacity rating (sessions per season)
7	Canewdon Recreation Ground	Central	Yes	1	Good	5	25	8	17
11	Cupids Country Club	East	Yes-unused	1	Standard	-	-	-	-
15	Great Wakering Primary School	East	Yes	1	Standard	9	45	12	33
31	Rawreth Lane Playing Fields	West	Yes	2	Good	10	80	64	16
					Poor	6			
32	Rayleigh Cricket Club	West	Yes	1	Standard	12	60	47	13
33	Rayleigh Town Sports and Social Club	West	Yes	1	Standard	10	50	32	18
50	Broomhills Cricket Ground	Central	Yes	2	Good	10	100	108	8
					Standard	10			

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Spare capacity

The table below ascertains whether any identified 'potential capacity' on grass wickets can be deemed 'actual spare capacity'. There may be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as spare capacity against the site. For example, a site may be managed to operate slightly below full capacity to ensure that it can cater for a number of regular training sessions, or tenure may be considered unsecure.

There are six squares that show potential spare capacity on grass wickets in Rochford totalling 97 match equivalent sessions per season; however, this may not represent actual spare capacity, i.e. whether the squares are available at the peak time.

For senior cricket, the following table explores where spare capacity is identified on a Saturday as this can be deemed actual spare capacity. It is considered that one square can accommodate two teams at peak time based on playing home and away fixtures (as one team only needs access every other week).

Table 4.9: Summary of actual spare capacity

Site ID	Site name	Amount of spare capacity (match equivalent sessions)	Pitches available in the peak period (Saturday)	Comments
7	Canewdon Recreation Ground	17	0.5	The square is used by one team on a Saturday meaning spare capacity for one additional team exists.
15	Great Wakering Primary School	33	0.5	Actual spare capacity discounted at the site due to unsecure tenure.
31	Rawreth Lane Playing Fields	16		Both squares are in use by two teams on a Saturday meaning no further capacity exists.
32	Rayleigh Cricket Club	13		Both squares are in use by two teams on a Saturday meaning no further capacity exists.
33	Rayleigh Town Sports and Social Club	18		Both squares are in use by two teams on a Saturday meaning no further capacity exists.

Only one of the six squares showing spare capacity is available for further use on a Saturday, equating to 0.5 squares and 17 match equivalent sessions in total. This is Canewdon Recreation Ground, which can accommodate one more senior team due to currently only being in use by one team.

Spare capacity also exists at Great Wakering Primary School on a Saturday; however, this is discounted due to unsecure tenure. A community use agreement would therefore increase actual spare capacity levels.

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Table 4.10: Actual spare capacity for senior cricket by analysis area

Analysis area	Actual spare capacity (sessions per season)
Central	17
East	-
West	-
Rochford	17

For junior cricket, all squares with actual spare capacity for senior cricket are also considered to be able to accommodate an increase in junior demand. This is because junior matches can be spread across numerous days, with Sundays, Tuesdays and Wednesday currently the most common. Furthermore, the limited stock of NTPs can be utilised where preferred or where necessary.

In addition, capacity for an increase in junior cricket is also considered to exist at Rawreth Lane Playing Fields, Rayleigh Cricket Club and Rayleigh Town Sports and Social Club as some availability exists at each of these sites during midweek.

Overplay

As guidance, all pitches receiving more than five match equivalent sessions per wicket per season are adjudged to be overplayed. As a result, two squares in Rochford are considered to be overplayed by a total of eight match equivalent sessions per season. Both of these are located at Broomhills Recreation Ground as a result of usage from Rankins CC.

Although it is possible to sustain certain, minimal levels of overplay providing that a regular, sufficient maintenance regime is in place, a resolution is recommended on overplayed squares to ensure there is no detrimental effect on quality over time.

4.5: Supply and demand analysis

Consideration must be given to the extent to which current provision can accommodate current and future demand for both senior and junior cricket.

The tables below look at actual spare capacity on grass wicket squares considered against overplay and future demand highlighted during consultation. Match equivalent sessions for future demand are calculated using the average number of matches played per season (12 matches for senior teams and eight matches for junior teams).

Table 4.11: Capacity of grass wicket squares for senior cricket

Analysis area	Actual spare capacity (sessions per season)	Demand (match sessions)			
		Overplay	Current total	Future demand	Total
Central	17	8	9	-	9
East	-	-		-	
West	-	-		-	
Rochford	17	8	9	0	9

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As seen in the above table, there is minimal overall spare capacity for senior cricket on grass wicket squares in Rochford amounting to nine match equivalent sessions both currently and when accounting for no future demand being reported. This can be attributed solely to the Central Analysis Area.

The picture is similar when analysing overall spare capacity for junior cricket, although more spare capacity is considered to exist equating to 56 match equivalent sessions currently and 48 match equivalent sessions in the future.

Table 4.12: Capacity of grass wicket squares for junior cricket

Analysis area	Actual spare capacity (sessions per season)	Demand (match sessions)			
		Overplay	Current total	Future demand	Total
Central	17	8	9	-	9
East	-	-		-	
West	47	-	47	8	39
Rochford	64	8	56	8	48

Notwithstanding overall spare capacity, there remains a need to alleviate overplay at Broomhills Recreation Ground as well as a need to improve the situation at other sites, where necessary, whether that be quality issues or security of tenure issues. Scenarios relating to these will be explored in the strategy document that proceeds this report.

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Cricket summary

- ◀ In total, there are eight grass cricket squares in Rochford located across six sites, all of which are available for community use.
- ◀ There is an NTP accompanying the grass wicket square at Great Wakering Primary School and a standalone NTP at Cupids Country Club; however, neither are used by the community.
- ◀ Both Sweyne Park School and King Edmund Business and Enterprise School also contain standalone NTPs; however, this provision is no longer in use.
- ◀ Security of tenure is an issue at both Broomhills Playing Field and Great Wakering Primary School.
- ◀ The non-technical assessment of grass wicket squares in Rochford found three squares to be good quality, four to be standard quality and one to be poor quality (at Rawreth Lane Playing Fields).
- ◀ Changing facilities at Canewdon Recreation Ground, Great Wakering Primary School, Rawreth Lane Playing Fields and Rayleigh Town Sports and Social Club are assessed as poor quality.
- ◀ Rayleigh Cricket Club, Rayleigh Town Sports and Social Club and Broomhills Cricket Ground are serviced by outdoor practice nets, although facilities at Rayleigh Cricket Club are in need of improvement.
- ◀ There are six clubs (two unaffiliated) competing in Rochford generating 35 teams, equating to 21 senior men's, one senior women's and 13 junior boys' teams.
- ◀ Rayleigh CC exports its seventh Saturday team to a variety of venues in other local authorities as the Club states that no other accessible provision exists in closer proximity.
- ◀ Team generation rates predict a growth of one junior team, whilst none of the clubs that responded to consultation report an aspiration to increase demand.
- ◀ Currently, both Rankins and Rayleigh cricket clubs are registered All Star Centres.
- ◀ There are six squares that show potential spare capacity on grass wickets totalling 97 match equivalent sessions per season.
- ◀ Only one of the six squares showing spare capacity is available for further use on a Saturday for senior cricket, equating to 0.5 squares and 17 match equivalent sessions.
- ◀ For junior cricket, capacity is also considered to exist at Rawreth Lane Playing Fields, Rayleigh Cricket Club and Rayleigh Town Sports and Social Club.
- ◀ Broomhills Recreation Ground is considered to be overplayed by eight match equivalent sessions per season.
- ◀ Overall spare capacity exists for senior cricket both currently and accounting for future demand amounting to nine match equivalent sessions.
- ◀ For junior cricket, 56 match equivalent sessions of capacity exists currently and 48 match equivalent sessions of capacity exists when taking into account future demand.

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PART 5: RUGBY UNION

5.1: Introduction

The Rugby Football Union (RFU) is the NGB for rugby union. It is split into six areas across the Country with a workforce team that covers development, coaching, governance and competitions. A full-time development officer is responsible for Rochford (as part of the wider region) and works closely with all clubs to maximise their potential. This work involves developing club structures, working towards RFU accreditation (Clubmark) and the development of school-club structures.

The rugby union playing season operates from September to May.

Consultation

There are two clubs currently playing within Rochford; Rochford Hundred RFC and Westcliff RFC. Face to face consultation was completed with Westcliff RFC, whereas Rochford Hundred RFC responded to an online survey resulting in a 100% response rate.

5.2: Supply

Within Rochford, there are ten senior pitches and six mini pitches provided, with all but one senior pitch available for community use. The unavailable pitch is located at Fitzwimarc School.

All of the rugby pitches that are available for community use are located within the Central Analysis Area. There is one pitch within the West Analysis Area that is unavailable for community use, whereas no pitches are provided in the East Analysis Area.

Table 5.1: Supply of rugby union pitches available for community use

Analysis area	No. of senior pitches	No. of junior pitches.	No. of mini pitches
Central	10	-	6
East	-	-	-
West	-	-	-
Rochford	8	-	5

Traditionally, mini and junior rugby takes place on over marked senior pitches. This is the case for Rochford Hundred RFC, which has two of its mini pitches over marked on one of its senior pitches. Conversely, Westcliff RFC has dedicated mini pitches from U7s through to U12s.

The audit only identifies dedicated, line marked pitches. For rugby union pitch dimension sizes please see the table below.

Table 5.2: Pitch dimensions

Age	Pitch type	Maximum pitch dimensions (metres) ¹⁶
U7	Mini	20 x 12
U8	Mini	45 x 22

¹⁶ Recommended run off area for all pitch types requires five-metres each way and a minimum in-goal length of six metres.

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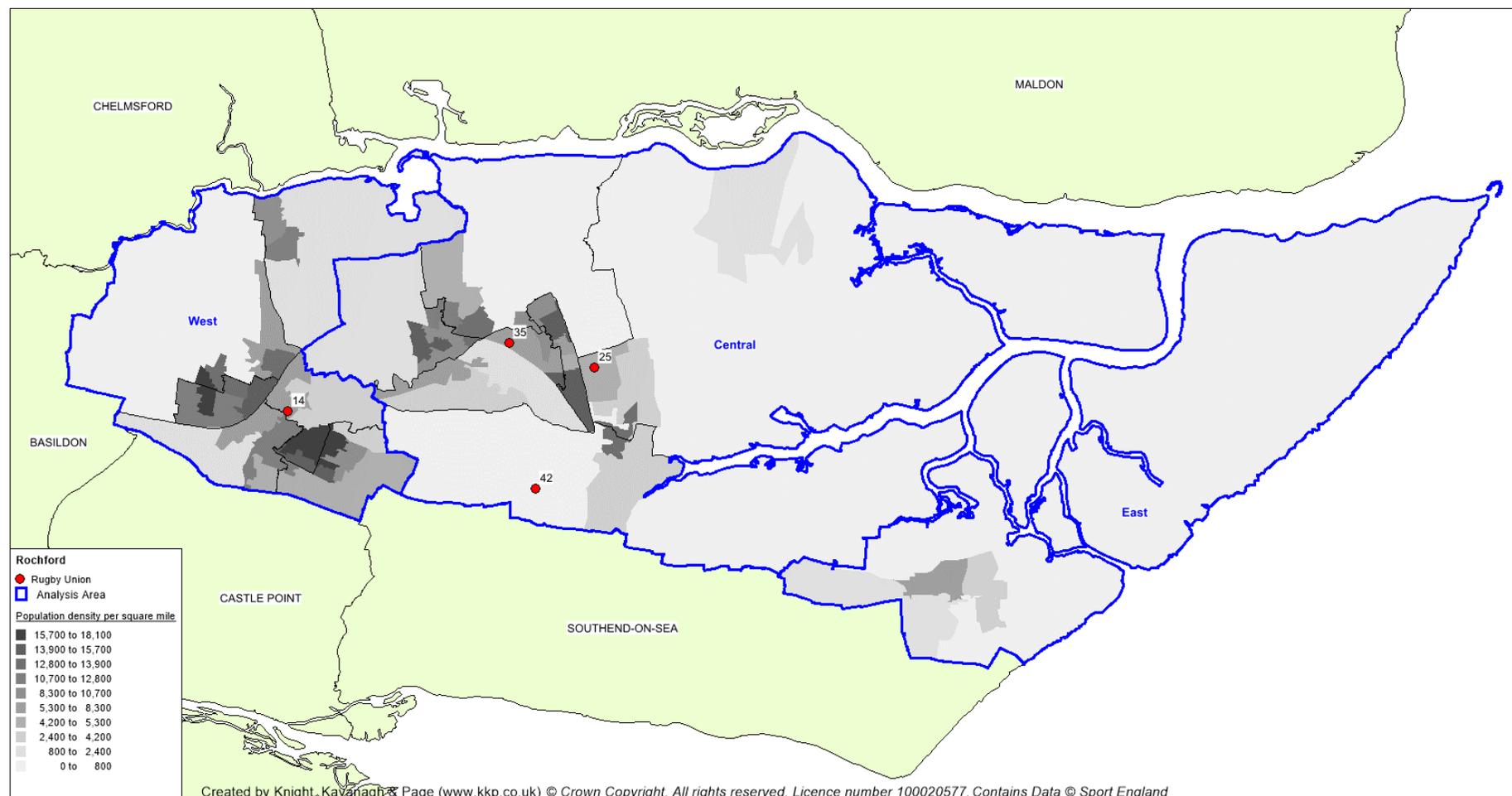
Age	Pitch type	Maximum pitch dimensions (metres) ¹⁶
U9	Mini	60 x 30
U10	Mini	60 x 35
U11	Mini	60 x 43
U12	Mini	60 x 43
U13	Junior	90 x 60 (60 x 43 for girls)
U14 +	Senior	100 x 70 ¹⁷

Figure 5.1 overleaf shows the location of all rugby union pitches within Rochford, regardless of community use. For a key to the map, see Table 5.6.

¹⁷ Minimum dimensions of 94 x 68 metres are accepted.

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Figure 5.1: Location of rugby union pitches within Rochford



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Future provision

Westcliff RFC has recently relocated to a new site known as the Gables as part of the Southend Airport Business Park Development. This report is based on those pitches being in place and used rather than its former pitches.

Sweyne Park School's grass pitch provision is currently being developed as part of a flood defence scheme for surrounding local housing. Therefore, there are no pitches formally marked out on site, however, once work has been completed the School reports that it will reinstate a senior rugby union pitch albeit it will be available for curricular and extracurricular demand only.

Rochford Hundred RFC reports that it rents additional land neighbouring its existing site and intends to utilise this area to create dedicated mini and junior pitches. That being said, funding for this development has yet to be secured.

Security of tenure

Westcliff RFC's home site is geographically located in Rochford but is land owned by Southend-on-Sea Borough Council. The Club has aspirations to formalise a 60-year lease of the new pitches and ancillary facilities.

Rochford Hundred RFC has secured tenure through a freehold of its home ground.

For other pitches within Rochford, security of tenure is considered to be minimal as no community use agreements are provided by the schools with accessible provision. That being said, none of them are currently in use for community rugby and no demand is perceived to exist.

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 5.3: Definition of maintenance categories

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

Table 5.4: Definition of drainage categories

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

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Table 5.5: Quality ratings based on maintenance and drainage scores

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

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

Of the community available pitches in Rochford, ten are assessed as good quality, four as standard quality and two as poor quality. The poor quality pitches are located at King Edmund Business and Enterprise School; they receive only basic maintenance that consists of grass cutting and line marking. These pitches are not used by any clubs but are used for curricular and extra-curricular activity.

All pitches at Rochford Hundred Rugby Football Club are assessed as standard quality, with maintenance relatively sophisticated and the drainage adequate albeit without a system in place. That being said, some quality issues still exist. The RFU has conducted a report on the condition of the site and indicates that the pitches need to be rested for an entire season whilst remedial works are carried out. The Club reports that it does not have the available funds currently to carry out such improvements.

The good quality pitches are all located at the Gables (Westcliff Rugby Club) as these are new pitches that have been constructed to a high quality. The maintenance regime in place is also sophisticated, consisting of regular grass cutting, line marking, aeration, fertilisation and weed killing as well as end of season seeding, spiking and scarification. One of the pitches also has pipe and slit drainage installed, whilst the remaining pitches have natural, adequate drainage.

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Table 5.6: Site quality ratings

Site ID	Site name	Analysis area	Community use?	Number of pitches	Pitch type	Non-technical assessment score	Quality rating	Floodlit?
14	Fitzwimarc School	West	No	1	Senior	M0/D1	Poor	No
25	King Edmund Business and Enterprise School	Central	Yes	2	Senior	M0/D1	Poor	No
						M0/D1	Poor	No
35	Rochford Hundred Rugby Football Club	Central	Yes	4	Mini	M0/D1	Standard	No
					Senior	M1/D1	Standard	Yes
					Senior	M1/D1	Standard	No
					Senior	M1/D1	Standard	No
42	The Gables (Westcliff Rugby Club)	Central	Yes	10	Senior	M2/D1	Good	No
					Senior	M2/D1	Good	No
					Senior	M2/D3	Good	Yes
					Senior	M2/D1	Good	No
					Senior	M2/D1	Good	Yes
					Mini	M2/D1	Good	No
					Mini	M2/D1	Good	No
					Mini	M2/D1	Good	No
					Mini	M2/D1	Good	No
					Mini	M2/D1	Good	No

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Ancillary facilities

A clubhouse, which was granted planning permission in 2017, is to be provided at the Gables for Westcliff RFC as part of the mitigation package. The Club will be provided with six changing rooms (two of which meeting RFU specification), a bar, a kitchen and a social area. Until completion, it will continue to access facilities at its old site, which are of an adequate quality and suitable for the interim period.

Notwithstanding the above, Westcliff RFC reports that the car parking at the Gables are inadequate for the number of cars that require access to the site at weekends, especially on Sundays. Generally, junior and mini rugby attracts many visitors through relatives coming to watch family members play.

Rochford Hundred RFC reports that its site has suffered from vandalism within the last 12 months with both dugouts and the clubhouse roof being damaged. It also mentions its changing rooms do not meet RFU specifications. The provision is assessed as standard quality but is in need of modernisation.

Facilities at school sites vary, although with none of them currently in use this is presently a non-factor in relation to rugby.

5.3: Demand

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

Competitive play

Rochford Hundred and Westcliff rugby clubs are both large clubs catering for 15 and 16 teams, respectively. Although neither club host a dedicated female team, each have girls' participation at mini level.

Table 5.7: Summary of demand

Club	Analysis area	No. of rugby union teams					Total
		Men's	Women's	Boys'	Girls'	Mini	
Rochford Hundred RFC	Central	4	-	5	-	6	15
Westcliff RFC	Central	4	-	6	-	6	16
Total		8	-	11	-	12	31

Training demand

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

In Rochford, both Rochford Hundred and Westcliff rugby clubs train on floodlit pitches. The former has one floodlit pitch that accommodates all training demand, whilst the latter has two floodlit pitches. One of these is reserved for matches, whilst the other is used solely for training and is known as a training pitch.

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In total, Rochford Hundred RFC utilises its floodlit pitch for seven hours a week for training purposes, whereas Westcliff RFC utilises its training pitch for eight hours.

