

WYRE FOREST

PLAYING PITCH STRATEGY
2012 – 2026

REPORT

March 2012



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EXECUTIVE SUMMARY

1. The Playing Pitch Strategy 2012-2026 was commissioned jointly by Wyre Forest District Council, Worcestershire County Council and King Charles I School. It was also financially supported by the Sports Partnership Herefordshire and Worcestershire and by the Worcestershire Football Association.
2. The brief for the work was the production of an independent assessment of the provision of grass and artificial grass pitches for Wyre Forest, taking particular account of the implications of proposals at two school sites within Kidderminster. The first of these involves the redevelopment of part of the school site at Baxter College, where it is proposed to replace temporary classrooms (sited on part of the playing fields) with new buildings to house a relocated special school. The second is the replacement of the artificial grass pitch surface at King Charles I School, switching the surface from one suitable for hockey (sand dressed) to one suitable for football, but not useable for hockey (long pile 3G).
3. The assessment forecasts future supply-demand for the period up to 2026 using the current housing proposals from Wyre Forest planners, the Office of National Statistics' population forecasts, and the expected growth in each sport over the period.
4. The methodology for the work follows Sport England's strategy advice, "Towards a Level Playing Field" (2006) and uses the Playing Pitch Model of 2003. The work included a full audit of all the pitches across the authority, both for those sites with community use, and those without. Since the 2003 PPM was developed there have been a number of changes across the sports and new best practice has emerged. Sport England are currently revising both the strategy advice and the playing pitch model, but the new advice is not yet available. Where appropriate this report therefore provides additional commentary beyond the 2003 PPM and 2006 Sport England strategy advice.
5. There are some clear findings from the work. In particular:
 - a general lack of grass pitch space in Kidderminster and to a slightly lesser extent in Stourport
 - there is only a slow growth in the population up to 2026, and overall the population will age
 - the number of people aged between 6 and 55 years, considered to be the "active age group" will fall by around 4000 people or about 7% over the period between 2011 and 2026
 - this in part counter-balance the expected growth in the participation rates for the pitch based sports of 1% per annum for football, cricket and hockey, and 2% per annum for rugby
 - there will be effectively little change in the total demand for pitch space up to 2026
 - where there is an imbalance in supply-demand within an area, this will remain unchanged up to 2026
 - there is a general move towards fewer, larger clubs for football and cricket. This will require fewer but larger multi-pitch sites.

Summary for football

6. Wyre Forest has very high peaks of demand for each of the pitch sizes. More than 83% of the pitch demand for the adult game is on Sunday mornings, and 80% of junior matches take place on Sunday afternoons. For the minis, about 93% of the games take place on Saturday mornings.
7. For adults at peak time there are just enough pitches overall to meet demand but there is a deficit of 8 pitches in Kidderminster East and 5 pitches in Kidderminster West. Rural East has high number of pitches, but even here they are almost always in use at peak time. The current sites with community use are illustrated in Figure 1.
8. There is currently too little specially marked out pitch space in total for both junior and mini football in Wyre Forest. At present many matches are over-marked to provide for the mini game, and the most juniors play on adult or small adult pitches. This is not an ideal situation, and is probably being reflected in the lower team numbers for juniors than might otherwise be expected.
9. This mis-match of supply and demand, this will continue into the long term, up to 2026.
10. The WFA's aspirations for an increase in the number of junior teams seems unlikely to be able to be realised unless there is a step-change in the nature of and availability of pitch space, particularly in Kidderminster.
11. The trend towards a smallish number of large clubs providing for minis and juniors is likely to continue. This increases the need for high quality multi-pitch sites able to cater for all ages.
12. However as a significant number of new large grass pitch sites are unlikely to become available to meet the shortfalls identified, particularly in Kidderminster, reasonable (and viable long term) opportunities should be taken to develop large size 3G pitches. These can provide for all levels of the sport, with a particular focus on juniors, women and girls.
13. On grass pitch sites where they have been or are proposed to be secured for the community via planning conditions, it is important that these are brought fully into use and managed appropriately.

Investment priorities for football

14. The priorities for football are:
 - To ensure that sufficient numbers of senior pitches are marked out at the smaller dimensions to make them useable for junior football.
 - To develop new mini pitches to reduce the need to play on adult pitches.

- To develop a full size artificial floodlit pitch at Baxter College with 3G surface, suitable for both matches and training, to be made fully available for community use outside of school hours.
 - To re-carpet the artificial pitch at King Charles I School to a 3G surface and improve floodlighting as needed. Site to be made fully available for community use outside of school hours.
 - To bring into full community use the pitches developed at the primary school sites (Birchen Coppice, Sutton Park Primary).
 - To provide replacement pitches for those at the former Sladen Middle School, to be made available for community use.
 - Consider the options for reintroducing pitches on Spennells Sports Field as well as improvements to the changing facilities.
 - To bring into secure community use the playing fields at the former Sion Middle School.
 - To maximise the use of WFDC playing field sites for football, with the exception of possibly one site to be retained for community cricket use.
 - To explore the transfer to the community of the management of some or all of the WFDC sites (Habberley, White Wickets, Brown Westhead, Springfield Park). The discussions to be initially between WFDC and Kidderminster and District Football league.
 - To improve the changing at Areley Kings, Mostyn Rangers, Brown Westhead, and Wilden to bring them up to a standard meeting Football Association/Football Foundation guidelines.
 - To develop new pitches at Bewdley (9v9 etc size) and training space.
 - To improve the stadia at Stourport Swifts.
15. In addition to these identified short-medium term facility priorities, there is a need for a local sports development strategy for football which can help to deliver the FA's and WFA's aspirations for the game on grass, for all ages. This will need to address, amongst other things, how the playing fields and pitches can best be used across the week, and across the season. This may lead to changes in the leagues, and result in some amendments to the medium-longer term priorities for investment on the grass pitch sites. The outcomes of a football specific strategy should inform the next review of the Playing Pitch Strategy.