Table 5.8: Summary of training activity¹⁸

Site ID	Site name	Club	Floodlit training provision	Hours (match equivalent sessions per week)
35	Rochford Hundred RFC	Rochford Hundred RFC	Floodlit pitch	7 (6)
42	Westcliff RFC	Westcliff RFC	Floodlit pitch	8 (7)

An alternative to training on floodlit grass pitches is via a World Rugby compliant 3G pitch, with none currently provided within Rochford. For an AGP to be suitable for contact rugby, it must have a 3G surface and must be approved by World Rugby. A World Rugby compliant pitch also enables the transfer of match demand from grass pitches onto 3G pitches, which alleviates overplay of grass pitches and as a result protects quality. The RFU investment strategy into AGPs considers sites where grass rugby pitches are over capacity and where an AGP would support the growth of the game at the host site and for the local rugby partnership, including local clubs and education sites.

Exported and imported demand

Exported demand refers to existing demand which is transferred outside of the study area; whilst imported demand refers to any demand from neighbouring local authorities that accesses facilities within the Rochford study area due to a lack of available facilities in other local authorities where such team or club is based.

Westcliff RFC is a Southend-on-Sea based club that plays within Rochford. The Club is happy to continue doing this due to the close proximity of the pitches, although it must be noted that many of its players are drawn from Southend-on-Sea.

Unmet and latent demand

Unmet demand is existing demand at clubs which is not able to access sufficient supply of pitches for match play or training. It is usually expressed, for example, where a team is already training but is unable to access a match pitch or where a league or club operates a waiting list. Latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision.

Rochford Hundred RFC reports unmet demand and indicates if more pitches were available at its site then it would be able to create more teams from mini to senior age groups. The Club also expresses latent demand stating it would be able to field more teams if it had access to better quality changing provision, particularly in relation to female activity, and more floodlighting.

Westcliff RFC reports no latent or unmet demand as its new site can accommodate increased demand.

¹⁸ Shows only midweek demand for floodlit training provision. Some mini and junior training takes place on Sunday mornings when there are no fixtures and there is not a requirement for floodlighting.

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Future demand

Future demand can be defined in two ways, through participation increases and using population forecasts.

Participation increases

Westcliff RFC reports aspirations to increase female participation at both senior and junior level and states that its recent relocation will be enable it to actively pursue establishing dedicated women's and girls' teams.

Rochford Hundred RFC reports plans to increase participation by two senior men's, one senior women's, one junior boys and one junior girls team. This is inclusive of the unmet and latent demand identified earlier.

Population increases

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 (2037).

Table 5.9: Team generation rates (2037)

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group (2037)	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Mens (19-45)	12,435	8	1:1554	12,733	8.2	0
Senior Womens (19-45)	12,611	0	0	12,827	0.0	0
Junior Boys (13-18)	3,012	11	1:274	3,309	12.1	1
Junior Girls (13-18)	2,952	0	0	3,210	0.0	0
Mini rugby mixed (7-12)	5,652	12	1:471	6,323	13.4	1

NB: Please note that team generation rates use ONS population projections as SHMA data does not provide the required age breakdowns. As such, the projections may provide an underestimate of future demand as housing growth is not taken into account. Housing growth scenarios will follow in the subsequent strategy document.

As can be seen in the table above, there is expected population growth equating to the creation of one junior boys' and one mini team, equating to 0.75 match equivalent sessions on a senior pitch. When running team generation rates on an analysis area basis, all of this growth is attributed to the Central Analysis Area given that is where all activity currently takes place.

It is important to note that TGRs are based exclusively on population figures and do not account for specific targeted development work within certain areas or focused towards certain groups. For example, the RFU is currently focused on developing junior participation, based on a model of coaching sessions delivered in schools and local communities. Intentions are to form junior teams from these training groups which are linked to local schools and will use pitches at school sites, in some cases also linking to existing clubs to provide a performance pathway.

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This is not the sole focus of the RFU, which is also actively exploring opportunities to increase female activity and to assist with the transition between late junior years and senior rugby. This area has a strategic focus and is being facilitated by encouraging casual play and midweek senior matches. The RFU recognises the traditional reduction in participation numbers at this time and it is hoped that by addressing the decrease and offering alternative match times then clubs may be able to retain a larger number of players.

Education

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

The peak period

In order to fully establish actual spare capacity, the peak period needs to be established for all types of rugby. For senior teams, it is considered to be Saturday PM as all senior men's teams play at this time, with senior women's teams generally playing Sunday PM.

Peak time for mini and junior rugby is Sunday AM.

5.4: Capacity analysis

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

To enable an accurate supply and demand assessment of rugby 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.
- ◀ Use of school pitches by schools reduces potential capacity by one match equivalent session.
- ◀ 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 (U6-U12) play on half of a senior pitch i.e. two teams per senior pitch or a dedicated mini 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 playing on a senior pitch, 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 senior pitch.
- ◀ Senior men's rugby generally takes place on Saturday afternoons.
- ◀ Senior women's rugby generally takes place on Sunday afternoons.
- ◀ Junior rugby generally takes place on Sunday mornings.
- ◀ Mini rugby generally takes place on Sunday mornings.

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- Training that takes place on club pitches is reflected by the addition of match equivalent sessions to current usage levels.

As a guide, the RFU has set a standard number of matches that each pitch should be able to accommodate:

Table 5.10: Pitch capacity (matches per week) based on quality assessments

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

Capacity is based upon a basic assessment of the drainage system and maintenance programme ascertained through a combination of the quality assessment and consultation. This guide, however, is only a very general measure of potential pitch capacity. It does not account for specific circumstances at time of use and it assumes average rainfall and an appropriate end of season rest and renovation programme.

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Table 5.11: Capacity table for rugby pitches in Rochford

Site ID	Site name	Analysis area	Community use?	Number of pitches	Pitch type	Quality rating	Non-tech score	Floodlit?	Match equivalent sessions (per week)	Pitch Capacity (sessions per week)	Capacity rating	Comments
14	Fitzwimarc School	West	No	1	Senior	Poor	M0/D1	No	-	1.5	-	Unavailable for community use.
25	King Edmund Business and Enterprise School	Central	Yes-unused	2	Senior	Poor	M0/D1	No	-	1.5	1.5	No current demand despite being available for community use.
					Senior	Poor	M0/D1	No	-	1.5	1.5	No current demand despite being available for community use.
35	Rochford Hundred Rugby Football Club	Central	Yes	4	Mini	Standard	M1/D1	No	2	2	0	Used for mini rugby with pitch being played to capacity.
					Senior	Standard	M1/D1	Yes	6	2	4	Dedicated training pitch overplayed by four match equivalent sessions.
					Senior	Standard	M1/D1	No	2.5	2	0.5	A senior pitch accommodating senior, junior and mini demand and overplayed by 0.5 match equivalent sessions.
					Senior	Standard	M1/D1	No	2.5	2	0.5	A senior pitch accommodating senior, junior and mini demand and overplayed by 0.5 match equivalent sessions.
42	The Gables (Westcliff Rugby Club)	Central	Yes	10	Mini	Good	M2/D1	No	1	3	2	A dedicated mini pitch with potential spare capacity.
					Mini	Good	M2/D1	No	1	3	2	A dedicated mini pitch with potential spare capacity.
					Mini	Good	M2/D1	No	0.5	3	2.5	A dedicated mini pitch with potential spare capacity.
					Mini	Good	M2/D1	No	0.5	3	2.5	A dedicated mini pitch with potential spare capacity.
					Mini	Good	M2/D1	No	0.5	3	2.5	A dedicated mini pitch with potential spare capacity.
					Senior	Good	M2/D1	No	2.5	3	0.5	A senior pitch accommodating both senior and junior matches, with minimal potential spare capacity.
					Senior	Good	M2/D1	No	2.5	3	0.5	A senior pitch accommodating both senior and junior matches, with minimal potential spare capacity.
					Senior	Good	M2/D3	Yes	1	3.5	2.5	A senior pitch reserved for first and second team fixtures.
					Senior	Good	M2/D1	No	2.5	3	0.5	A senior pitch accommodating both senior and junior matches, with minimal potential spare capacity.
					Senior	Good	M2/D1	Yes	8	3	5	Dedicated training pitch used to accommodate all training demand and overplayed by 5 match equivalent sessions.

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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.

In Rochford, nine of the ten pitches (four senior and five mini) at the Gables (Westcliff Rugby Football Club) are identified as having potential spare capacity, equating to four match equivalent sessions on the senior pitches and 11.5 match equivalent sessions on the mini pitches.

In regards to the senior pitches, the floodlit pitch is not considered to contain actual spare capacity for further play. This is because it is reserved for first and second team fixtures, with increased therefore discouraged in order to protect quality. In contrast, the remaining pitches are considered to contain actual spare capacity for both senior and junior activity, amounting to 1.5 match equivalent sessions.

For the mini pitches, some level of actual spare capacity is considered to exist, with five pitches currently in place to satisfy demand from five teams. In actuality, the same demand could be accommodated on three pitches.

Whilst currently unused but available pitches at school sites are likely to contain some spare capacity, this should not be considered as actual spare capacity due to security of tenure and quality issues. The pitches should, however, be retained to accommodate continued curricular and extra-curricular activity.

All pitches at Rochford Hundred Rugby Football Club are either played to capacity or are overplayed.

Overplay

Both club sites in Rochford are identified as containing overplayed senior pitches. This is case for three pitches servicing Rochford Hundred RFC and for one pitch servicing Westcliff RFC.

Table 5.12: Overplay summary (pitches used by community teams)

Site ID	Site name	Analysis area	Number of overplayed pitches	Overplay (match equivalent sessions per week)
35	Rochford Hundred Rugby Football Club	Central	3	5
42	The Gables (Westcliff Rugby Club)	Central	1	5
			Total	10

Rochford Hundred Rugby Football Club contains three senior pitches that are overplayed by five match equivalent sessions, whilst the Gables (Westcliff Rugby Club) has one pitch that is overplayed, also by five match equivalent sessions.

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For the Gables (Westcliff Rugby Club), all overplay is a result of usage of its training pitch, whereas four match equivalent sessions of overplay are a result of usage of the training pitch at Rochford Hundred Rugby Football Club.

5.5: Supply and demand analysis

Having considered supply and demand, an overall shortfall is evident for Rochford Hundred RFC as all three of its senior pitches are overplayed. This equates to a shortfall of five match equivalent sessions which could increase to at least 7.5 match equivalent sessions if its future demand is realised (based on match play demand only).

Similarly, an overall shortfall is also evident for Westcliff RFC; however, this is considered to be less of an issue as all excess demand is concentrated on its training pitch. The Club's future demand aspirations could be realised on its match pitches if programmed efficiently.

To alleviate shortfalls, it is considered that there is a potential need for additional floodlighting, pitch quality improvements and/or access to World Rugby compliant 3G pitches. Scenarios to achieve this will be explored in the subsequent strategy document.

Rugby union summary

- ◀ Within Rochford there are ten senior pitches and six mini pitches provided, with all but one senior pitch available for community use.
- ◀ Rochford Hundred RFC reports it rents additional land neighbouring its home ground and intends to utilise this area to create dedicated mini and junior pitches.
- ◀ Westcliff RFC has recently relocated to a new site known as the Gables and as part of the move wants to formalise a 60-year lease agreement from Southend-on-Sea Borough Council.
- ◀ Rochford Hundred RFC has secured tenure through a freehold of Rochford Hundred RFC.
- ◀ Of the community available pitches in Rochford, ten are assessed as good quality, four as standard and two as poor.
- ◀ Ancillary provision at Rochford Hundred RFC requires modernisation.
- ◀ Rochford Hundred RFC and Westcliff RFC are both large clubs catering for 15 and 16 teams, respectively.
- ◀ Rochford Hundred RFC expresses both latent and unmet demand, although it does not quantify this demand by a certain number of teams.
- ◀ Anticipated population growth equates to the creation of one junior boys' and one mini team.
- ◀ Further to this, Rochford Hundred RFC reports plans to increase participation by two senior men's, one senior women's, one junior boys' and one junior girls' team.
- ◀ The Gables (Westcliff Rugby Club) contains three senior pitches that are considered to have actual spare capacity, amounting to 1.5 match equivalent sessions, as well as all of its mini pitches.
- ◀ Rochford Hundred Rugby Football Club contains three senior pitches that are overplayed by five match equivalent sessions, whilst the Gables (Westcliff Rugby Club) has one pitch that is overplayed, also by five match equivalent sessions.
- ◀ Having considered supply and demand, an overall shortfall is evident for Rochford Hundred RFC given that all three of its senior pitches are overplayed.
- ◀ An overall shortfall is also evident for Westcliff RFC; however, this is considered to be less of an issue as all excess demand is concentrated on its training pitch.

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

PART 6: RUGBY LEAGUE

6.1: Introduction

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

Consultation

In the absence of rugby league demand in Rochford, the RFL was consulted to inform this section of the report.

6.2: Supply

There are currently no dedicated rugby league pitches within Rochford.

6.3: Demand

There are no rugby league teams in Rochford. Within South Essex, there were previously clubs playing in Basildon/Chelmsford (Billericay Rangers RLFC) and Southend-on-Sea (Southend Spartans RLFC); however, these both folded recently.

6.4: Supply and demand analysis

Consultation with the RFL suggests that it would be keen to support the re-establishment of demand within South Essex, although it is considered likely that this would be in Basildon or Southend-on-Sea and therefore away from Rochford.

Given that no perceived rugby league demand exists currently or in the future, no action is required in relation to the sport.

Rugby league summary

- ◀ There are currently no dedicated rugby league pitches within Rochford.
- ◀ There are no rugby league teams in Rochford.
- ◀ Within South Essex, there were previously clubs playing in Basildon/Chelmsford (Billericay Rangers RLFC) and Southend-on-Sea (Southend Spartans RLFC); however, these both folded recently.
- ◀ Consultation with the RFL suggests that it would be keen to support the re-establishment of demand within South Essex, although it is considered likely that this would be in Basildon or Southend-on-Sea and therefore away from Rochford.
- ◀ Given that no perceived rugby league demand exists currently or in the future, no action is required in relation to the sport.

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

PART 7: HOCKEY

7.1: Introduction

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

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

Table 7.1: EH's guidelines on artificial surface types suitable for hockey

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

For senior teams, a full-size pitch for competitive matches must measure at least 91 x 55 metres excluding surrounding run off areas, which must be a minimum of two metres at the sides and three metres at the ends. EH's preference is for four-metre side and five-metre end run offs, with a preferred overall area of 101 x 63 metres, though a minimum overall area of 97 x 59 metres is accepted.

It is considered that a hockey pitch can accommodate a maximum of four matches per day (peak time) provided that it is floodlit and fully available for community use. Training is generally midweek and also requires access to a pitch with floodlights.

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Club consultation

There are three hockey clubs playing within Rochford; Rochford, Southend and Southend & Benfleet hockey clubs. The first two were met with face to face, whilst the latter completed an online survey request.

7.2: Supply

There are two full size hockey suitable AGPs in Rochford. Kind Edmund Business and Enterprise College is located in the Central Analysis Area, whereas Sweyne Park School is located in the West Analysis Area.

Both AGPs are sand-based and both are available to the community. Kind Edmund Business and Enterprise College is floodlit; Sweyne Park School is not.

Table 7.2: Full size hockey suitable pitches in Rochford

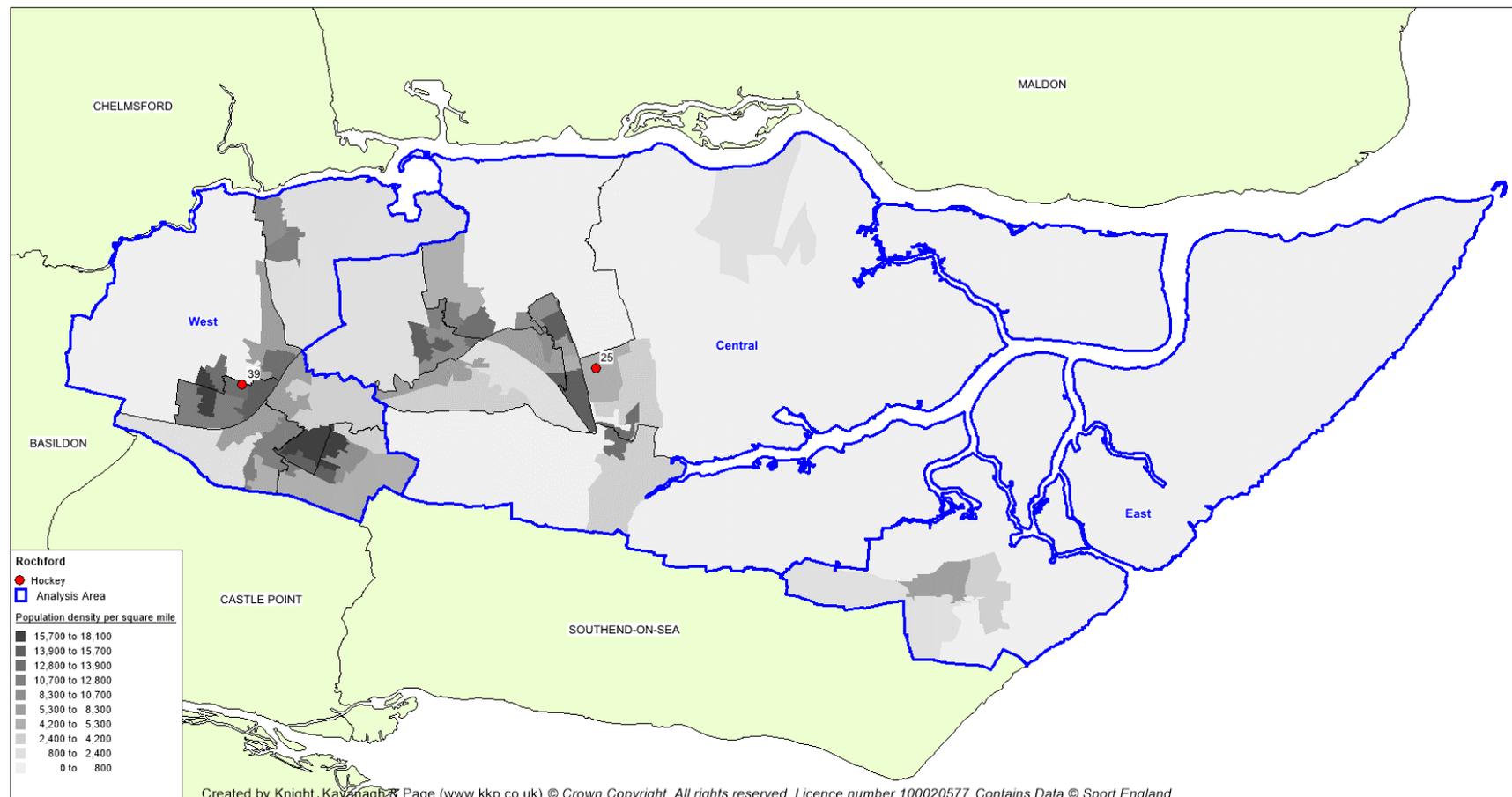
Site ID	Site name	Analysis area	Community use?	Floodlit?	Size (metres)
25	King Edmund Business and Enterprise School	Central	Yes	Yes	98 x 60
39	Sweyne Park School	West	Yes	No	100 x 65

In addition, there is also a smaller sized sand-based AGP located at Greensward Academy, measuring 70 x 50 metres. Whilst too small to accommodate senior play, this could be utilised for junior activity and lower level hockey, especially via the School itself. The facility is available to the community but is not floodlit.