Summary for cricket

16. Overall there is sufficient pitch space across Wyre Forest to cater for cricket at peak time, with a nominal surplus of 6 pitches. However, 5 of the available pitches on WFDC sites were not used in 2011 due to their relatively poor quality and high cost of hiring. The current sites used for community cricket are mapped in Figure 2.
17. This has brought pressure on the club sites. The larger clubs run a number of adult teams and matches are spread over Saturdays, Sundays and Wednesdays. The juniors mainly play mid-week. Any “spare capacity” is taken up by other clubs, particularly those in the Wednesday leagues.
18. There is a real need to address the site problems at Stourport (Walshes Meadow) and to enable effective investment in either this site or a new larger site for cricket.
19. New sites for cricket should be developed in Kidderminster if the opportunity arises, but these must be of high quality.
20. One of the existing WFDC sites should be retained for cricket if the quality can be sufficiently improved at reasonable cost. The other WFDC sites should be utilised for football which is short of space for both minis and juniors, especially if the WFA’s aspirations are to be fulfilled.

Investment priorities for cricket

21. The most urgent priority for cricket is to resolve the issues at Walshes Meadow in Stourport, to enable investment in a new pitch, improved changing and better shared access to the site with the rugby club. This is an issue that the NGBs are already committed to raising with Wyre Forest. The lack of investment at Walshes Meadow has been, in large part, due to the threatened loss of the site due to the new road proposal. However, as the road development now looks to be at least 10-15 years away, this should help to unlock various funding support to the clubs on the site, and allow the necessary investment to take place.
22. If and when new opportunities arise to develop new multi-pitch sites for community cricket these should be a high priority, particularly in Bewdley, Stourport and Kidderminster.
23. In the meantime, the WCB Facilities Strategy has identified work on the pavilion at Bewdley and the provision of a heavy roller at Stourport as priorities for action.
24. The improvement of one of the WFDC sites to raise its quality and to attract new users.
25. The network of indoor training provision should be enhanced as most clubs are travelling outside the district for their winter practice sessions.

Summary for rugby

26. There are currently three sites used for rugby in the district, all at clubs. These are mapped in Figure 3.
27. Overall there is sufficient pitch space across Wyre Forest to cater for the match demand of seniors and juniors and this will remain the case up to 2026. The major problem relates to the impact of training at each of the three sites, which together generate the need for 2 additional pitches now, and around 5 pitches by 2026.

Investment priorities for rugby

28. The priorities are therefore to:
 - Support the clubs at their existing sites to improve the quality of their existing facilities
 - **Stourport RFC:** a 6 team changing room clubhouse along with the cricket club and development of junior pitches.
 - **Kidderminster RFC:** 1-2 additional pitches
 - **Chaddesley Corbett RFC:** Floodlights to one pitch and additional changing rooms (2)
 - Should the development of additional pitches are not be achievable, then there is a need to improve the quality of the existing pitches and playing fields at the club sites to support increased training use.
 - To ideally relocate Stourport RFU to a larger site to enable its expansion, but in the meantime to resolve the site problems at Walshes Meadow by improving the changing and ancillary facilities, and resolving the problems linked to the current ground sharing agreement.
 - To bring into use for rugby training the playing field at St Catherine's CofE Primary School.
 - To explore with Stourbridge College the options for a rugby academy and local club training at the proposed Brintons/Chainwire site.

Summary for hockey

29. All community hockey is now played on artificial pitches and there are currently three AGPs suitable for hockey use in Kidderminster. Two of the pitches are at Stourport Hockey Club and one is at King Charles I school. There are proposals to develop a third hockey surface AGP at Stourport and to recarpet the school pitch to cater for football instead. The existing Stourport pitches are close to the end of their life and will need re-carpeting shortly.
30. Recent officer advice from England Hockey is that the national governing body will be withdrawing its support for multi-use pitches, and instead strongly recommending hockey-only surfaces for matches and most training. If this is confirmed, then it is likely that hockey will become centred on Stourport alone.

31. There has been a strong growth in the sport over recent years in the Wyre Forest area, and there has also been some movement between clubs. For example, Kidderminster Hockey Club has now lost all of its junior members to Stourport. When the King Charles I school is closed to hockey, there is a concern that the Kidderminster club will lose its identity if it moves to Stourport for its matches and training.
32. Overall, if the 1% growth target for the sport is achieved, then there should be a steady increase in participation in the sport, particularly if veterans can be encouraged to continue to play.