Figure 7.1 overleaf shows the location of full size hockey suitable AGPs.

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Figure 7.1: Location of hockey suitable AGPs in Rochford



ROCHFORD DISTRICT COUNCIL

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Management and security of tenure

All the AGPs are operated in house by the respective schools.

Both Southend & Benfleet and Rochford hockey clubs utilise the AGP at King Edmund Business and Enterprise School via seasonal rental agreements. This does not provide security of tenure to the clubs as long-term access beyond the existing arrangement is not guaranteed.

Southend HC also accesses the pitch at King Edmund Business and Enterprise School although this is only ad hoc for overspill purposes. The majority of its demand instead uses Sweyne Park School, although again this does not offer security of tenure as the AGP is only rented.

Availability

Sport England's Facilities Planning Model (FPM) applies an overall peak period for AGPs of 34 hours per week (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00).

The AGP at King Edmund Business and Enterprise School is reserved for school use until 18:00 during weekdays and then available to the community until 21:00 (due to floodlight restrictions), whereas at weekends it is available from 10:00 until 18:00. This means it is available for 27 hours of the peak period.

As a comparison, availability at Sweyne Park School is limited as a result of the pitch not being accompanied by floodlights. This means that there are generally no bookings during weekday evenings, with access instead limited to weekends from 10:00 until 16:00. It is therefore only available for 12 hours of the peak period.

Access to Greensward Academy is also limited by a lack of floodlighting. As well as this, it must be noted that the School reports that community access may be fully rescinded in the near future as a cost saving exercise, with the expense of staffing the site outside of school hours currently outweighing income generation.

Quality

The AGPS at both King Edmund Business and Enterprise School and Sweyne Park School are considered to be standard quality, with no major problems identified although some signs of wear and tear are evident.

Notwithstanding the above, both pitches are likely to require refurbishment in the near future before further deterioration occurs. Depending on use, it is considered that the carpet of an AGP usually lasts for approximately ten years and it is the age of the surface, together with maintenance levels, that most commonly affects quality. Neither King Edmund Business and Enterprise School nor Sweyne Park School have been resurfaced since first being installed in 2006 and 2007, respectively.

Quality is a bigger concern in relation to the smaller sized AGP at Greensward Academy, which is assessed as poor. It has not been resurfaced since 2006 and significant issues are present due to a limited maintenance regime and heavy internal usage. This includes the surface lifting in high traffic areas, causing a health and safety hazard.

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

An issue for hockey nationally is that many providers did not financially plan to replace the carpet when first installed.

Ancillary provision

Southend & Benfleet HC reports that the changing rooms at King Edmund Business and Enterprise School require improvement, stating that the number provided is insufficient for the number of teams that require access at one time, whilst also highlighting that they are unsuited to its female members. As well as this, the Club also has aspirations to be able to provide post-match refreshments on site, which it is currently unable to do due to a lack of an appropriate social area.

Similarly, Rochford HC also reports issues with the changing facilities at King Edmund Business and Enterprise School, particularly in relation to the showers often not working correctly. The Club does not cite a need for providing post-match refreshments on site as it instead uses a nearby pub to facilitate this.

Southend HC utilises changing facilities at all of its venues but primarily uses a clubhouse at Belfairs Park, in Southend-on-Sea, for post-match activities. This does, however, impact on attendance due to travel involved.

7.3: Demand

There are three clubs playing within Rochford; Rochford, Southend and Southend & Benfleet hockey clubs. Combined, the clubs field five senior men's, seven senior women's and seven junior teams and consist of 198 senior members and 78 junior members.

The clubs vary in size; both Southend and Southend & Benfleet hockey clubs field numerous teams at both senior and junior level, whilst Rochford HC only has two teams at senior level and has no junior teams despite having a small junior membership. Southend HC has both male and female teams, whereas Rochford HC has only men's teams and Southend & Benfleet HC has only female teams (although its junior teams are mixed).

Table 7.3: Summary of demand

Name of club	No. of competitive teams			No. of members	
	Senior Men	Senior Women	Junior	Senior	Junior
Rochford HC	2	-	-	28	8
Southend HC	3	3	2	110	20
Southend & Benfleet HC	-	4	5	60	50
Total	5	7	7	198	78

Rochford HC

Rochford HC fields two senior men's teams, both of which play matches on the AGP at King Edmund Business and Enterprise School on Saturdays. All training activity also takes place at the School, predominately on Wednesday evenings from 20:00 until 21:00. Despite fielding no junior teams, the Club reports that it works closely with Southend & Benfleet HC to ensure that there is pathway for its junior boys' members once senior level is reached, given that Southend & Benfleet HC does not have any senior men's teams of its own.

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Southend HC

The Club is the largest club of the three playing within Rochford, fielding three senior men's, three senior women's and two junior teams. Due to numerous issues, it splits activity across three sites.

As is evidenced by its name, the Club considers itself to be a Southend-on-Sea based club and therefore all activity taking place within Rochford is classed as imported demand. The Club's preferred existing venue is Warners Bridge Park, in Southend-on-Sea; however, the majority of capacity at this site is utilised by the host club (Old Southendians HC). The pitch is used for all training activity and for occasional matches.

Sweyne Park School is currently the most used site, although access is limited by the lack of floodlighting. Usage is generally restricted to two senior matches on a Saturday, with all junior activity able to take place on a Sunday. Some of the remaining senior demand accesses King Edmund Business and Enterprise School, although capacity can often be an issue depending on the home fixtures of Rochford and Southend & Benfleet hockey clubs. Usage of the site therefore varies on a week to week basis.

Previously, another AGP within Southend-on-Sea, at St Thomas More High School, was used for the majority of activity. However, this activity stopped recently due to severe quality issues with the pitch. It would be considered suitable for Southend HC to return its imported demand if quality improved to a satisfactory level.

Southend & Benfleet HC

Southend & Benfleet HC contains four senior women's and five junior teams, with all activity taking place at King Edmund Business and Enterprise School. It utilises the AGP for three hours every Saturday and Sunday for matches and for two hours during midweek for training purposes.

As with Southend HC, the Club does not consider itself to be a Rochford club; however, it expresses no desire to return to Southend-on-Sea and is grateful for the facility provided at King Edmund Business and Enterprise School.

Participation trends

Nationally, since 2012, hockey has seen a 65% increase of juniors taking up hockey within the club environment. This increase is expected to continue across all age groups in the future, especially given the success of Great Britain's women's team in the 2016 Rio Olympics.

In Rochford, Southend & Benfleet HC has seen significant growth over the last three years, increasing by approximately 30 members and creating an additional two senior teams and two junior teams. Rochford HC has also experienced a growth, increasing from 25 members in 2014 to having 36 members currently, although no additional teams have been created from this growth.

In contrast, Southend HC has seen a significant reduction in participation as it previously fielded four senior men's and four senior women's teams and had 161 members in 2014 compared to 130 members currently. It reports that this is predominately down to having to play within Rochford and having to split its usage across numerous sites following the deterioration of the AGP at St Thomas More High School.

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Future demand

Growing participation is a key aim within EH's Strategic Plan and key drivers include working with clubs, universities and schools, working with regional and local leagues, developing opportunities for over 40s and delivering a quality programme of competition. Overall, EH has an aim to double participation over the next ten years.

Southend HC reports a demand to redevelop the teams that it has recently lost, therefore equating to two senior teams. It does not know where these teams would play without a new pitch being created, or without the pitch at St Thomas More High School in Southend-on-Sea being improved.

Southend & Benfleet HC expresses future demand equating to an increase of one senior women's team and two junior teams. It intends to recruit enough members to make this possible by improving its advertising and by working with more local schools. That being said, it reports that no capacity exists at King Edmund Business and Enterprise School for the additional teams to be fielded and therefore does not know where they would play.

Rochford HC does not express any future demand, stating that it is instead focusing on retaining current membership following recent growth. As with Southend & Benfleet HC, it also does not know where additional teams would play if any further increases occurred. That being said, EH states that the Club has increased significantly in the last two years and is still working proactively to increase membership further, which the NGB is supporting. As such, further growth is expected.

Back to Hockey

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

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

No Back to Hockey sessions are currently available in Rochford. Southend HC runs such activity; however, this takes place in Southend-on-Sea.

Other demand

In addition to the AGP at King Edmund Business and Enterprise School being used for hockey purposes, the pitch also receives demand from football teams for training activity as well as from other football groups (social/casual). This demand is substantial and further exacerbated by a lack of 3G pitches existing within the District. As a result, no spare capacity is considered to exist for an increase in hockey activity, with all remaining peak time slots not used for hockey used for football during winter months. The only available time slots remaining are on a Monday or a Friday, which are not considered viable for training needs due to close proximity to weekend matches.

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

There is little football activity taking place on the AGP at Sweyne Park School as it cannot be accessed for training needs due to no floodlights being present. There is, however, some demand utilising the pitch on Saturday mornings, which takes capacity away for hockey matches. This demand is for a coaching camp.

Peak time demand

For matches, all senior hockey activity in Rochford takes place on a Saturday, whereas all junior activity occurs on a Sunday. For training, peak time is considered to be any midweek evening, although preference is generally given for Tuesdays, Wednesdays and Thursdays.

7.4: Supply and demand analysis

Match play

Based on 15 senior teams (including future demand) playing in Rochford at peak time (Saturday), there is a requirement for two (rounded up from 1.88) full size, floodlit, hockey suitable AGPs based on teams playing home and away and based on a floodlit pitch being able to accommodate a maximum of four matches on one day. Given that the pitch at Sweyne Park School is not floodlit and is not capable of accommodating four matches on one day, a shortfall of provision is evident.

In addition to the above, with clubs expressing future demand for an increase totalling three senior teams, the existing shortfall for senior hockey is projected to worsen.

In contrast, the supply of pitches is considered sufficient to accommodate junior match play demand. This is because there are less junior teams and because there is no conflict with senior demand with matches being played on a Sunday. Furthermore, some of the younger aged participants only require half of a pitch, meaning multiple matches can be played at the same time should demand increase to a point where that becomes necessary.

Training

Given the high levels of football usage on the AGP at King Edmund Business and Enterprise School and given that Sweyne Park School is without floodlighting and therefore unsuitable for evening usage, no capacity is identified for an increase in hockey training activity. As such, it is considered likely that any future demand realised will be unable to train or would have to train at undesirable times.

Conclusion

A shortfall of hockey suitable AGPs for match play does not necessarily mean that an increase in provision is required within the District. Given that Southend HC is imported into Rochford and expresses a demand to return to Southend-on-Sea, finding a resolution for this would free up capacity for the remaining two clubs to fulfil growth aspirations. This could include improving quality at St Thomas More High School or providing a new pitch within Southend-on-Sea and is further explored within the Southend-on-Sea PPS documents. The former is seen as the more financial viable option and would satisfy demand from Southend HC.

Similarly, a shortfall of AGPs for training needs can be alleviated through the creation of 3G pitches and the transfer of football demand to the new provision. See Part 3 of this report for further information.

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Notwithstanding the above, given the shortfalls identified, it is imperative that both the AGPs at King Edmund Business and Enterprise School and Sweyne Park School are protected for continued hockey use.

Converting sand-based AGPs to 3G

Since the introduction of 3G pitches and given their popularity for football, providers have seen this as a way of replacing their tired sand-based carpet and generating money from hiring out a 3G pitch to football clubs and commercial football providers. This has come at the expense of hockey, with players now travelling further distances to gain access to a suitable pitch and many teams being displaced from their preferred geographical area.

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

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

Hockey summary

- ◀ There are currently two full size hockey suitable AGP in Rochford, located at King Edmund Business and Enterprise School and at Sweyne Park School.
- ◀ Both pitches are available to the community; however, the AGP at Sweyne Park School is without floodlighting which limits its capacity.
- ◀ In addition, a smaller sized AGP exists at Greenward Academy (available to the community but not floodlit).
- ◀ The AGPs at both King Edmund Business and Enterprise School and Sweyne Park School are considered to be standard quality, although resurfacing is likely to be required in the near future as both have exceeded their estimated lifespan (ten years).
- ◀ There are three clubs playing within Rochford, with the clubs fielding a combined total of five senior men's, seven senior women's and seven junior teams and consisting of 198 senior members and 78 junior members.
- ◀ Both Southend & Benfleet and Rochford hockey clubs utilise King Edmund Business and Enterprise School.
- ◀ Southend HC accesses both Sweyne Park School and King Edmund Business and Enterprise School but expresses imported demand as it deems itself to be a Southend-on-Sea based club.
- ◀ Southend & Benfleet HC expresses future demand equating to an increase of one senior women's team and two junior teams, whereas Southend HC has future demand equating to two senior teams.
- ◀ Given that the pitch at Sweyne Park School is not floodlit and is not capable of accommodating four matches on one day, a shortfall of provision for match play is evident with two full size, floodlit AGPs required to meet demand.
- ◀ In addition, given the high levels of football usage on the AGP at King Edmund Business and Enterprise School, no capacity is identified for an increase in hockey training activity.
- ◀ As such, a strategic solution across Rochford and Southend-on-Sea is required to address the needs of three clubs currently playing within Rochford given that Southend HC has an aspiration to return to Southend-on-Sea.
- ◀ It is imperative that both the AGPs at King Edmund Business and Enterprise School and Sweyne Park School are protected for continued hockey use.

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

PART 8: GOLF

8.1: Introduction

Golf is the fifth largest participation sport in England, with around 650,000 members belonging to one of 1900 affiliated clubs and a further two million people playing independently outside of club membership. Nationally, it is governed by England Golf. The role of the NGB includes providing competitions for all ages and abilities, identifying and developing the most talented golfers, maintaining a uniform system of handicapping, administering and applying the rules and introducing new golfers via its initiative 'get into golf'.

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

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

Consultation

No golf clubs in Rochford responded to consultation requests. Instead, all information was gathered via England Golf and through site assessments as well as online research.

8.2: Supply

There are three golf courses situated within Rochford, as follows:

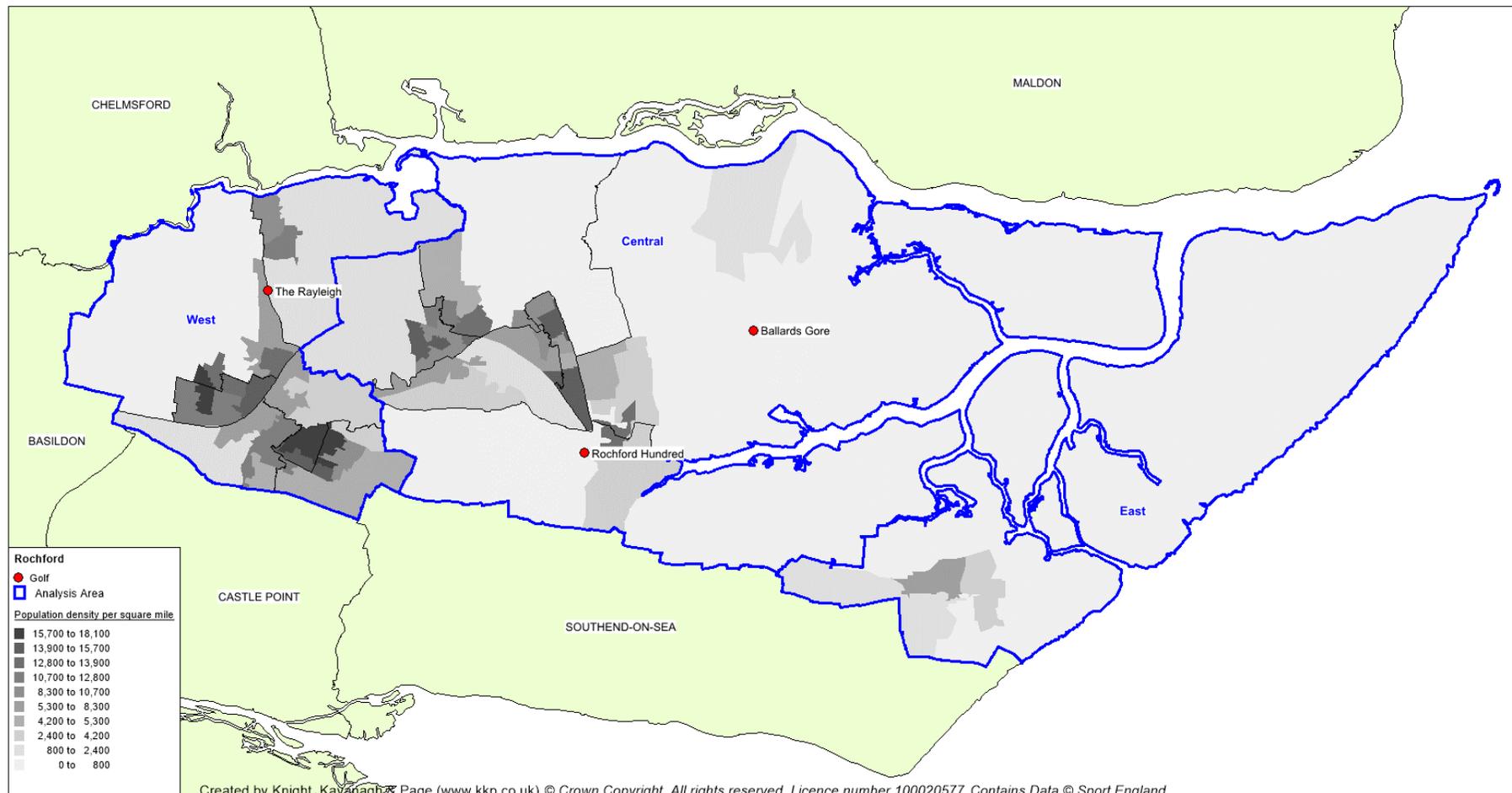
- ◀ Ballards Gore Golf Club
- ◀ Rochford Hundred Golf Club
- ◀ The Rayleigh Golf Club

In addition, there is one standalone driving range known as Rayleigh Golf Range.

Ballards Gore, Rochford Hundred and the Rayleigh golf clubs are affiliated to England Golf, whereas Rayleigh Golf Range is unaffiliated.

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Figure 8.1: Location of golf courses in Rochford



ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Management

All four facilities within Rochford are managed privately.

Course facilities

Both Ballards Gore and Rochford Hundred golf clubs provide one 18-hole course each, with both also hosting open area practice grounds. The former is a relatively new course, built in 1980 and geared towards the modern golfer, whereas the latter is a very traditional facility steeped in history.

Rayleigh Golf Club consists of two 18-hole courses (known as the Duke and the Earl) as well as a new nine-hole course and a large driving range consisting of over 25 covered, floodlit bays. The venue is considered suitable for all abilities, with the longer 18-hole course appropriate for traditional players and the shorter 18-hole course aimed more towards beginners.