Investment priorities for hockey

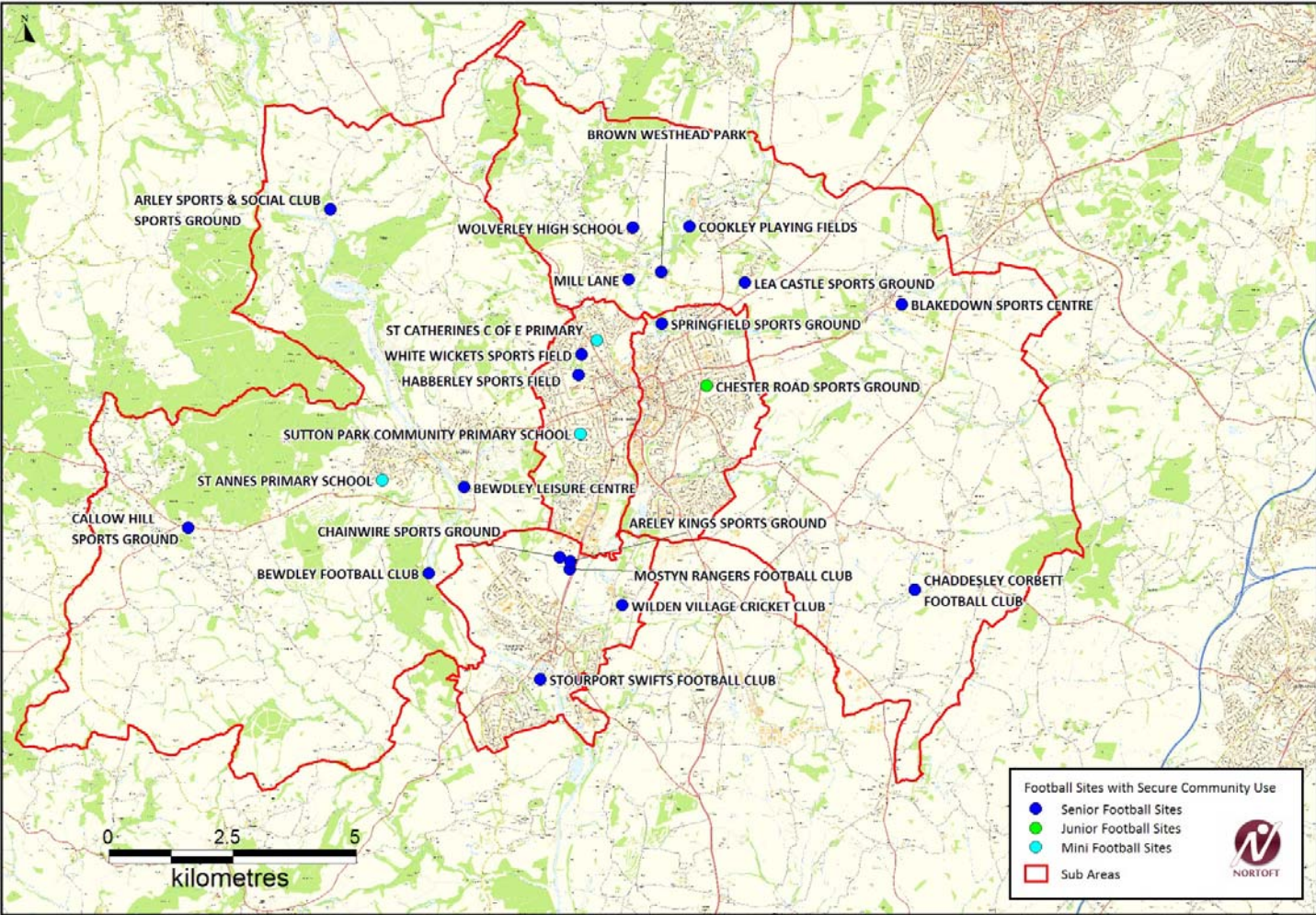
33. The investment priorities for hockey are:
 - The development of the 3rd AGP at Stourport Sports Club
 - The re-carpeting of the two existing pitches at Stourport Sports Club
34. Although not strictly an “investment priority” the loss of King Charles I school to hockey is a major issue. There is no guarantee that the Kidderminster club will relocate to Stourport, which could be an issue both for them in finding a “new home” (which would necessarily be outside the authority area) and potentially for the Stourport Sports Club whose business plans for the new AGP relies in part on the relocation of Kidderminster HC to the site. This will be particularly important if a significant proportion of the football use at Stourport Sports Club should transfer to one of the more attractive 3G pitches, at King Charles I school or Baxter College.
35. A high priority for action by England Hockey will therefore be to help negotiate between Kidderminster HC and Stourport HC to achieve a mutually acceptable and financially sound outcome.

Artificial Grass Pitches

36. There are currently 3 sand-filled/sand-dressed artificial grass pitches in Wyre Forest, two located at Stourport Sports Club and one at King Charles I School, the location of these is shown in Figure 4. All of the pitches are suitable for hockey and to a lesser extent for football, but not for rugby.
37. There are proposals to develop a third hockey pitch at Stourport Sports Club following the awarding of grant aid from Sport England under the Inspired Facilities programme. The timescales are still to be confirmed but initial ground testing has already taken place and it is hoped that the pitch will be ready for use by autumn 2012. There will also be a need to resurface the two existing AGPs at Stourport SC, one very soon and the other within about 2 years. At present the site is used for both hockey and football, with the majority of use being hockey. During school hours the site is also used by Stourport High School.