Table 8.1: Summary of golf courses in Rochford

Course name	Holes	Par	Yardage ¹⁹		
Ballards Gore Golf Club	18	72	6639	6476	5624
Rochford Hundred Golf Club	18	71	6245	6140	5816
The Rayleigh Golf Club	18	71	6512	6286	5756
	18	67	4670	4580	4500
	9	27	Unknown	Unknown	Unknown

Rayleigh Golf Range is a standalone, floodlit driving range containing 18 indoor bays and 12 outdoor bays plus a grass practice area. In addition, two practice bunkers and an artificial putting green are also in place.

Quality across the sites is considered to be good, with each facility having dedicated maintenance staff in place to undertake sophisticated regimes as well as any repair work when it is required.

Ancillary facilities

Golf clubs need multiple revenue sources to operate effectively and the provision of a clubhouse can often be key for golf clubs as it can provide an income stream, not only from members but also through hiring the venue out for occasions (e.g. wedding receptions).

All three golf courses in Rochford provide clubhouses that feature changing rooms as well as bars, kitchens and function rooms that are available to external hirers. The quality is generally good across the sites, although there are some age-related issues at Rochford Hundred Golf Club. It must therefore be noted that the clubhouse provided is a listed building.

The Rayleigh Golf Club is particularly versed on maximising the use of its ancillary facilities, with numerous bars and restaurants provided for both members and visitors. Following a recent change of ownership, such provision has also undergone refurbishment in order to broaden its appeal.

¹⁹ White denotes Championship tees, yellow denotes men's tees and red denotes ladies' tees.

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Rayleigh Golf Range does not contain a clubhouse but changing facilities are provided within limited indoor space.

Membership and costs

Nationally, many clubs have begun to alter their pricing structure to allow for discounted rates following a decline in golf participation, with England Golf determining that clubs are more likely to experience growth with flexible membership packages. For instance, some now offer a five day membership (whereby members can access the course on specific days but not during a weekend), whilst others provide discounts that are no longer limited to junior players (e.g. discounts for those aged 18-21). Previously, many clubs throughout the country had a waiting list for membership but that is rarely the case in the present day.

In Rochford, all courses offer memberships and pay and play green fees, with Ballards Gore Golf Club generally being the cheapest to access and Rochford Hundred Golf Club being the most expensive. Each is predominately a membership club, although it must be said that Ballards Gore and the Rayleigh golf clubs encourage visitors more so than Rochford Hundred Golf Club.

The table below provides a summary of the associated costs for each club, where known.

Table 8.2: Summary of costs in Rochford

Course name	Cost summary
Ballards Gore Golf Club	A seven day membership is £1095 a year for those aged over 35, £875 for 30-35 year olds, £760 for 26-30 year olds, £535 for 22-25 years olds, £330 for 18-21 year olds and £100 for those under 18. A five day membership is also available to over 35's at a charge of £875. Pay and play during weekdays is £25. At weekends, it is £20 before 11am and £30 after 11am.
Rochford Hundred Golf Club	A seven day membership is £1325 a year for those aged over 40 and £265 for those aged under 18. Costs then range from £464 to £1060 for the age brackets in between (rising every two years). A six day membership is also available for adult (allowing for afternoon golf at the weekends) at a cost of £1245, compared to £1180 for a five day membership. Pay and play is £38; however, it is only available during weekdays, with access reserved for members at weekends. No booking system is in place, with visitors instead having to consult with on-site staff before access is allowed.
The Rayleigh Golf Club	Membership costs £1,260 a year for access to both courses for 30-69 year olds, £1,110 for 26-29 year olds, £755 for 19-25 year olds and between £1,070 and £625 for the age brackets over 70. For juniors, membership costs £140 for those aged 13-18 and £70 for those under 12. Five day membership is available for all age groups ranging from £940 to £405. It is possible to be a member of the smaller course only at a reduced rate but not to be a member of the larger course only. Pay and play is available Monday-Friday at a cost of £38 for the larger course and £17 for the shorter course, although these prices half after 5pm. At weekends, costs are either £48 or £23 for the two courses, with prices halving after 3pm.

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

All activity at Rayleigh Golf Range is pay and play. It costs £2.50 for 45 balls, £3.75 for 75 balls and £5 for 125 balls, which relative to other driving ranges nationally is deemed to offer good value for money.

8.3: Demand

England Golf's Club Membership Questionnaire (2016) highlights that the average number of members per golf club nationally is 460. As a breakdown, this consists of 357 adult males, 70 adult females, 28 junior boys and five junior girls.

In Rochford, membership across the clubs varies, with Rochford Hundred and the Rayleigh golf clubs having a substantial membership base when compared to the national average and Ballards Gore Golf Club having significantly less. Combined, 1,530 members are associated to the clubs.

Table 8.3: Summary of demand

Course name	Current membership ²⁰
Ballards Gore Golf Club	370
Rochford Hundred Golf Club	534
The Rayleigh Golf Club	626

Despite the varying levels of membership, it must be noted that each club will have a different financial model in terms of income generation from membership versus green fees, meaning further exploration is required before determining that clubs with a low membership base are unsustainable. Ballards Gore Golf Club provides a good example of this, as it is to be expected that it will cater for a sub-standard membership level given its rural location.

There is no membership scheme in place at the Rayleigh Golf Range, and the level of usage is also unknown given that the facility did not respond to consultation requests.

Participation trends

Nationally, the average number of members per golf club has remained relatively static at 460 in 2016 compared to 466 in 2014. A total of 30% of clubs saw an increase in membership over this time period, with these members generally playing more frequently. Not as many golfers are playing weekly, reflecting a combination of lifestyle pressures, but more golfers are playing at least once a month.

In Rochford, both Ballards Gore and Rochford Hundred golf clubs have seen a year on year reduction in membership since 2014 having previously hosted 434 and 591 members respectively. In contrast, the Rayleigh Golf Club has seen membership significantly grow over the same time period, with it previously catering for 449 members in 2014 and 501 members in 2015.

²⁰ Based on the most recent England Golf affiliation figures (2016).

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Future demand

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

The research also provides nine defined profiles and clearly identified behaviours, motivations and barriers within each one. The nine segments are:

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

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

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

Table 8.4: Summary of demand in Rochford by segment

Segment no.	Segment name	Average number of people per affiliated facility (20-minute drive time)
1	Relaxed members	9,178
2	Older traditionalists	7,852
3	Younger Traditionalists	8,676
4	Younger fanatics	8,275
5	Younger actives	8,706
6	Late enthusiasts	8,222
7	Occasional time pressed	8,685
8	Social couples	8,547
9	Casual fun	8,402

In total, an average of 76,543 people are identified as current or potential users of golf facilities within Rochford. This demand is relatively evenly spread across the profiles, with “relaxed members” generating the most demand and “older traditionalists” generating the least.

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Each profile is applied on a course by course basis in the following table.

Table 8.5: Summary of demand per course by profile type

Course name	Segment no.								
	1	2	3	4	5	6	7	8	9
Ballards Gore Golf Club	6,145	5,186	5,888	5,553	5,820	5,453	5,855	5,619	5,610
Rochford Hundred Golf Club	7,486	6,329	7,076	6,717	7,078	6,652	7,074	6,915	6,819
The Rayleigh Golf Club	7,445	6,444	6,810	6,692	7,049	6,750	6,923	7,100	6,906

The table above summarises that demand is likely to be highest for Rochford Hundred Golf Club, which has 62,146 potential users. Nevertheless, it must be said that the facilities offered by the Club may not appeal to certain independent segments (e.g. “casual fun”) given that it is a traditional venue, expensive for pay and play, not always readily available and a difficult course.

The Rayleigh Golf Club has a similar level of demand, with 62,119 potential users, whereas Ballards Gore Golf Club has 51,129 potential users, which although lower remains relatively substantial. These courses are better suited to independent segments given that they actively promote pay and play, especially in relation to the Rayleigh Golf Club due to it providing a shorter 18-hole course as well a nine-hole course. That being said, both are still primarily membership clubs that are most geared towards club-based segments.

The facility best suited to the independent segments is Rayleigh Golf Range, despite it not providing a course, and the facility also has the highest potential user base of any golf facility across the South Essex local authorities.

Table 8.6: Summary of demand for Rayleigh Golf Range

Course name	Segment no.								
	1	2	3	4	5	6	7	8	9
Rayleigh Golf Range	15,637	13,448	14,928	14,140	14,876	14,033	14,890	14,553	14,274

Given that it is difficult for one facility to cater for the needs of all potential members, there is clear scope for some clubs to work more collaboratively in terms of creating pathways where appropriate. This way, all golfing profiles can be collectively catered for. In order to increase membership and to target the golfing profiles, England Golf sets out the following key themes:

- ◀ Creating a welcoming environment
- ◀ Catering for a range of different needs
- ◀ Communicating regularly with members and visitors
- ◀ Developing facilities to broaden income streams
- ◀ Becoming part of the local community

Footgolf

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

Nationally, there are currently 160 recognised golf courses that incorporate Footgolf, with many clubs recognising it as a chance to provide an income stream that can provide

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sustainability at a time when participation in the traditional game has decreased. The sport is generally played on a smaller than average courses, with Par 3 courses being ideal.

Footgolf is not currently offered at any of the facilities within Rochford, with the closest course located in Brentwood at the South Essex Golf Centre.

8.4: Supply and demand analysis

There is significant demand for golf within Rochford and the demand cuts across all nine golfing profiles as set out by England Golf. This is met with a decent range of facilities that includes traditional 18-hole courses, a shorter 9-hole course and a driving range that can be accessed on a casual basis. The only gap is that there are no courses provided that are primarily for pay and play users, although such access is granted at the courses in existence.

Given the above, it is considered that the current supply of facilities can meet current and future demand, although emphasis should be placed on ensuring the needs of independent golfers can be met. Facilities should therefore be supported to ensure that sites are able to retain current members and users as well as, where appropriate, assisting them in capitalising on any untapped demand plus future demand generated from housing growth and population increases.

Further analysis at club or facility level, along with some additional England Golf tools, can be used to better understand the existing members and visitors of each venue. This may help to establish a clearer picture of the overall facility landscape and how well it caters for the local demographic.

Notwithstanding the above, it is considered that all existing golf facilities should be protected given the relatively high levels of current membership. This consideration is also reflected by England Golf, which reports a focus on protecting the facilities.

Golf summary

- ◀ There are three golf courses within Rochford and a standalone driving range facility (Rayleigh Golf Range).
- ◀ Both Ballards Gore and Rochford Hundred golf clubs provide an 18-hole course each, whereas the Rayleigh Golf Club provides two 18-hole courses and a nine-hole course.
- ◀ All three golf courses provide clubhouses that feature changing rooms as well as bars, kitchens and function rooms that are available to external hirers.
- ◀ All three courses are primarily membership clubs, although pay and play is offered at each.
- ◀ Rochford Hundred and the Rayleigh golf clubs having a substantial membership base when compared to the national average, whilst Ballards Gore Golf Club has significantly less.
- ◀ Both Ballards Gore and Rochford Hundred golf clubs have seen a year on year reduction in membership since 2014, whereas the Rayleigh Golf Club has seen membership significantly grow over the same time period.
- ◀ In total, an average of 76,543 people are identified as current or potential users of golf facilities within Rochford.
- ◀ Given that it is difficult for one facility to cater for the needs of all potential members, there is clear scope for some clubs to work more collaboratively in terms of creating pathways.
- ◀ It is considered that the current supply of facilities in Rochford can meet current and future demand, although emphasis should be placed on ensuring the needs of independent golfers can be met given that no courses are currently tailored specifically for such needs.
- ◀ Facilities should be supported to ensure that sites are able to retain current members and users as well as, where appropriate, assisting them in capitalising on any untapped demand plus future demand generated from housing growth and population increases.
- ◀ In addition, existing facilities should be protected for future golf activity.

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PART 9: BOWLS

9.1: Introduction

All bowling greens in Rochford are flat green. Bowls England is the NGB for flat green bowls with overall responsibility for ensuring effective governance. Regionally, it is administered by the Essex County Bowling Association.

The flat green bowling season runs from May to September.

Consultation

There are four bowling clubs identified in Rochford, all of which completed an online survey resulting in a 100% response rate.

9.2: Supply

There are four bowling greens in Rochford located across four sites, all of which are considered to be available for community use.

Table 9.1: Summary of the number of greens by analysis area

Analysis area	Number of greens
Central	2
East	1
West	1
Rochford	4

As seen in the table above, two of the greens are located in Central Analysis Area with one green each in the East and West analysis areas.

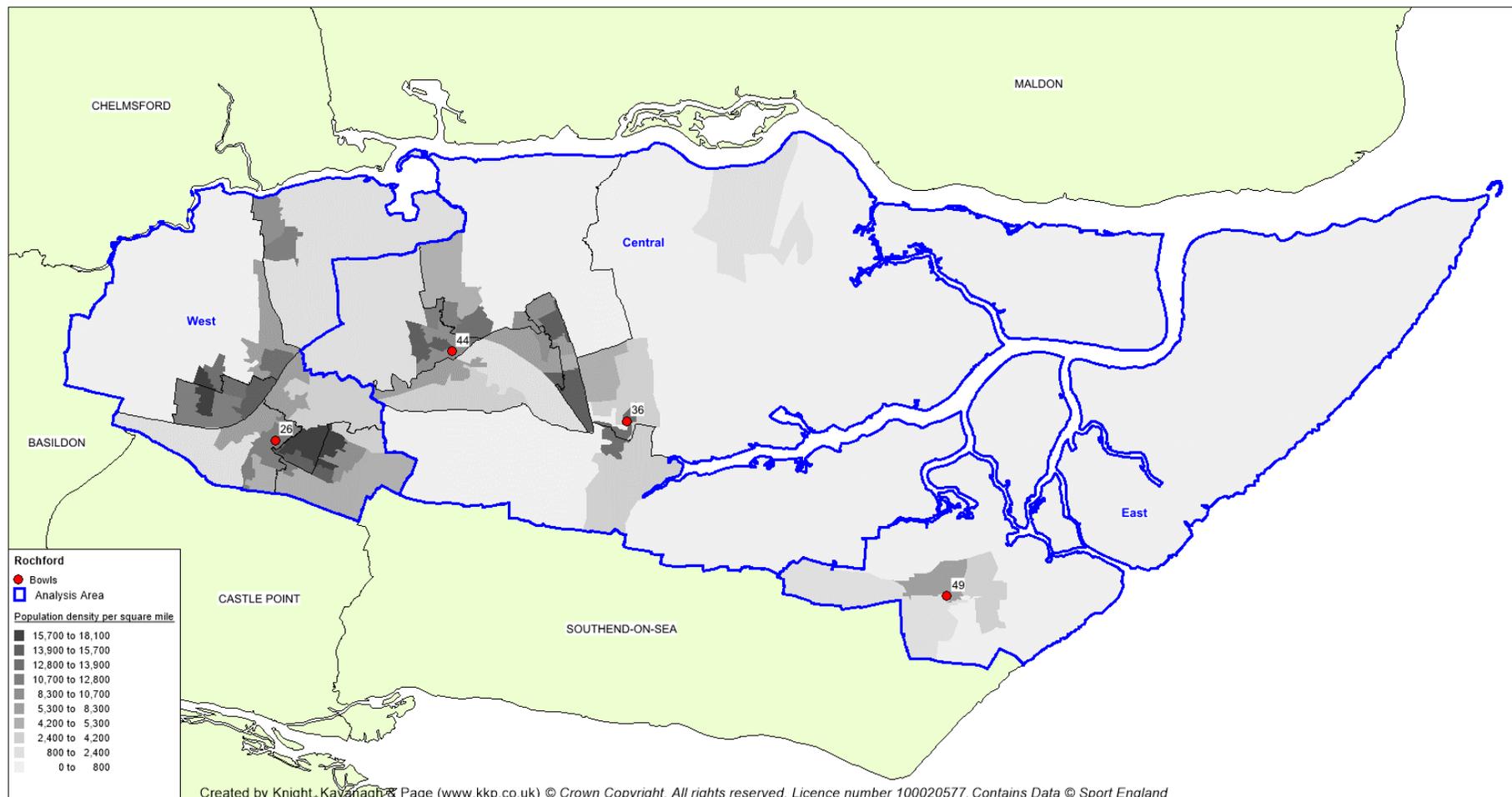
Additionally, there is indoor bowls activity taking place within Rochford. Indoor bowls is further examined in the accompanying Indoor and Built Needs Assessment, with the following summarised:

- ◀ There is one indoor bowls facility in Rochford located at Rayleigh Leisure Centre with four rinks.
- ◀ The facility is 12 years old and good quality.
- ◀ Approximately 72% of the population are located within 20 minutes' drive of the facility.
- ◀ There is one indoor bowls club with over 300 members based at Rayleigh Leisure Centre.

Whilst no outdoor greens are provided to accompany the indoor provision, it is noted that many members of outdoor clubs are also members at the indoor facility. This enables such participants to continue playing during the winter, when outdoor greens are generally inaccessible.

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Figure 9.1: Flat greens in Rochford



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Table 9.2: Key to map

Site ID	Site name	Analysis area	Number of greens
26	King George V Playing Fields	West	1
36	Rochford Recreation Ground	Central	1
44	Hockley Bowls Club	Central	1
49	Great Wakering RBL Bowls Club	East	1

Ownership/management

Of the four bowling clubs in Rochford two, Rochford BC and Rayleigh BC, lease their greens from Rochford District Council and Rayleigh Town Council, respectively.

Great Wakering & District (RBL) BC rents from a private land owner (Bentalls Farms) whereas Hockley BC owns its site Hockley Bowls Club.

Quality

Following a non-technical assessment of greens in Rochford and consultation with clubs, two greens are assessed as good quality and two as standard quality; none are assessed as poor quality. The table below summarises the quality on a site-by-site basis.

Table 9.3: Summary of bowling green quality

Site ID	Site name	Number of greens	Quality of green
26	King George V Playing Fields	1	Good
36	Rochford Recreation Ground	1	Standard
44	Hockley Bowls Club	1	Good
49	Great Wakering (RBL) Bowls Club	1	Standard

The issues affecting Rochford Recreation Ground and Great Wakering (RBL) Bowls Club are signs of wear and tear and a relatively uneven surface, although this is not significant.

Two clubs; Rochford BC and Great Wakering & District (RBL) BC, report that there has been an improvement in green quality since last season. Both clubs indicate the improvement in green quality is due to the hard work of dedicated green keepers.

Ancillary facilities

All clubs responding to the survey have access to a clubhouse/pavilion on site.

Both Rayleigh BC and Great Wakering & District (RBL) BC describe ancillary facilities as adequate, although the former indicates issues regarding car parking at King George V Playing Fields. The Club reports it has aspiration for a parking space for its green keeper and has initiated contact Rayleigh Town Council regarding this.

Rochford BC and Hockley BC report that their ancillary facilities at Rochford Recreation Ground and Hockley Bowls Club are good quality, with no issues noted.

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Due to no response from Hockley BC, the quality of ancillary provision at the Club's home site is unknown. Access to its clubhouse could not be gained during non-technical assessments.

Bowls England grants²¹

Provided a club is affiliated to the Bowls England it is eligible to apply for a club loan. These loans can relate to a variety of ancillary issues, include the following:

- ◀ Fencing
- ◀ Car Parking
- ◀ New Pavilion
- ◀ Changing rooms

Clubs can repay these loans interest free over an eight year period. The highest amount available is £20,000.

Floodlighting

No greens in Rochford are serviced by floodlighting. This means that opportunities for access for training and matches during evenings outside of the summer months is limited. That being said, floodlit bowling greens are relatively rare across the country and this should therefore not be considered as a significant issue.

Although no greens are currently serviced by floodlighting, Rochford BC reports it is going to erect temporary lighting to increase usage of its green in the evenings during September.

9.4: Demand

Current demand

There are four bowls clubs playing in Rochford, of which three were willing to share membership information, with Rochford BC not disclosing any figures. Great Wakering & District (RBL) BC consists of 30 senior members (18 male and 12 female), whilst Rayleigh BC consists of 144 senior members (96 male and 48 female). Finally, Hockley BC reports a total of 144 members consisting of 82 male and 60 female members.

No club in Rochford currently caters for junior members.

Table 9.4: Current club membership for bowls clubs in Rochford

Club name	Current			
	Senior male	Senior female	Junior	Total
Great Wakering & District (RBL) BC	18	12	-	30
Hockley BC	82	60	-	142
Rayleigh BC	96	48	-	144
Rochford BC	Unknown	Unknown	Unknown	Unknown
Total	196	120	-	316

²¹ <https://www.bowlsengland.com/for-clubs/club-loans>

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Despite there being a decline in senior membership for bowls nationally, Great Wakering (RBL) BC reports that numbers have increased over the last three years. In contrast, it is reported that Rayleigh BC has suffered a decline in membership.

Future demand

Using ONS projections (2016-2037)²², the number of persons aged 65 and over living in Rochford is likely to increase continuously from 18,914 in 2014 to 28,723 in 2039, representing an increase of 52%. Due to this age band being the most likely to play bowls, demand for bowling greens is likely to increase slightly in the future or at least remain static.

Please note that ONS population projections are used above as SHMA data does not provide the required age breakdowns. As such, the projections may provide an underestimate of future demand as housing growth is not taken into account. Housing growth scenarios will follow in the subsequent strategy document.

Rochford BC, Rayleigh BC and Hockley BC all report plans to increase the number of members at their clubs, however, only Rayleigh BC and Hockley BC quantify their future demand. Rayleigh BC states aspirations to increase by ten senior members and plans to achieve this growth through open days and free drop in sessions. Hockley BC reports it wants to increase both senior and junior participation by 12 members each and will attempt to obtain this through advertising.

No clubs through consultation report having a waiting list.

Latent demand

Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in bowls but are not currently doing so'. The tool identifies latent demand of 165 people who would like to participate in the sport within Rochford. The most dominant segment is 'Roger & Joy' – Early Retirement Couples (23.6%).

Notwithstanding the above, none of bowling clubs in Rochford are reported as being at capacity, with all clubs willing to accept new members. As such, it is considered that anyone within the District that would like to start participating could do so at the clubs and greens already in existence.

9.5: Supply and demand analysis

Bowls England indicates that one green can accommodate approximately 60 members before capacity becomes an issue, whereas at least 20 members are reportedly required for a green to be sustainable.

In Rochford, King George V Playing Fields and Hockley Bowls Club are currently operating above capacity according to the above guidance as Rayleigh BC provides 144 members and Hockley BC provides 142 members, respectively. Nevertheless, no demand for an additional green has been identified by the Club, suggesting that demand can be met.

²² ONS projections do not take into account housing growth and as a result, projections may result in an under-estimate of future demand.

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Great Wakering (RBL) Bowls Club is operating within recommended membership, catering for 30 members. As such, the Club does not require access to additional green space but does require its green to be protected provided that membership remains stable.

As membership figures for the remaining green is unknown, further exploration is required before determining whether the greens are required or whether additional greens are needed to service the clubs.

Bowls summary

- ◀ There are four flat greens located across four sites in Rochford.
- ◀ There are two greens located in the Central Analysis Area and one green each located in the in the East and West analysis areas.
- ◀ Two greens are assessed as good quality and two as standard quality; none are assessed as poor quality.
- ◀ Great Wakering (RBL) BC cites issues regarding car parking at King George V Playing Fields.
- ◀ Although no greens are currently serviced by floodlighting, Rochford BC reports it is going to erect temporary lighting to increase usage of its green in the evenings during September.
- ◀ There are four bowls clubs playing in Rochford.
- ◀ Of the two clubs that disclosed membership figures, Great Wakering & District (RBL) BC consists of 30 senior members and Rayleigh BC consists of 144 senior members.
- ◀ Only Rayleigh BC quantifies future demand stating aspirations to increase by 10 senior members.
- ◀ King George V Playing Fields is currently operating above capacity according Bowls England guidance as Rayleigh BC provides 144 members; however, no demand for an additional green has been identified by the Club.
- ◀ Great Wakering (RBL) Bowls Club is operating within recommended membership, meaning the Club does not require access to additional green space, but does require its green to be protected provided that membership remains stable
- ◀ As membership figures for the remaining green is unknown, further exploration is required before determining whether the greens are required or whether additional greens are needed to service the Club.

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PART 10: TENNIS

10.1: Introduction

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

Consultation

There are four tennis clubs identified in Rochford. Of these, three replied to consultation requests resulting in a 75% response rate, as seen in the table below.

Table 10.1: Summary of consultation

Club name	Responded?
Hockley TC	Yes
Kent Elms TC	Yes
Rayleigh TC	No
Rochford TC	Yes

10.2: Supply

There are 30 tennis court identified in Rochford across nine sites, with all 20 of the courts being available for community use.

Table 10.2: Summary of the number of courts by analysis area

Analysis area	Courts available for community use	Courts unavailable for community use
Central	9	6
East	-	-
West	11	4
Rochford	20	10

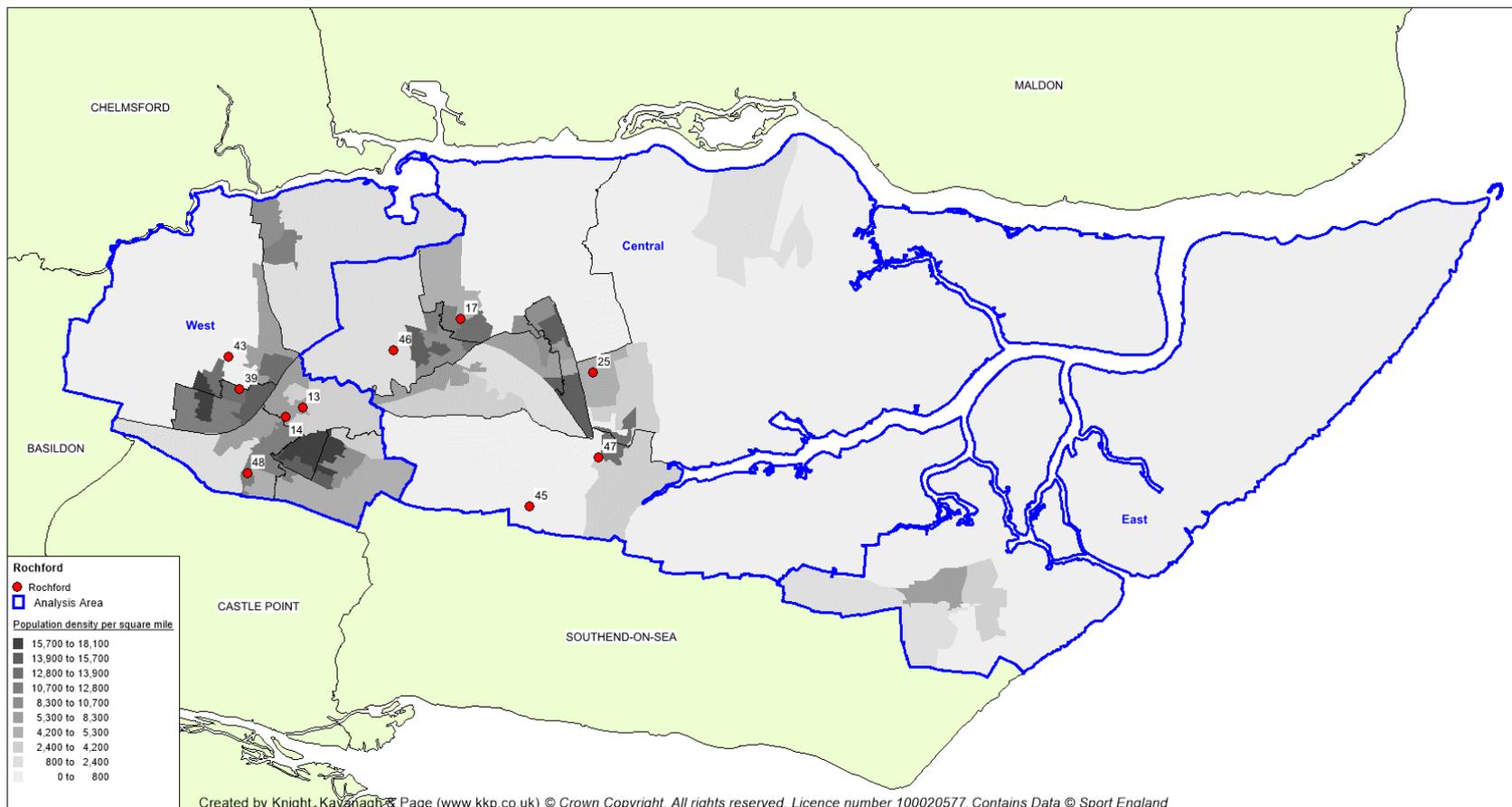
The courts are split between the West Analysis Area, which contains 11 courts available for community use and four unavailable, and the Central Analysis Area, which has the remaining nine available courts and six unavailable courts. There are no courts located in the East Analysis Area.

For the purposes of this report, availability for community use refers to courts in public, voluntary, private or commercial ownership or management recorded as being available for hire by individuals, teams or clubs. This also includes availability for social use or pay and play.

Figure 10.1 overleaf identifies the location of current tennis courts in Rochford.

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Figure 10.1: Location of tennis courts in Rochford



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Table 10.3: Summary of provision site by site

Site ID	Site name	Analysis area	Management	Community use?	No. of courts	Floodlit?	Court type
13	Fairview Playing Field	West	Council	Yes	4	No	Macadam
14	Fitzwimarc School	West	Education	No	4	No	Macadam
17	Greensward Academy	Central	Education	No	4	No	Macadam
25	King Edmund Business & Enterprise School	Central	Education	No	2	No	Macadam
43	Rayleigh Leisure Centre	West	Commercial	Yes	2	Yes	Artificial Turf
45	Kent Elms Tennis Club	Central	Sports Club	Yes	3	Yes	Artificial Turf
46	Hockley Lawn Tennis Club	Central	Sports Club	Yes	3	Yes	Artificial Turf
47	Rochford Tennis Club	Central	Sports Club	Yes	3	Yes	Macadam
48	Rayleigh Lawn Tennis Club	West	Sports Club	Yes	2	Yes	Artificial Turf
					3	No	

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Disused provision

Sweyne Park School contains three courts which are currently disused. The School reports it no longer formally uses the courts due to the surface being cracked and considered dangerous as a result from nearby tree roots growing through the macadam surface.

Additional supply

There is one purpose built indoor tennis facility in Rochford, located at Athenaeum Club Ltd. The site has three permanent courts, with further information found in the Indoor and Built Facilities Needs Assessment. The report summarises:

- ◀ There is one indoor tennis facility in Rochford (Athenaeum Club Ltd).
- ◀ The Athenaeum Club Ltd is rated above average quality.
- ◀ Nearly all (96%) of Rochford residents live within a 20 minute drive of an indoor tennis facility.
- ◀ The facility is a private members club with a monthly fee of £110.10 which is not affordable to much of the community.

Given that the indoor facility is a private members club, it is considered unlikely that participants will also be a member of any outdoor clubs. That being said, some may access outdoor courts for casual play.

Ownership and management

No responding clubs express concerns with regards to security of tenure. In principle, all clubs are happy with the agreements currently in place, whether that is through ownership, annual rental agreement or a long-term lease arrangement.

The remaining community courts are managed either through the Council (Fairview Playing Field) or by a commercial operator, Fusion Lifestyle (Rayleigh Leisure Centre).

Table 10.4: Courts available for community use by ownership

Council	Club	Education	Private/other
4	14	-	2

Floodlighting

Floodlit courts enable use throughout the year and are identified by the LTA as being particularly crucial for club development. In Rochford, each club is serviced by some level of floodlit provision, with 13 floodlit courts existing across the District. These are located at the following sites:

- ◀ Rayleigh Leisure Centre
- ◀ Kent Elms Tennis Club
- ◀ Hockley Lawn Tennis Club
- ◀ Rochford Tennis Club
- ◀ Rayleigh Lawn Tennis Club

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Court type

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

Although macadam courts are the most prominent, the majority of community available courts in Rochford actually have an artificial turf surface (sand-based). Such provision generally allows for greater levels of access, especially during inclement weather spells, as well as requiring less frequent maintenance. Nevertheless, the cost of resurfacing the courts is more expensive despite the lifespan being similar.

Quality

Following a non-technical assessment, five community available courts are assessed as good quality, 11 as standard quality and four as poor quality.

Table 10.5: Summary of community available court quality

Good	Standard	Poor
5	11	4

The only poor quality courts in Rochford are located at the Fairview Playing Fields. These courts are maintained by the Council, with such maintenance considered to be basic and infrequent, as opposed to club and privately maintained courts that tend to receive more specialised and dedicated work. Improving park courts is a national priority for the LTA; however, it reports that unless tennis courts are supported by changing facilities, a café and floodlighting, it becomes more difficult to operate a sustainable tennis programme, which therefore makes it more difficult to generate external investment. The LTA also advocates that sites with a minimum of four courts are likely to be more sustainable.

In terms of club courts, all three at Kent Elms Tennis Club and two at Rayleigh Lawn Tennis Club are assessed as good quality, with the remaining assessed as standard. This includes Rochford Tennis Club, with the Club reporting that quality has deteriorated recently, initially due to the presence of moss. Upon removal, line markings faded and general signs of wear and tear were amplified.

No other issues were cited in relation to courts that are used by clubs. For a detailed breakdown of quality at each site with tennis courts, please see the table below.

Table 10.6: Site by site quality ratings

Site ID	Site name	Analysis area	Community use?	No. of courts	Court quality
13	Fairview Playing Field	West	Yes	4	Poor
14	Fitzwimarc School	West	No	4	Poor
17	Greensward Academy	Central	No	4	Poor
25	King Edmund Business & Enterprise School	Central	No	2	Poor
39	Sweyne Park School	West	No - Disused	3	Poor
43	Rayleigh Leisure Centre	West	Yes	2	Standard

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Site ID	Site name	Analysis area	Community use?	No. of courts	Court quality
45	Kent Elms Tennis Club	Central	Yes	3	Good
46	Hockley Lawn Tennis Club	Central	Yes	3	Standard
47	Rochford Tennis Club	Central	Yes	3	Standard
48	Rayleigh Lawn Tennis Club	West	Yes	2	Good
				3	Standard

As evidenced, all courts that are unavailable for community use are assessed as poor quality. Given that these are located within school sites, improvement is recommended to aid curricular and extra-curricular activity and also to encourage community availability. As an example, King Edmund Business and Enterprise School reports that it would be open to lettings if quality was acceptable and sustainable.

Ancillary provision

Rochford TC states that changing room provision at Rochford Tennis Club is poor quality and in need of modernisation, whereas neither Hockey TC nor Kent Elms TC report any issues regarding quality or accessibility to their changing facilities. That being said, the former does express an aspiration to replace its poor quality coaching shed albeit no funding is in place.

The ancillary provision servicing non-club courts is generally considered to be problematic. Some offer changing facilities but are of a poor quality, whilst other sites either do not provide changing facilities or provide them too far away from courts to be used. Often, the facilities predominately service football and cricket pitch users and therefore are not readily available or suited to tennis court users.

10.3: Demand

Combined membership of the four clubs equates to a total of 578 members, which is derived from 291 senior members and 287 junior members.

Table 10.7: Summary of club membership

Name of club	Number of members		
	Seniors	Juniors	Total
Hockley TC	85	62	147
Kent Elms TC	71	23	94
Rayleigh TC ²³	115	162	277
Rochford TC	20	40	60
Total	291	287	578

The largest club is Rayleigh TC, with 277 total members; the smallest club is Rochford TC, catering for 60 members. Hockley TC and Kents Elms TC provide for 154 members and 94 members, respectively.

²³ Membership is based on LTA affiliation figures as the Club did not respond to consultation requests.

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Participation trends

Rochford TC reports that its membership has decreased over the previous five years at both at senior and junior level. It indicates that this is due to better players being poached by more established clubs in neighbouring authorities such as David Lloyds Club in Basildon and Southend Leisure and Tennis Centre in Southend-on-Sea.

In contrast, Kent Elms TC states that its senior membership has remained static with its junior membership increasing over the same five year time period. The main reason it provides for this relates to the expansions of coaching at a junior level.

Hockley TC reports no change in membership.

Latent demand

Latent demand refers to potential demand; individuals who would like to participate within the sport but do not do so. This can be for a variety of reasons including a lack courts or appropriate facilities. Both tennis clubs in Rochford that responded to consultation requests report if they had access to better ancillary facilities they would be able to increase membership levels, however, neither club quantify a specific amount of people.

Additionally, Sport England's Market Segmentation Tool²⁴ enables an analysis of 'the percentage of adults that would like to participate in tennis within Rochford, but are not currently doing so'. The tool identifies latent demand of 1,591 people, 264 (17%) of which are within the segment 'Tim – settling down males'.

Future demand

All three clubs which responded to consultation indicate plans to increase membership, with Rochford TC the most ambitious as it indicates growth plans of 40 senior and 80 junior members. In comparison Kent Elms TC expresses demand to increase by 20 senior and 20 junior members, whereas Hockley TC has aspirations to increase by a total of 30 members of which 10 are senior and 20 are junior.

Rayleigh TC did not respond to consultation attempts and therefore their future growth aspirations are unknown.

Parks tennis

Parks tennis leagues are less formal in comparison to established club play, offering greater flexibility and an opportunity for all abilities to engage in competition at local venues. The leagues are run by Local Tennis Leagues which affiliates to the LTA and are available to all aged 18 years and above, with administration and support based online. Players are organised into mixed sex leagues of eight based on similar ability levels, with matches arranged between the two players at whatever time and court is agreed. The flexibility of play is conducive to the use of park sites which are typically more easily accessible.

There is not a Parks Tennis League currently operating in Rochford, with the closest located in neighbouring authority Southend-on-Sea.

²⁴ See Appendix 2

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Tennis Tuesdays

After being trialled in London in 2014, the LTA launched Tennis Tuesdays in partnership with sportswear brand Nike. The initiative focuses on increasing women's participation in tennis and skill development with a key fundamental social element, seeking to engage women in new and innovative ways to help break down barriers to female participation. Sessions are available to all abilities and are structured based on four ability levels ranging from beginner to advanced, each week based on one of six themes ranging from improving specific techniques to tactical awareness and match play. Sessions run from May to October, taking place every Tuesday evening for an hour.