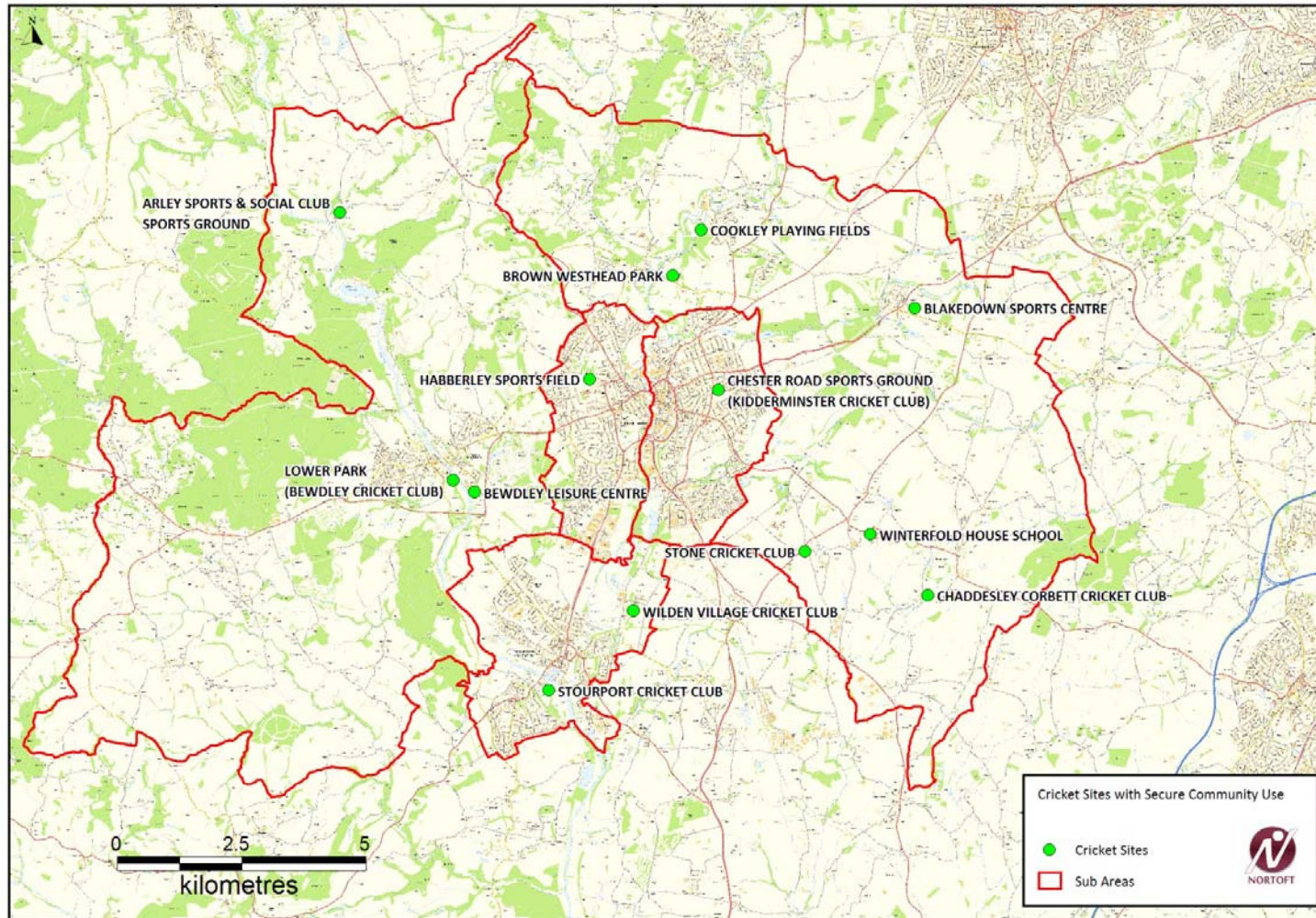
38. The pitch at King Charles I School also requires replacement and it is proposed to make this a 3G surface for football, swapping it from a hockey surface. The primary justification for the change to a football surface is that the school does not have hockey in its curriculum whilst football is important, and the existing grass pitch provision at the school is inadequate for curriculum delivery. The current balance in the community usage of the pitch is towards football, although Kidderminster Hockey Club is based there, with its four teams. The school has been working closely with the WFA on the proposals and a bid for grant aid is expected to be submitted shortly.
39. A second full-size flood-lit 3G pitch is envisaged to be developed at Baxter College, a project being led and funded by Worcestershire County Council. At present this is proposed to be designed for football. There will be full community use of the pitch outside of school times, and also some access by the community to the school changing rooms. The school plays some rugby but there is no significant need for an additional rugby training area, and therefore a shock pad to provide for rugby has not been included in the project at this time. The RFU do not consider the project as a high priority for investment as it is too far away from the club sites. However the RFU will urgently explore whether they are able to meet the costs of a shock pad, recognising that there is a lack of rugby training space in both Kidderminster and Stourport. The funding for the increased costs of installing a shock pad would need to be committed prior to the drafting of the brief for construction, which is likely to be in May 2012.
40. A further AGP is now proposed at the Brintons/Chainwire site in Stourport, as part of Stourbridge College. This is likely to be a football/rugby surface as the College are hoping to develop a rugby academy on the site. The Stourbridge College's proposals are still at an early stage and there are no details yet available on the balance of college-community use, or the potential impact of the college's proposals on the existing grass pitches on the site.
41. In the longer term, small-sided football pitches may be developed at the replacement site for Kidderminster's Forest Glades Leisure Centre. However this is still at an early stage of consideration and it is not known how many pitches would be provided.
42. In the development of AGPs, it is known that the community demand is not inexhaustible. All proposals for AGPs should therefore have a rigorous business plan to demonstrate their viability in the longer term. Furthermore, if new AGPs are proposed to be built on existing grass pitches, the loss of the grass pitches and the subsequent impact upon both summer and winter sports need to be considered.