As it stands there are no Tennis Tuesdays sessions running within Rochford and there are also none running in neighbouring local authorities.

Informal tennis

No clubs readily allow for casual use of their courts by the community as they either do not have the spare capacity to do so, or because pay and play is difficult to manage. This considered, most clubs do allow for visitors provided they are accompanied by members.

The only community available courts not in use by clubs are Fairview Playing Fields and Rayleigh Leisure Centre and it is considered that both of these sites have spare capacity for a growth in demand. This is difficult to quantify at Fairview Playing Fields as use is not recorded due to the open access nature of the provision, although the majority of current use is assumed to take place throughout the summer months following events such as Wimbledon. At Rayleigh Leisure Centre, some community usage is recorded but this is considered to be relatively sporadic.

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

10.4: Supply and demand analysis

The LTA suggests that a non-floodlit hard court can accommodate a maximum of 40 members whereas a floodlit hard court can accommodate a maximum of 60 members. Using these figures, the table below analyses whether or not courts currently in use by clubs are sufficient to meet both current and future demand.

Table 10.8: Summary of supply and demand

Site ID	Site Name	Current Demand	Future Demand	Site Capacity	Current Capacity
45	Kent Elms Tennis Club	94	40	180	46
46	Hockley Lawn Tennis Club	154	Unknown	180	26
47	Rochford Tennis Club	60	120	180	0
48	Rayleigh Lawn Tennis Club	277	Unknown	240	-37

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As seen in the table above, there is a sufficient supply of courts at three out of the four club sites, with Rayleigh Lawn Tennis Club the only site operating above capacity. For those within the recommended parameters, focus should be to sustain current quality and to make improvements, where necessary. Each of these sites is considered to attract enough demand to warrant protection.

As Rayleigh TC did not respond to consultation requests, further exploration is required to determine whether options to increase capacity are needed (which will be explored in the subsequent Strategy document).

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

Tennis summary

- ◀ There are 30 tennis courts identified in Rochford across nine sites, with 20 of the courts being available for community use.
- ◀ The courts are split between in the West and Central analysis areas, with no courts located in the East Analysis Area.
- ◀ Three courts at Sweyne Park School are considered to be disused due to quality issues.
- ◀ No clubs' express concerns with regards to security of tenure.
- ◀ Each club is serviced by some level of floodlit provision, with 13 floodlit courts existing across the District.
- ◀ Of the community available courts, 13 have an artificial turf surface and the remaining seven have a macadam surface.
- ◀ There are five courts assessed as good quality, 11 courts assessed as standard quality and four courts assessed as poor quality.
- ◀ Changing room provision at Rochford Tennis Club is considered to be poor quality and in need of modernisation.
- ◀ Combined, membership of the four clubs in Rochford equates to a total of 585 members, which is derived from 294 senior members and 291 junior members.
- ◀ There is a sufficient supply of courts at three out of the four club sites.
- ◀ Rayleigh Lawn Tennis Club is currently operating above its capacity.
- ◀ As all remaining, non-club courts are deemed to have spare capacity, focus should be on improving quality to an adequate standard for informal play.

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PART 11: NETBALL

11.1: Introduction

England Netball governs netball in England. Levels of participation are quickly increasing, with over 100,000 affiliated members and at least one million women and girls playing during a typical week. The NGBs aim is to provide its members and partners with the best possible service and experience in sport.

Nationally, netball activity takes place both indoors and outdoors. For information relating to indoor netball, please see the Indoor Sports and Leisure Strategy that is being produced in conjunction with this report.

Consultation

As no outdoor netball activity is identified as taking place within Rochford, no dedicated consultation took place relating to the sport other than with England Netball.

11.2: Supply

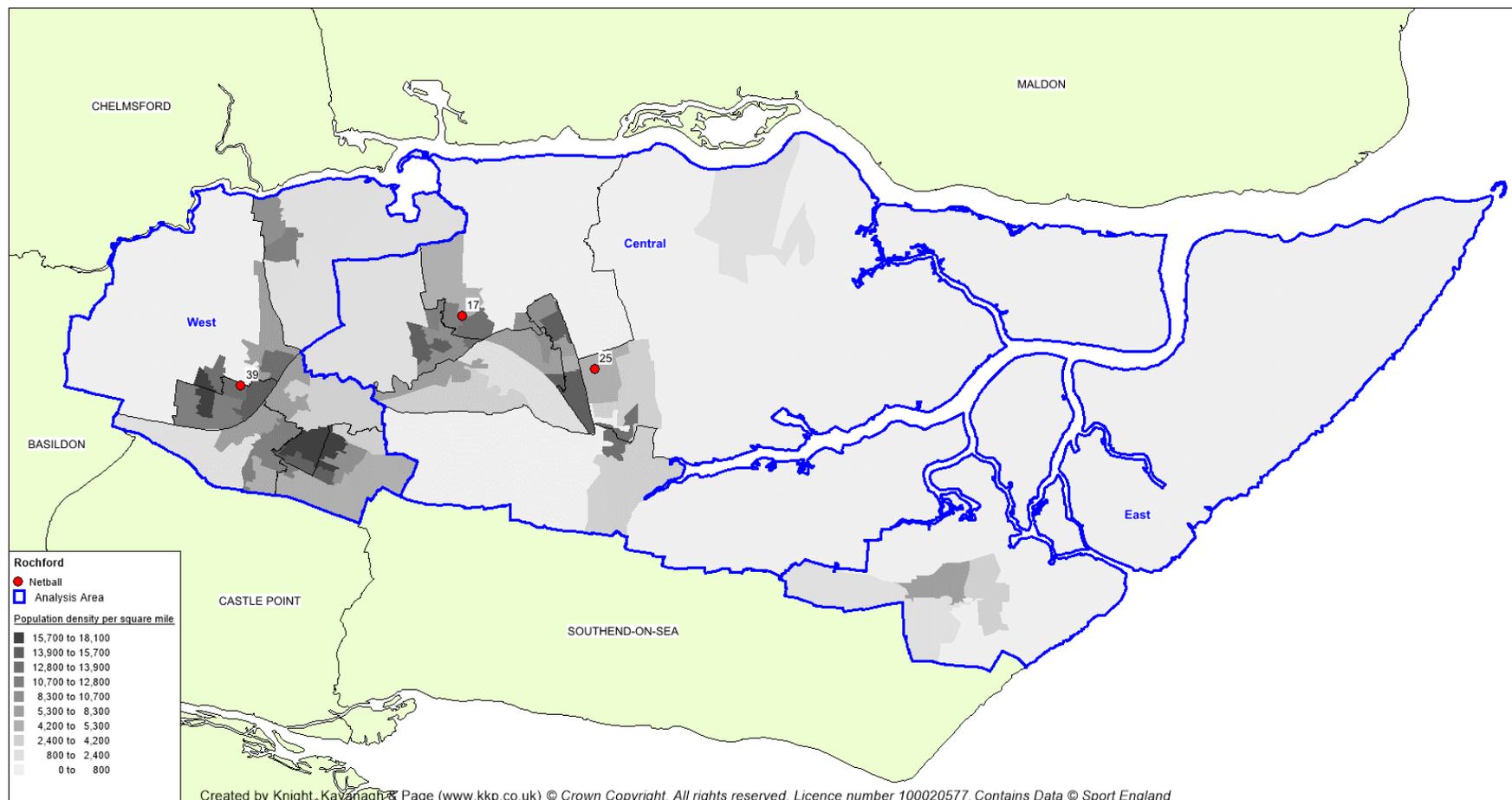
There are 12 outdoor netball courts in Rochford across three sites, all of which are located at school sites. Each court is either unavailable for community use or disused.

Table 11.1: Netball courts in Rochford

Site ID	Site name	Analysis area	Community use?	No. of courts	Floodlit?	Court quality
17	Greensward Academy	Central	No	4	No	Poor
25	King Edmund Business and Enterprise School	Central	No	5	No	Poor
39	Sweyne Park School	West	No-Disused	3	No	Poor

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Table 11.1: Summary of netball provision site by site



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Court type

All outdoor netball courts in Rochford have a macadam surface. The estimated lifespan of a macadam court is ten years, depending on levels of use and maintenance levels. To ensure courts can continue to be used beyond this time frame, it is recommended that a sinking fund is put into place for eventual refurbishment.

Floodlighting

Floodlit outdoor netball courts enable all year round evening use, thus allowing winter netball activity to take place as well as the more common summer netball activity. That being said, none of the courts in Rochford are floodlit.

Quality

The three courts at Sweyne Park School are disused and currently utilised as overflow car parking. The School reports the courts are poor quality and are unsafe to use for curricular and extracurricular activities.

Courts at Greensward Academy and King Edmund Business and Enterprise School are also assessed as poor quality. These courts suffered from poor line markings, damage to the macadam surface and show evidence of moss, litter and stones.

11.3: Demand

Any competitive demand for netball courts in Rochford is exported to neighbouring authorities. The majority of this demand is in the Basildon & District Netball League which operates out of Basildon Sporting Village and in the Southend & District Netball League, which currently operates out of Deans School Sports Centre, in Castle Point. Although it is assumed that some Rochford based teams and residents play in these leagues, exact figures are not known as such information is not recorded.

In addition, England Netball has set up various initiatives to encourage participation in Netball. Although none of this is taking place in Rochford, they are identified in neighbouring authorities Basildon and Southend-on-Sea. Each initiative is summarised below, and England Netball reports that it would be willing to support such activity taking place within the District in the future.

Play Netball

Play Netball provides a pay and play netball league that is designed for more casual, social players and teams. It requires no affiliation to England Netball and enables participants to join as individuals, with Play Netball then assigning them to a team. All leagues are held on outdoor courts, with a new season beginning as soon as the previous season ends (meaning activity takes place all year round).

Back to Netball

Back to Netball sessions are running across England and provide women of all ages a gentle re-introduction to the sport. Sessions cover the basics of the game including passing, footwork and shooting and finish with a friendly game. Since its creation in 2010, over 60,000 women have taken part.

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Walking netball

Walking netball has evolved from a growing demand for walking sports. It is a slower version of the game and has been designed so that anyone can play, regardless of age and fitness levels.

High 5

High 5 is a version of netball that has five players instead of the usual seven, eliminating the positions of wing attack and defence. It is designed specifically for children aged 9-11, using fun and variety to get them into the game, polish skills and aid fitness. A key part of High 5 is players rotating around positions as this allows all participants to experience every position.

Future demand

Sport England's Market Segmentation Tool²⁵ enables an analysis of 'the percentage of adults that would like to participate in netball within Rochford but are not currently doing so'. The tool identifies latent demand of 288 people, 75 (26%) of which are within the segment 'Chloe – fitness class friends'.

11.4: Supply and demand analysis

There is a limited supply of netball provision in Rochford, and what does exist is considered to be poor quality. Given that England Netball is supportive of activity taking place within the District, consideration should be given to creating at least one venue that is able to accommodate community netball.

Netball summary

- ◀ There are 12 outdoor netball courts in Rochford across three sites, all of which are located at school sites and unavailable for community use or disused.
- ◀ The three courts at Sweyne Park School are disused and currently utilised as overflow car parking.
- ◀ Courts at Greensward Academy and King Edmund Business and Enterprise School are also assessed as poor quality.
- ◀ Any competitive demand for netball courts in Rochford is exported to neighbouring local authorities.
- ◀ Consideration should be given to creating at least one venue that is able to accommodate community netball.

²⁵ See Appendix 2

PART 12: ATHLETICS

12.1: Introduction

Athletics is administered across the United Kingdom by UK Athletics, including responsibility for developing and implementing the rules and regulations of the sport, anti-doping protocol, health and safety, facilities and welfare, training and coach education and permitting and licensing.

Locally, the sport is currently governed through England Athletics via a team consisting of an area manager and coach/club support officers. However, England Athletics is due to re-structure in the near future and will no longer have area managers or club coach co-ordinators. Instead, it will have one Club Support Manager for various areas, with 12 existing across the Country.

12.2: Supply

There are no dedicated athletics facilities within Rochford. The nearest tracks are located in the neighbouring authorities of Basildon (Basildon Sporting Village) and Southend-on-Sea (Southend Leisure and Tennis Centre and the Eastwood Academy).

12.3: Demand

There are no athletics clubs within Rochford, with any demand exporting to neighbouring Basildon and Southend-on-Sea. There is, however, a prominent running club, a new members running clubs and weekly Parkrun events take place every week, as summarised below.

Rochford Running Club

Formed in 2012, Rochford Running Club is now affiliated to England Athletics via its RunTogether programme (see below). It is open to anyone over the age of 18 at a current cost of £60 per year and has over 100 members. The Club holds training sessions every Tuesday and Thursday evening, utilising a variety of road running routes across Rochford and accessing Hawkwell Baptist Church as a meeting place and for refreshments following the sessions.

Since the Club's inception, it has also organised the annual Rochford 10k, with over 370 participants entering last year. The event takes place on the roads of Rochford as well as through multi-terrain surfaces, beginning and ending at Ashingdon Primary School. This costs between £15 and £19 to enter, depending on time of entry and whether the runner is affiliated or not.

In addition to road running, the Club also occasionally accesses the athletics track at the Eastwood Academy, in Southend-on-Sea, during the summer. This is generally for sprint training, with the travel not considered to be an issue due to the facility only being located approximately four miles from the Club's normal base.

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Rochford Endurance and Distance Runners

A new group of experienced runners from the Rochford area who aim to provide an informal and friendly platform for like-minded runners to get the best from their exercise. The group meets every Thursday evening for a variety of sessions and currently caters for 30 members.

RunTogether

RunTogether is an official England Athletics recreational running project which aims to get the whole nation running. The role of RunTogether is to provide enjoyable, supportive and inclusive running opportunities across England in the form of set routes, running groups and access to programmes such as Find a Guide and Mental Health Ambassadors.

Both Rochford Running Club and Rochford Endurance and Distance Runners are apart of the initiative.

Parkrun

Parkrun is a series of weekly five kilometre (k) runs held on Saturday mornings in areas of parks and open space across 850 locations in 12 countries including the UK. They are open to all, free, and are safe and easy to take part in. Parkrun events are all ability runs open to all aged 14 years and older, whilst there are shorter 2k Junior Parkrun events available on Sunday mornings for runners aged four to fourteen years old. In order to take part, runners must first register online in order to receive a printed barcode which gives them access to all Parkrun events.

Parkrun actively promotes local clubs as part of its weekly events in order to advertise them to runners who may potentially be interested in joining a club, whilst approximately 10% of current Parkrun participants are already associated to running clubs. It is common for local clubs to also support Parkrun events through volunteering.

In Rochford, a Parkrun event is held every Saturday at Hockley Woods. It began in 2015 and has since attracted 4,614 different runners, with an average of 187 participants taking part weekly. The biggest attendance is recorded as 306.

In addition, there is also a junior Parkrun event hosted in Rochford, taking place at Clements Hall Recreation Ground. This has only been started recently but is proving popular, attracting an average of 139 runners (with a record attendance of 148). It is the only junior Parkrun event across any of the four South Essex local authorities included within this PPS (with the closest alternatives presented in Chelmsford and Brentwood).

Great Run Local

Great Run Local is a network of running events which operate very much like Parkrun in that they too are free, weekly and volunteer driven. It differs, however, in that distances offered are flexible, but generally include two routes at 2k and 5k in order to encourage participation of all abilities.

There are no Great Run Local events currently hosted in Rochford, with the nearest found in the London Borough of Newham.

Couch to 5k

Couch to 5k is a national health initiative promoted by the National Health Service (NHS) to encourage absolute beginners get into running as part of establishing and maintaining an active and healthy lifestyle including regular exercise. The plan consists of three runs per week and a day of rest in between, with a different schedule for each of the nine weeks to completion. It starts with a mix of running and walking, to gradually build up fitness and stamina, in order to create realistic expectations and a sense of achievability to encourage participants to stick with it. The end goal of the plan is for the participant to be able to run 5k.

Through the Couch to 5k plan the NHS particularly promotes the health benefits of running and regular exercise which underpin the initiative, such as improved heart and lung health, weight loss and possible increases in bone density which can help protect against bone diseases such as osteoporosis. This also includes mental benefits of running through goal setting and challenge setting, which can help boost confidence and self-belief. Furthermore, running regularly has been linked to combating depression.

It is believed that an increase in people running through the Couch to 5k plan may increase interest and possibly have a knock-on effect leading to increased demand at running groups and clubs as people may wish to continue develop their running further.

Future demand

England Athletics reports that there is generally a current growth being experienced in relation to athletics and running.

It is to be expected that the popularity of the Parkrun events, as well as demand for RunTogether groups, will increase in the future following recent national trends.

Sport England's Market Segmentation Tool²⁶ enables an analysis of 'the percentage of adults that would like to participate in athletics within Rochford but are not currently doing so'. The tool identifies demand of 1,801 people, 349 (19%) of which are within the segment 'Tim – settling down males'.

12.4: Supply and demand analysis

Although no dedicated athletics facilities are currently provided within Rochford, no demand is expressed for the creation of such provision, with facilities in neighbouring authorities considered close enough to absorb any demand. This is acknowledged by England Athletics, which reports that the creation of a new facility would be unwarranted.

As such, precedence should instead be placed on sustaining and increasing the popularity of the running events currently taking place, as well as ensuring the sustainability of Rochford Running Club. In addition, initiatives not currently implemented should be explored, as this will help attract new runners and also better satisfy existing runners.

²⁶ See Appendix 2

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Athletics summary

- ◀ There are no athletics tracks in Rochford, with the closest facilities instead located in Basildon and Southend-on-Sea.
- ◀ There are no athletics clubs.
- ◀ Rochford Running Club caters for over 100 members, accessing the roads of Rochford for sessions twice a week.
- ◀ The Club also organises the annual Rochford 10k, with 370 runners taking part last year.
- ◀ A Parkrun event is held every Saturday at Hockley Woods, whilst a there is also a junior Parkrun event that takes place at Clements Hall Recreation Ground.
- ◀ Although no dedicated athletics facilities are currently provided, no demand is expressed for the creation of such provision, with facilities in neighbouring authorities considered close enough to absorb any demand.
- ◀ Precedence should instead be placed on sustaining and increasing the popularity of the running events currently taking place, as well as ensuring the sustainability of Rochford Running Club.
- ◀ Initiatives not currently implemented should be explored.

PART 13: CYCLING

13.1: Introduction

British Cycling is the national governing body for all forms of cycling. It oversees six sporting disciplines, with each having a dedicated facility type:

- ◀ Track cycling – Velodrome
- ◀ Road cycling – Closed Road Circuits
- ◀ Mountain Bike – Trails
- ◀ BMX – Race/Pump tracks
- ◀ Cycle Speedway – Cycle speedway tracks
- ◀ Cyclocross – non-dedicated, non-permanent venues

British Cycling aids in the development of all six formats, helping to safeguard those that wish to participate in a competitive and compelling environment. The popularity of cycling has increased since elite sporting success in the Olympics, Paralympics and major championships.

Cycling Action Plan

Completed in 2018, Essex Highways was commissioned by Essex County Council to produce a Cycling Action Plan for Rochford District as part of a commitment in the Essex Cycling Strategy to create action plans for every Borough/District. Its aims were to:

- ◀ Identify how cycling levels can be increased in the District;
- ◀ Prioritise funding for new cycling schemes in Rochford;
- ◀ Create a usable, high-quality cycle network that connects residential areas with key employment locations, railway stations, town centres and visitor attractions; and
- ◀ Create opportunities to increase recreational cycling in Rochford.

Taking into account the current barriers to cycling in Rochford, commuter flow analysis and locations of committed development, the following key recommendations have been made for cycle enhancements in the District:

- ◀ Review existing route signage and lighting;
- ◀ Improve maintenance of existing routes;
- ◀ Develop Flagship Routes through Feasibility Studies to Detailed Design;
- ◀ Prioritise North – South and East-West Flagship routes, upgrading existing cycle network along Ironwell Lane and extension east to Ashingdon Road towards Rochford town centre, and west to Hockley, as well as providing a link to Southend Airport Business park;
- ◀ Provide new and improved cycle parking with a focus on satiating the demand for commuter trips at railway stations, and give consideration to provision in Hockley town centre;
- ◀ Fill obvious gaps in the existing cycle-route network (on alignments with cycle-friendly topography);
- ◀ Provide new infrastructure on key roads with cycle-friendly topography but no existing facilities;
- ◀ Update the existing cycle map every two years taking on board new innovation in cycle-map design, and promote it and disseminate it widely through a range of channels and outlets;
- ◀ Promote and market Flagship Routes with ‘Cycle Superhighway’ style branding and disseminating techniques;

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- ◀ Improve Connectivity to London Southend Airport from Rochford & surrounding areas (incorporate the Joint Area Action Plan (JAAP) scheme proposals);
- ◀ Improve access to railway stations for people who cycle;
- ◀ Begin to develop a cycle network in Rayleigh; and
- ◀ Develop cross boundary routes to Castle Point, Basildon, Chelmsford and Southend-on-Sea, primarily through the proposed National Cycle Network and JAAP routes.

Consultation

British Cycling were contacted numerous times to inform this section of the report; however, the NGB was unresponsive and therefore did not engage. Instead, Active Essex were the primary consultee.

13.2: Supply

Potash Woods is used for BMX activity; however, there are no purpose-built facilities within Rochford. Potash Woods is located on a private estate known locally as 'The Lawn' and accessed by Travers Cycling Club. Additionally there is recreational BMX activity in Hockley Woods.

There are no velodrome facilities in Rochford, with only five provided nationally. There are also no closed road circuits or cycle speedway tracks, although these are considered to be more feasible in the future should enough demand exist.

The nearest dedicated facility is located approximate six miles away, at Hadleigh Park in neighbouring authority Castle Point.

13.3: Demand

Sport England Market Segmentation²⁷ identifies that there are currently 6,664 people in Rochford which are participating in regular cycling activity. The majority of this is likely to be for recreational, health and fitness purposes, although formal demand is accounted for by two clubs that are each briefly summarised below.

Travers Cycling Club

Travers Cycling Club is a small club with a current membership of 32. The Club hosts an annual Travers mountain bike series resulting in a final round known as Potash Summer Classic. All events in the series are located at the above mentioned site (The Lawn).

Hockley and Rayleigh Cycling Group

Hockley and Rayleigh Cycling Group is an informal collective of cycling enthusiasts who arrange meetings and rides in the Hockley and Rayleigh areas. The Group aims to meet people who want to cycle and encourage those who wish to start. All activity takes place on roads.

²⁷ See Appendix 2

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Latent demand

Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in cycling but are not currently doing so'. The tool identifies latent demand of 3,744 people who would like to participate in the sport within Rochford. The most dominant segment is 'Tim' – Settling down males (25%).

As seen in the table below, this is the lowest amount of latent demand for the sport when compared to Rochford's neighbouring local authorities.

Table 13.1: Comparison of neighbouring Local Authorities latent demand

Neighboring local authorities	Latent demand of adults like to participate in cycling but are not currently doing so
Southend-on-Sea	6, 905
Rochford	3, 744
Castle Point	3, 945
Basildon	7, 260

Latent demand does not account for societal factors or changes in the way people may wish to participate in sport and cannot account for specific targeted development work within certain areas or focused towards certain groups, such as NGB initiatives or coaching within schools. For example, there is a focus by British Cycling to develop youth participation through the HSBC UK Go-Ride scheme.

HSBC UK Go-Ride

HSBC UK Go-Ride is a British Cycling's development programme for young people. It offers a fun and safe way to introduce young people to the sport and provides a platform to improve cycling skills. People can get involved through holiday coaching programmes or through their local accredited club which allows them to sample the various disciplines of the sport.

Progression is obtainable with Go-Ride Racing, offering competition for riders to transition from school or club coaching to inter club and open regional competitions.

13.4: Supply and demand analysis

There is demand for cycling identified within Rochford; however, it is considered that the majority of this demand does not require dedicated or specialist facilities as the majority of participants will utilise the road network. As such, there is no clear evidence to suggest that cycling provision is required within Rochford, especially considering the close proximity of Hadleigh Park.

Given the above, priority should be on working towards the recommendations and actions derived from the Cycling Action Plan.

Cycling summary

- ◀ There is a BMX track located at The Lawn (Potash Woods) that is used for by Travers Cycling Club for its mountain bike series.
- ◀ There is also a BMX track located at Hockley Woods; however, this is used for more recreational/informal activities.
- ◀ Sport England Market Segmentation makes it possible to identify that there are currently 6,664 people in Rochford which are participating in regular cycling activity.
- ◀ Sport England's Segmentation Tool identifies latent demand of 3,744 people who would like to participate in the sport within Rochford that do not currently do so.
- ◀ Formal demand is accounted for by Travers Cycling Club whereas informal demand is accounted for by Hockley and Rayleigh Cycling Group
- ◀ There is no clear evidence to suggest that cycling provision is required within Rochford, especially considering the close proximity of Hadleigh Park.
- ◀ Priority should be on working towards the recommendations and actions derived from the Cycling Action Plan.

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PART 14: MULTI USE GAMES AREAS

14.1: Introduction

Multi use games areas (MUGAs) are a reference to any sport or games areas which are often used for social and recreational sport in the community and are generally categorised into typologies, as seen in the table below. To qualify as a MUGA, a facility should be minimum of a five-a-side football pitch (two tennis courts) in size and be marked out for at least three sports.

Table 14.1: Types of MUGAs

Type	Surface	Characteristics	Preferred sports
Type One	Open textured porous macadam	Used for ball rebound sports. Suitable for wheelchair sports.	Tennis and netball.
Type Two			
Type Three	Polymeric surface over macadam		
Type Four	Polymeric surface over macadam base	Due to their greater shock absorbency and lower surface friction, these areas are not recommended for tennis or netball.	Football, basketball and recreational activity
Type Five	Sand based or third generation turf (3G)	Shockpad and either heavily doused with water before play or filled or dressed with sand or rubber crumb	Formalised sports including hockey, football, American football, lacrosse and rugby.

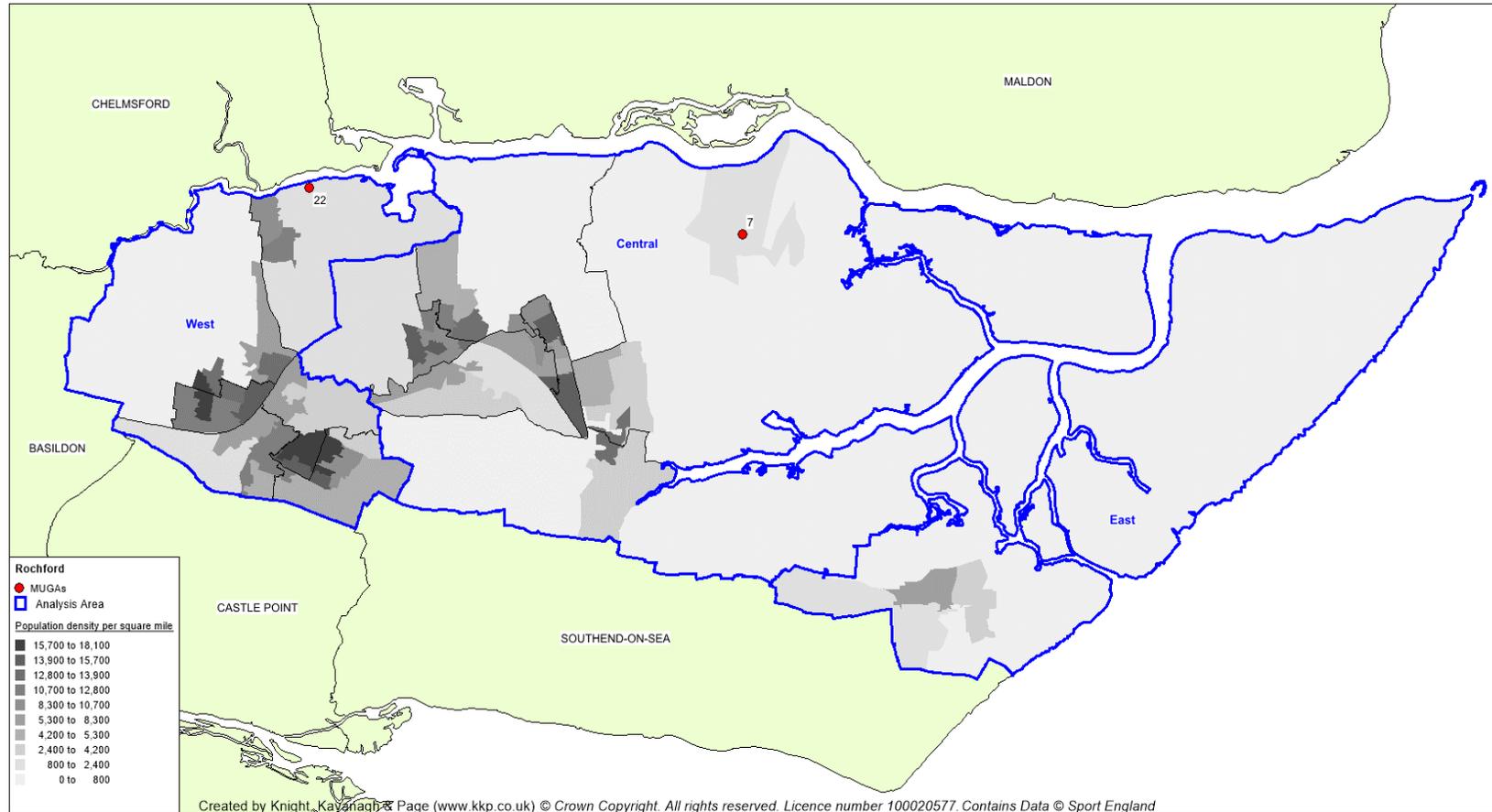
Please note that type five MUGA's are not included within this section of the report but are instead included within Part 3: Third Generation Turf (3G) Artificial Grass Pitches and Part 6: Hockey of this report.

14.2: Supply

There are two sites identified as providing MUGAs in Rochford. One is located in the Central Analysis Area at Canewdon Recreation Ground, with the other in the West Analysis Area at Hullbridge Park.

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Figure 14.1: Location of MUGAs in Rochford



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Table 14.2: Key to map

Site ID	Site	Analysis area	Type	Ownership
7	Canewdon Recreation Ground	Central	Type One / Two	Council
22	Hullbridge Park	West	Type One / Two	Council

Management

As seen in the table above, all MUGAs across Rochford are owned by the Council and available as open access meaning they do not need to be booked. Anecdotal evidence suggests that they are well used in the summer months for activities such as informal football, however, can be prone to vandalism such as broken glass.

Canewdon Recreation Ground has basketball nets and Hullbridge Park has a variety of hard standing nets/posts suitable for football and basketball. Neither MUGA is fenced.

Quality

Following non-technical assessments, one MUGA is assessed as standard quality with the other assessed as good quality as seen below.

Table 14.3: Summary of MUGA quality in Rochford

Site ID	Site	Analysis area	Quality Rating
7	Canewdon Recreation Ground	Central	Standard
22	Hullbridge Park	West	Good

MUGAs are deemed to be poor quality if they have inadequate grip underfoot, loose gravel and evidence of litter, glass and moss with maintenance of such provision also considered to be basic and infrequent.

Floodlighting

The presence of floodlighting is considered to encourage more demand as it enables evening use all year round. That being said, it is also acknowledged that it encourages higher levels unofficial use resulting in increased anti-social behaviour, vandalism and littering. Neither MUGA within Rochford is serviced by floodlighting.

14.3: Demand

Given the open access nature of the MUGAs provided within Rochford, no usage is recorded; meaning demand for access is therefore unknown.

14.4: Supply and demand analysis

Given that demand for MUGAs falls into informal use it is difficult to assess and quantify demand. However, it is considered likely that there is an under provision in the East Analysis Area given that none are provided. Furthermore, usage of current provision is likely to be limited given that neither are floodlit.

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MUGA Summary

- ◀ There are two sites identified as providing MUGAs in Rochford, of which, one is located in the Central Analysis Area at Canewdon Recreation Ground with the other in the West Analysis Area at Hullbridge Park.
- ◀ All MUGAs are owned by the Council, meaning all provision is open access.
- ◀ Following non-technical assessments, one MUGA is assessed as standard (Canewdon Recreation Ground) quality with the other assessed as good quality (Hullbridge Park).
- ◀ Neither MUGA is accompanied by floodlighting.
- ◀ Given the open access nature of the MUGAs, no usage is recorded.
- ◀ Although demand for access to MUGAs in Rochford is unclear, it is considered likely that there is an under provision in the East Analysis Area given that none are provided.
- ◀ Usage of current provision is likely to be limited given that neither of floodlit.

APPENDIX 1: SPORTING CONTEXT

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

National context

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

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

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

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

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

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

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

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

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

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National Planning Policy Framework (2018)

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

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

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

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

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

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

The FA: National Game Strategy (2018-2021)

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

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

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

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

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

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

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

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

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

The Rugby Football Union National Facilities Strategy (2013-2017)

The RFU National Facility Strategy 2013-2017 provides a framework for development of high-quality, well-managed facilities that will help to strengthen member clubs and grow the game in communities around them. In conjunction with partners, this strategy will assist and support clubs and other organisations, so that they can continue to provide quality opportunities for all sections of the community to enjoy the game. It sets out the broad facility needs of the sport and identifies investment priorities to the game and its key partners.

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It identifies that with 1.5 million players there is a continuing need to invest in community club facilities in order to:

- ◀ Create a platform for growth in club rugby participation and membership, especially with a view to exploiting the opportunities afforded by RWC 2015.
- ◀ Ensure the effectiveness and efficiency of rugby clubs, through supporting not only their playing activity but also their capacity to generate revenue through a diverse range of activities and partnerships.

In summary, the priorities for investment which have met the needs of the game for the previous period remains valid:

- ◀ Increase the provision of changing rooms and clubhouses that can sustain concurrent adult and junior male and female activity at clubs
- ◀ Improve the quality and quantity of natural turf pitches and floodlighting
- ◀ Increase the provision of artificial grass pitches that deliver wider game development

It is also a high priority for the RFU to target investment in the following:

- ◀ Upgrade and transform social, community and catering facilities, which can support the generation of additional revenues
- ◀ Facility upgrades, which result in an increase in energy-efficiency, in order to reduce the running costs of clubs
- ◀ Pitch furniture, including rugby posts and pads, pitch side spectator rails and grounds maintenance equipment

The Rugby Football League Facility Strategy

The RFL's Facilities Strategy was published in 2011. The following themes have been prioritised:

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

The RFL Facilities Trust website www.rffacilitiestrust.co.uk provides further information on:

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

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

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

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England Hockey (EH) - A Nation Where Hockey Matters (2013-2017)

EH have a clear vision, a powerful philosophy and five core objectives that all those who have a role in advancing Hockey can unite behind. With UK Sport and Sport England's investment, and growing commercial revenues, EH are ambitious about how they can take the sport forward in Olympic cycles and beyond.

"The vision is for England to be a 'Nation Where Hockey Matters'. A nation where hockey is talked about at dinner tables, playgrounds and public houses, up and down the country. A nation where the sport is on the back pages of our newspapers, where children dream of scoring a goal for England's senior hockey team, and where the performance stirs up emotion amongst the many, not the few"

England Hockey aspires to deepen the passion of those who play, deliver and follow sport by providing the best possible environments and the best possible experiences. Whilst reaching out to new audiences by making the sport more visible, available and relevant and through the many advocates of hockey.

Underpinning all this is the infrastructure which makes the sport function. EH understand the importance of volunteers, coaches, officials, clubs and facilities. The more inspirational people can be, the more progressive Hockey can be and the more befitting the facilities can be, the more EH will achieve. The core objectives are as follows:

- ◀ Grow our Participation
- ◀ Deliver International Success
- ◀ Increase our Visibility
- ◀ Enhance our Infrastructure
- ◀ Be a strong and respected Governing Body

England Hockey has a Capital Investment Programme (CIP), that is planned to lever £5.6 million investment into hockey facilities over the next four years, underpinned by £2m million from the National Governing Body. With over 500 pitches due for refurbishment in the next 4-8 years, there will be a large focus placed on these projects through this funding stream. The current level of pitches available for hockey is believed to be sufficient for the medium-term needs, however in some areas, pitches may not be in the right places in order to maximize playing opportunities.

'The right pitches in the right places'²⁸

In 2012, EH released its facility guidance which is intended to assist organisations wishing to build or protect hockey pitches for hockey. It identifies that many existing hockey AGPs are nearing the end of their useful life as a result of the installation boom of the 90's. Significant investment is needed to update the playing stock and protect the sport against inappropriate surfaces for hockey as a result of the rising popularity of AGPs for a number of sports. EH is seeking to invest in, and endorse clubs and hockey providers which have a sound understanding of the following:

- ◀ Single System – clubs and providers which have a good understanding of the Single System and its principles and are appropriately placed to support the delivery.

²⁸

<http://englandhockey.co.uk/page.asp?section=1143§ionTitle=The+Right+Pitches+in+the+Right+Places>

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- ◀ ClubsFirst accreditation – clubs with the accreditation are recognised as producing a safe effective and child friendly hockey environment.
- ◀ Sustainability – hockey providers and clubs will have an approved development plan in place showing their commitment to developing hockey, retaining members and providing an insight into longer term goals. They will also need to have secured appropriate tenure.

England Hockey Strategy

EH's new Club Strategy will assist hockey clubs to retain more players and recruit new members to ultimately grow their club membership. EH will be focusing on participation growth through this strategy for the next two years. The EH Strategy is based on seven core themes. These are:

- 1 Having great leadership
- 2 Having Appropriate and Sustainable Facilities
- 3 Inspired and Effective People
- 4 Different Ways to Play
- 5 Staying Friendly, Social and Welcoming
- 6 Being Local with Strong Community Connections
- 7 Stretching and developing those who want it

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 ten minute drive of their home
- ◀ Indoor tennis courts within a 20 minute drive time of their home
- ◀ A mini tennis (ten and under) performance programme within a 20 minute drive of their home (Performance Centres)

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- ◀ 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)

Bowls England: Strategic Plan 2014-2017

Bowls England will provide strong leadership and work with its stakeholders to support the development of the sport of bowls in England for this and future generations.