Figure 1: Football sites with secure community use



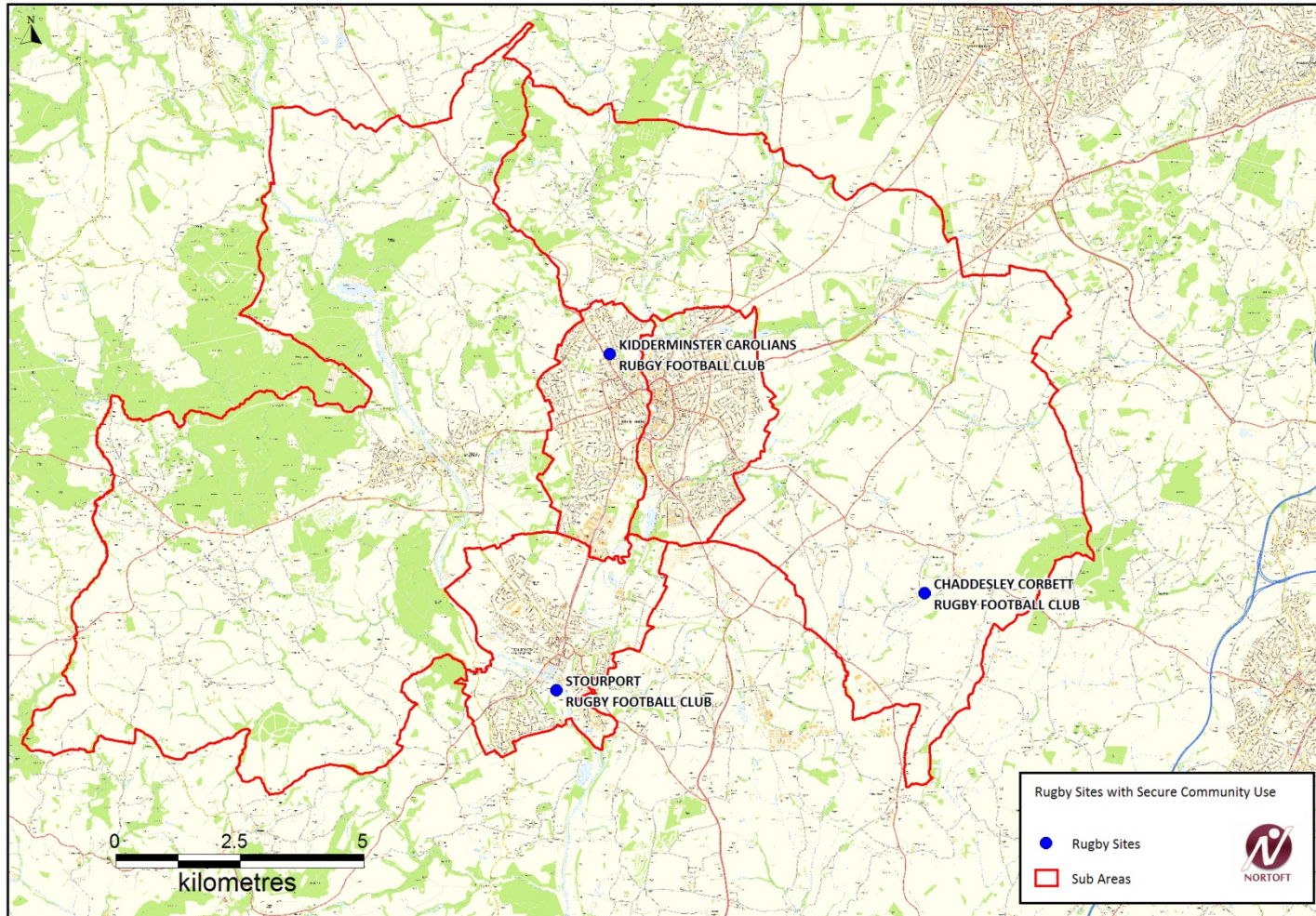
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Figure 2: Cricket sites with secure community use



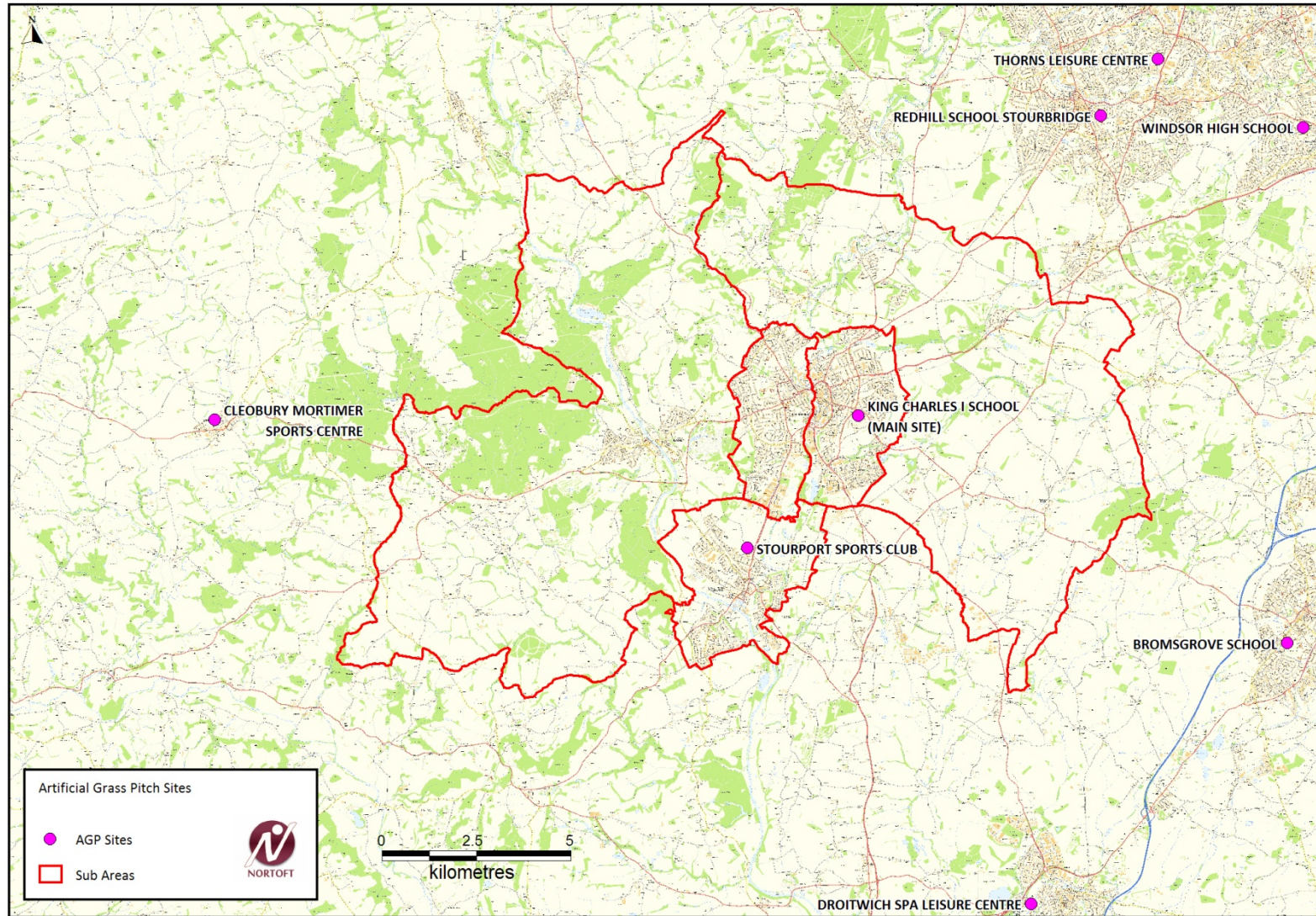
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Figure 3: Rugby sites with secure community use



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Figure 4: Artificial grass pitch provision in Wyre Forest and neighbouring areas



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INTRODUCTION TO WYRE FOREST

43. This section provides an overview of Wyre Forest including the impact of population change and its other characteristics.

Future Population and Age Structure

44. Figure 5 gives the latest population projections for the authority up to 2026, and Figures 6 and 7 show how the population will age over time. These projections are based on the ONS 2010 dataset.

Figure 5: Wyre Forest- population projections (ONS)