The overall vision of Bowls England is to:

- ◀ Promote the sport of outdoor flat green bowls.
- ◀ Recruit new participants to the sport of outdoor flat green bowls.
- ◀ Retain current and future participants within the sport of flat green bowls.

In order to ensure that this vision is achieved, ten key performance targets have been created, which will underpin the work of Bowls England up until 31st March 2017.

- ◀ 115,000 individual affiliated members.
- ◀ 1,500 registered coaches.
- ◀ Increase total National Championship entries by 10%.
- ◀ Increase total national competition entries by 10%.
- ◀ Medal places achieved in 50% of events at the 2016 World Championships.
- ◀ County development officer appointed by each county association.
- ◀ National membership scheme implemented with 100% uptake by county associations.
- ◀ Secure administrative base for 1st April 2017.
- ◀ Commercial income to increase by 20%.

Despite a recent fall in affiliated members, and a decline in entries into National Championships over the last five years, Bowls England believes that these aims will be attained by following core values. The intention is to:

- ◀ Be progressive.
- ◀ Offer opportunities to participate at national and international level.
- ◀ Work to raise the profile of the sport in support of recruitment and retention.
- ◀ Lead the sport.
- ◀ Support clubs and county associations.

England Athletics: Strategic Plan for 2017 and beyond

The England Athletics plan has a mission to grow opportunities for everyone to experience athletics and running, to enable them to reach their full potential.

The vision of the strategic plan is:

“Athletics and running will be the most inclusive and popular sport in England, led by a network of progressive clubs and organisations and supported by a sustainable, respected and trusted governing body”.

To enable this, the following strategic priorities are set out:

- ◀ To expand the capacity of the sport by supporting and developing its volunteers and other workforce

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- ◀ To sustain and increase participation and performance levels in our sport.
- ◀ To influence participation in the wider athletics market.

UK Athletics Facilities Strategy (2014-2019)

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

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

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

UKA's 2014-19 Facilities Strategy key outcomes:

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

England Netball - Your Game, Your Way 2013-17 Whole Sport Plan

England Netball remains committed to its '10-1-1' mission, vision and values that form the fundamentals for its strategic planning for the future for the sport and business.

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.

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- ◀ 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.

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

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

The 2014 strategy helped achieve the following:

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

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

The objectives are:

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

APPENDIX 2: SPORT ENGLAND MARKET SEGMENTATION

	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Ben Competitive Male Urbanites Also known as Josh, Luke, Adam, Matesuz, Kamil	Male, recent graduates, with a 'work-hard, play-hard' attitude. <i>Graduate professional, single.</i>	18-25	ABC1	69%	4.9%	Ben is a heavy internet user, using it for sports news, personal emails, social networking and buying films, games and tickets. He is highly responsive to internet advertising.		Ben is a very active type and takes part in sport on a regular basis. He is the sportiest of the 19 segments. Ben's top sports are football (33%), keep fit/ gym (24%), cycling (18%), athletics including running (15%) and swimming (13%).
				39%					
	Jamie Sports Team Lads Also known as Ryan, Nathan, Ashley, Adeel, Pawel	Young blokes enjoying football, pints and pool. <i>Vocational student, single.</i>	18-25	C2DE	59%	5.4%	Jamie is a prolific mobile phone user and as uses this as a primary source of information. He likes to text rather than talk, and uses 3G for sports results and SMS text information services.		Jamie is a very active type that takes part in sport on a regular basis. Jamie's top sports are football (28%), keep fit and gym (22%), athletics including running (12%), cycling (12%) and swimming (10%).
				31%					
	Chloe Fitness Class Friends Also known as Nisha, Sophie, Lauren, Charlotte, Lucy	Young image-conscious females keeping fit and trim. <i>Graduate professional, single.</i>	18-25	ABC1	56%	4.7%	Chloe is a heavy internet and mobile phone user. She uses her mobile to keep in contact with friends and family, preferring this to her landline. Chloe has a new 3G phone which provides internet access but is still likely to use text as her first source of information.		Chloe is an active type that takes part in sport on a regular basis. Chloe's top sports are keep fit/ gym (28%), swimming (24%), athletics including running (14%), cycling (11%) and equestrian (5%).
				23%					
	Leanne Supportive Singles Also known as Hayley, Kerry, Danielle, Nisha, Saima	Young busy mums and their supportive college mates. <i>Student or PT vocational, Likely to have children.</i>	18-25	C2DE	42%	4.3%	Leanne is a light internet user and a heavy mobile phone user, using this instead of a landline to contact friends. She uses SMS text services and also entertainment features on her mobile. Leanne's mobile is likely to be pay-as-you-go and she responds to text adverts.		Leanne is the least active segment of her age group. Leanne's top sports are keep fit/ gym (23%), swimming (18%), athletics including running (9%), cycling (6%) and football (4%).
				17%					
	Helena Career Focused Female Also known as Claire, Tamsin, Fiona, Sara, Joanne	Single professional women, enjoying life in the fast lane. <i>Full time professional, single.</i>	26-45	ABC1	53%	4.6%	Helena always has her mobile and PDA on hand so that she is contactable for work and social calls. She is a heavy internet user, but mainly from home, and uses this as her primary source of information.		Helena is a fairly active type that takes part in sport on a regular basis. Helena's top sports are keep fit/ gym (26%), swimming (22%), cycling (11%), athletics including running (9%), and equestrian (3%).
				19%					
	Tim Settling Down Males Also known as Simon, Jonathan, Jeremy, Adrian, Marcus	Sporty male professionals, buying a house and settling down with partner. <i>Professional, may have children, married or single.</i>	26-45	ABC1	62%	8.8%	Tim's main source of information is the internet - he uses this for information on property, sports and managing his finances. He is a heavy mobile phone user and likes to access information 24/7. Tim will often buy things online and is relatively likely to use SMS text alerts and 3G services.		Tim is an active type that takes part in sport on a regular basis. Tim's top sports are cycling (21%), keep fit/ gym (20%), swimming (15%), football (13%) and golf (7%).
				27%					
	Alison Stay at Home Mums Also known as Justine, Karen, Suzanne, Tamsin, Siobhan	Mums with a comfortable, but busy, lifestyle. <i>Stay-at-home mum, children, married.</i>	36-45	ABC1	55%	4.4%	Alison is a medium TV viewer and may have a digital package, but is unlikely to respond to TV advertising. She is a medium internet user and is unlikely to respond to internet advertising, but will use it as a source of information to aid her decision-making. She has a pay-as-you-go mobile for emergencies, but prefers to use her landline.		Alison is a fairly active segment with above average levels of participation in sport. Alison's top sports are: keep fit/ gym (27%), swimming (25%), cycling (12%), athletics including running (11%), and equestrian (3%).
				20%					

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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Jackie Middle England Mums Also known as Andrea, Cheryl, Deborah, Jane, Louise	Mums juggling work, family and finance. <i>Vocational job, may have children, married or single.</i>	36-45	C1C2D	47%	4.9%	Jackie is a medium TV viewer, enjoying soaps, chat shows and dramas, and has Freeview digital channels. She is a light and cautious internet user, but has been encouraged by her children's prolific usage and is becoming more confident herself.		Jackie has above average participation levels in sport, but is less active than other segments in her age group. Jackie's top sports are keep fit/ gym (22%), swimming (20%), cycling (9%), athletics including running (6%), and badminton (2%).
				16%					
	Kev Pub League Team Mates Also known as Lee, Craig, Steven, Tariq, Dariusz.	Blokes who enjoy pub league games and watching live sport. <i>Vocational job, may have children, married or single.</i>	36-45	DE	43%	5.9%	Kev is a heavy TV viewer, likely to have a digital or cable package for extra sports coverage. He is a heavy radio listener and is likely to favour local commercial stations. Kev uses his mobile phone for social reasons but will not respond to text advert.		Kev has above average levels of participation in sport. Kev's top sports are keep fit/ gym (14%), football (12%), cycling (11%), swimming (10%) and athletics including running (6%).
				17%					
	Paula Stretched Single Mums Also known as Donna, Gemma, Shelley, Tina, Tammy	Single mums with financial pressures, childcare issues and little time for pleasure. <i>Job seeker or part time low skilled worker, children, single.</i>	26-45	DE	36%	3.7%	Paula is a heavy TV viewer, enjoying quiz and chat shows, reality TV and soaps. She is likely to have a digital or cable package. Paula does not have internet access at home, and is a heavy mobile phone user, although this is likely to be pay-as-you-go.		Paula is not a very active type and her participation is lower than that of the general adult population. Paula's top sports are keep fit/ gym (18%), swimming (17%), cycling (5%), athletics including running (4%) and football (3%).
				13%					
	Philip Comfortable Mid Life Male Also known as Graham, Colin, Keith, Stuart, Clive	Mid-life professional, sporty males with older children and more time for themselves. <i>Full time job and owner occupied, children, married.</i>	46-55	ABC1	51%	8.7%	Philip is a medium TV viewer, likely to have digital and use interactive services for sports and business news. He is a heavy radio listener. Philip is comfortable purchasing over the phone and internet, but is unlikely to respond to SMS text alerts.		Philip's sporting activity levels are above the national average. Philip's top sports are cycling (16%), keep fit/ gym (15%), swimming (12%), football (9%), and golf (8%).
				20%					
	Elaine Empty Nest Career Ladies Also known as Carole, Sandra, Penelope, Julie, Jacqueline	Mid-life professionals who have more time for themselves since their children left home. <i>Full time job and owner occupied, married.</i>	46-55	ABC1	43%	6.1%	Elaine is a light TV viewer, loyal to mainstream terrestrial channels. Elaine is a medium radio listener, likely to prefer BBC Radio 2 or 4 and Classic FM. A moderate internet user, she browses news and lifestyle sites. Elaine reads broadsheets, such as the Daily Telegraph, and women's lifestyle magazines. She would not respond to sms text alerts, nor to cold-calling.		Elaine's sporting activity levels are similar to the national average. Elaine's top sports are keep fit/ gym (21%), swimming (18%), cycling (7%), athletics including running (3%) and tennis (2%).
				12%					
	Roger & Joy Early Retirement Couples Also known as Melvyn, Barry, Geoffrey, Linda, Susan, Patricia	Free-time couples nearing the end of their careers. <i>Full-time job or retired, married.</i>	56-65	ABC1	38%	6.8%	Roger and Joy are medium TV viewers and heavy radio listeners. They regularly read the Times of Daily Telegraph, and a local paper. They have increased their use of the internet and may now have access to it at home.		Roger and Joy are slightly less active than the general population. Roger and Joy's top sports are keep fit/ gym (13%), swimming (13%), cycling (8%), golf (6%), and angling (2%).
				10%					

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	Segment name and description	Segment characteristics	Main age band	Socio eco group	1x30	% Eng- popn	Media and Communications	Key brands	Top sports (played at least once a month) and sporting behaviour
					3x30				
	Brenda Older Working Women Also known as Shirley, June, Maureen, Janet, Diane	Middle aged ladies, working to make ends meet. <i>Part-time job, married.</i>	46-65	C2DE	29%	4.9%	Brenda is a heavy TV viewer and is likely to respond to TV advertising. She is a medium radio listener, preferring local commercial stations. Brenda rarely has access to the internet, and is an infrequent mobile user. She enjoys reading the Mirror or the Sun.		Brenda is generally less active than the average adult. Brenda's top sports are keep fit/ gym (15%), swimming (13%), cycling (4%), athletics including running (2%) and badminton (1%).
				8%					
	Terry Local 'Old Boys' Also known as Derek, Brian, Malcolm, Raymond, Michael	Generally inactive older men, low income, little provision for retirement. <i>Job Seeker, married or single.</i>	56-65	DE	26%	3.7%	Terry is a high TV viewer, both at home and in the pub, particularly enjoying live sports coverage. He reads the tabloids on a daily basis. Terry does not use the internet, and does not feel he is missing out. He is unlikely to have a mobile phone.		Terry is generally less active than the average adult. Terry's top sports are keep fit/ gym (8%), swimming (6%), cycling (6%), angling (4%), and golf (4%).
				9%					
	Norma Late Life Ladies Also known as Pauline, Angela, Irene, Denise, Jean	Older ladies, recently retired with a basic income to enjoy their lifestyles. <i>Job seeker or retired, single.</i>	56-65	DE	23%	2.1%	Norma is a high TV viewer, enjoying quiz shows, chat shows, soaps and religious programmes. Most new technology has passed her by, having no internet access or mobile phone, but she uses her landline to call her family.		Norma is generally less active than the average adult. Norma's top sports are keep fit/ gym (12%), swimming (10%), cycling (2%), bowls (1%) and martial arts/ combat (1%).
				6%					
	Ralph & Phyllis Comfortable Retired Couples Also known as Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie	Retired couples, enjoying active and comfortable lifestyles. <i>Retired, married or single.</i>	66+	ABC1	28%	4.2%	Ralph and Phyllis are medium to light TV viewers, preferring to be out and about instead. They are unlikely to have access to the internet, although it is something they are considering. They read the newspaper daily: either the Daily Telegraph or Times.		Ralph and Phyllis are less active than the average adult, but sportier than other segments of the same age group. Ralph and Phyllis' top sports are keep fit/ gym (10%), swimming (9%), golf (7%), bowls (4%), and cycling (4%).
				9%					
	Frank Twilight Years Gent Also known as Roy, Harold, Stanley, Alfred, Percy	Retired men with some pension provision and limited exercise opportunities. <i>Retired, married or single</i>	66+	C1C2D	21%	4.0%	Frank is a heavy TV viewer and enjoys watching live sport and notices TV advertising, which he is influenced by. He does not use the internet and is nervous of computers. Frank reads a newspaper most days, either the Daily Mail or Express. He does not have a mobile phone.		Frank is generally much less active than the average adult. Frank's top sports are golf (7%), keep fit/ gym (6%), bowls (6%), swimming (6%) and cycling (4%).
				9%					
	Elsie & Arnold Retirement Home Singles Also known as Doris, Ethel, Gladys, Stanley, Walter, Harold	Retired singles or widowers, predominantly female, living in sheltered accommodation. <i>Retired, widowed.</i>	66+	DE	17%	8.0%	Elsie and Arnold are heavy TV viewers, enjoying quiz shows, religious programmes and old films. They generally do not have access to the internet or use a mobile phone, and only use their landline to call family		Elsie and Arnold are much less active than the average adult. Their top sports are keep fit/ gym (10%), swimming (7%), bowls (3%), golf (1%) and cycling (1%).

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

APPENDIX 3: CONSULTEE LIST

Consultee	Designation	Organisation
Richard Mothersole / Steve Cooke	Chairman / Secretary	Rochford HC
Claire Sutton	Secretary	Southend & Benfleet HC
Phil Adcock	Secretary	Great Wakering CC
Lawrence Ives	Secretary	Rankins CC
Brian Dawbarn	Secretary	Rayleigh CC
Gareth Crompton	Secretary	Rayleigh Fairview CC
Ray Stephenson	Secretary	Rochford Hundred RFC
Bob Smith	Secretary	Westcliff RFC
N.Allen	Secretary	Great Wakering & District BC
Mrs. S Mitchell	Secretary	Hockley BC
Mrs. S Geach	Secretary	Rayleigh BC
Mrs. J Miller	Secretary	Rochford BC
Unknown	-	Hockley LTC
Unknown	-	Kent Elms TC
Chris Nelson / Tracey Nelson	Chairman / Secretary	Rochford TC
Kelly Holland	Clerk	Ashingdon Parish Council
Ivan King	Clerk	Barling Magna Parish Council
Kelly Holland	Clerk	Canewdon Parish Council
John Watson	Clerk	Foulness Island Parish Council
Sharon Hyatt	Clerk	Great Wakering Parish Council
Kate Smiles	Clerk	Hockley Parish Council
Anne-Marie Bates	Clerk	Hullbridge Parish Council
Barry Summerfield	Clerk	Paglesham Parish Council
Hayley Bloomfield	Clerk	Rawreth Parish Council
Barry Summerfield	Clerk	Stambridge Parish Council
Barry Summerfield	Clerk	Sutton Parish Council
Brian Brazier	Secretary	Ashingdon FC
Michael Thirkettle	Secretary	Eastleigh Wanderers FC
Clive Matthews	Secretary	Elmwood Colts FC (folded)
Alex Buckland	Secretary	Great Wakering Colts Girls FC
Kevin Sibthorpe	Secretary	Great Wakering Colts Youth FC
Michael Lee	Secretary	Great Wakering Rovers FC
John Tyson	Secretary	Hambro Colts Youth FC
Joe Boulter	Secretary	Hawkely FC
Steve Dowding	Secretary	Hawkwell Athletic FC
Neil	Secretary	Hockley British Legion FC
Jacob Kelly	Secretary	Holtford Athletic FC
Mandy Addington	Secretary	Hullbridge Sport FC
Tom Ayles	Secretary	JMC Athletic FC (folded)
Jon Gurel	Secretary	Rayleigh Baptist Church FC
Martin Shields	Chairman	Rayleigh Boys FC
Paul Mitchell	Secretary	Rayleigh Girls FC
Unknown	-	Rayleigh Town FC
Kim Greenfield	Secretary	Rochford Sports & social FC

ROCHFORD DISTRICT COUNCIL PLAYING PITCH ASSESSMENT

Consultee	Designation	Organisation
Glen	Secretary	Rochford Town FC
Kim Greenfield	Secretary	Rochford Town Sports Boys FC
Rob Brown	Secretary	Sierra Nevada FC
Unknown	-	Southend sports FC
Peter Osborne	Secretary	Southend Walking FC
Sam Tyson	Secretary	Szimpla FC
Unknown	-	Thames ironworks FC
Unknown	-	Wheatleys FC
Robin Goodier	Headteacher	Holt Farm Infant School
Nicola Bache	Headteacher	Glebe Primary School
Mrs. L.A. Nelson	Headteacher	Down Hall Primary School
Gary Soars	Headteacher	Edward Francis Primary School
Robert Pike	Headteacher	St Nicholas Primary School
Nikki Paterson	Headteacher	St Teresa's Catholic Primary School
Mrs. M Heatherson	Headteacher	Hockley Primary school
Mrs. K Sansom	Headteacher	Wyburns Primary School
Mr. A Douglas	Headteacher	Riverside Primary School
Mr. I. Barton	Headteacher	Ashingdon Primary School
Mrs. E Atay	Headteacher	Westering Primary School
Mr. Peter Malcolm	Headteacher	The Rayleigh Primary School
Shane Owen	Headteacher	Rochford Primary School
Mr. R Green	Headteacher	Grove Wood Primary School
Mrs. L Wass	Headteacher	Holt Farm Junior School
Hannah James	Headteacher	Stambridge Primary Academy
Eileen Thorn	Headteacher	Waterman Primary Academy
Sue Clarke	Headteacher	Barling Magna Primary Academy
Mrs. Hayley O'Dea	Headteacher	Great Waking Primary School
Debbie Stokes	Headteacher	Greensward Academy
Jonathan Osborn	Headteacher	The King Edmund School
Andy Hodgkinson	Headteacher	The Sweyne Park School
Mr. R Harris	Headteacher	The Fitzwimarc School