Year	2010	2016	2021	2026
Population estimate	98,700	100,600	102,500	104,200

Figure 6: Population age structure 2011-2026

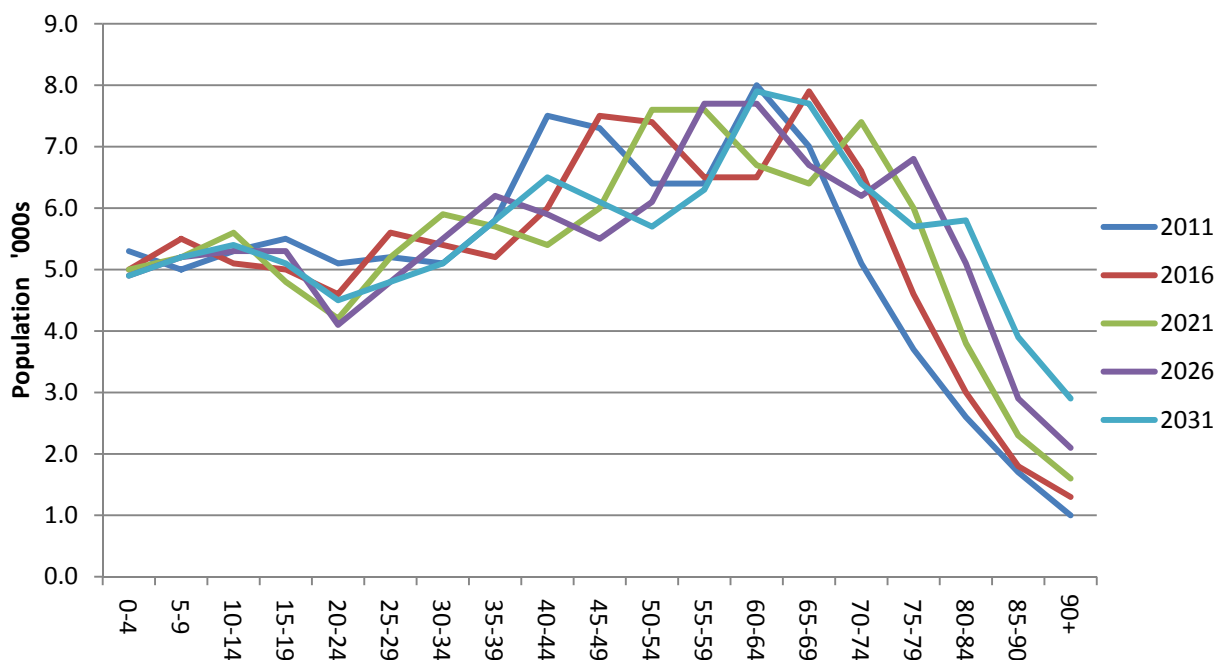
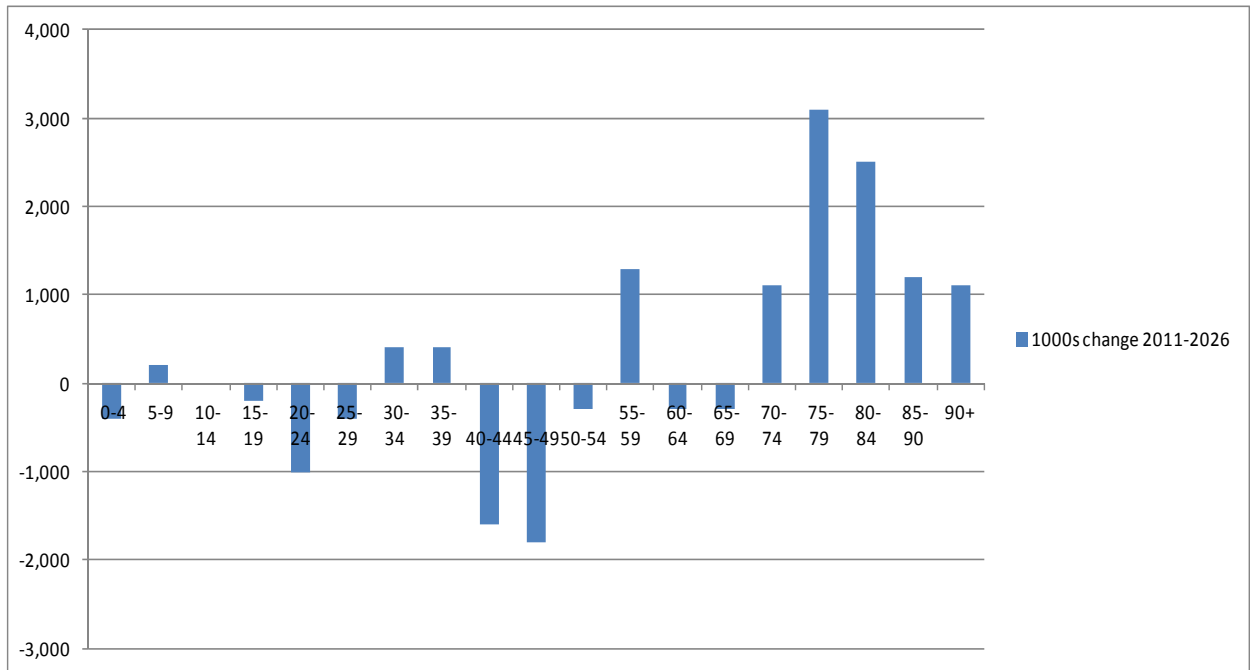


Figure 7: Wyre Forest- change in age structure up to 2026



- 45. These graphs show that most age groups below the age of 65 years are decreasing in number between 2011 and 2026, whilst all the age groups over 65 are increasing, i.e. the authority has a notably ageing population.
- 46. The impact on the pitch sports are notable as Sport England assume that the active age groups are between 5 and 55 years. With a combination of overall slow population growth and aging population, the number of people expected to be actually playing the pitch based sports will slightly fall in the period up to 2026, by around 7%.

Figure 8: Number of people in active age group

Date	Number of people in active age group (6 – 55 years)
2011	58480
2016	57500
2021	56080
2026	54400

Sub area populations

47. The population for each sub area as at 2010 is illustrated by Figure 9. This shows both the differences in size of population for the sub-areas and the population structure for each area. It is notable that the overall pattern in age structure is the same across each of the sub areas at 2010. The highest peaks in population are at 40-50 years, and at 60-64 years.
48. During the period up to 2026 the district has some planned housing growth, meeting the natural growth of the existing population. This expected new population has been included within the estimates for 2026, based on a housing multiplier of 2.2 persons per dwelling, as agreed with the planning officers at Wyre Forest District Council. Full details of the calculations behind these figures are provided at Appendix 1.
49. The population for each sub-area by 2026 ages (Figure 10), and the highest peak in any age group has now moved to ages 55-64 years. There is a notable dip in population for those aged in their 20s. It should be noted that this graph includes the anticipated growth in population due to housing growth, but that the age structure differences between the sub-areas is lost as the ONS projections are only at the whole authority level.
50. These population changes are critical to the analysis of the playing pitch strategy as they underpin the calculations relating to expected demand for different sports.

Figure 9: Age structure by sub area in 2010

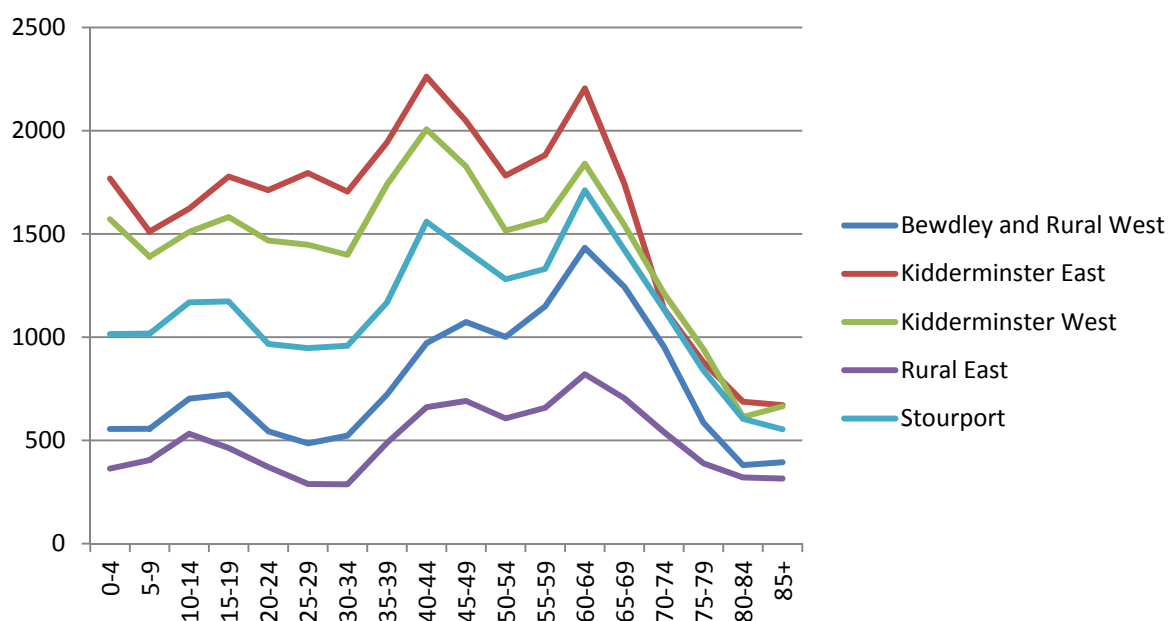
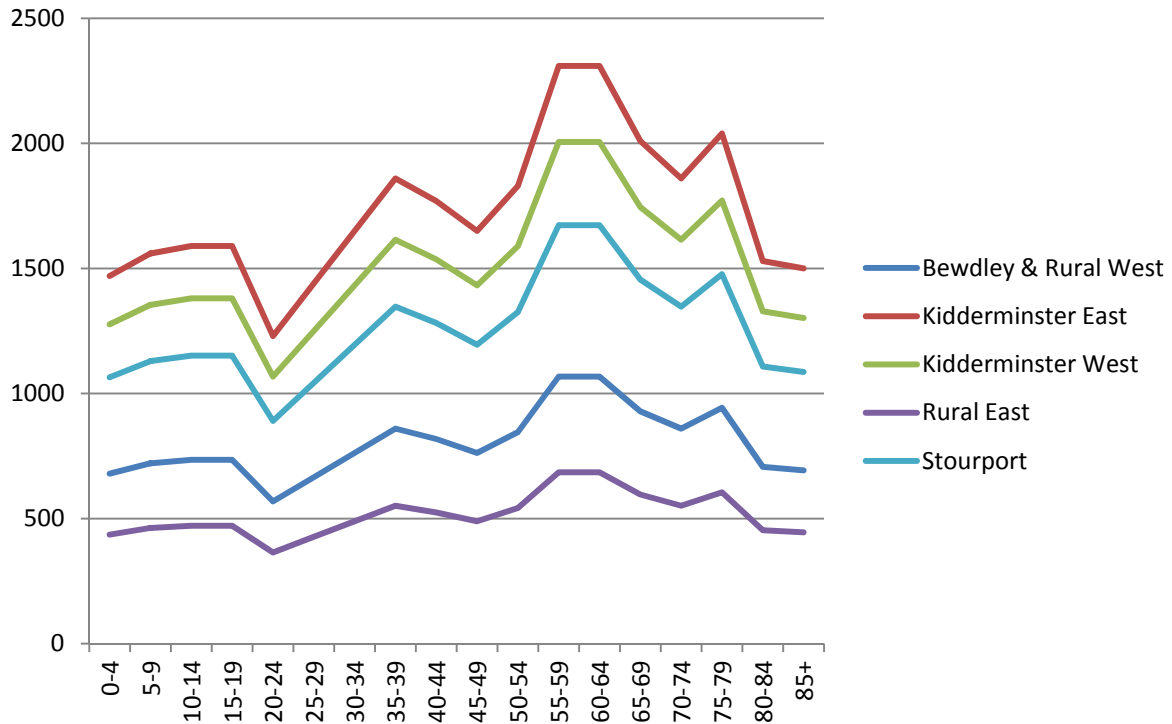


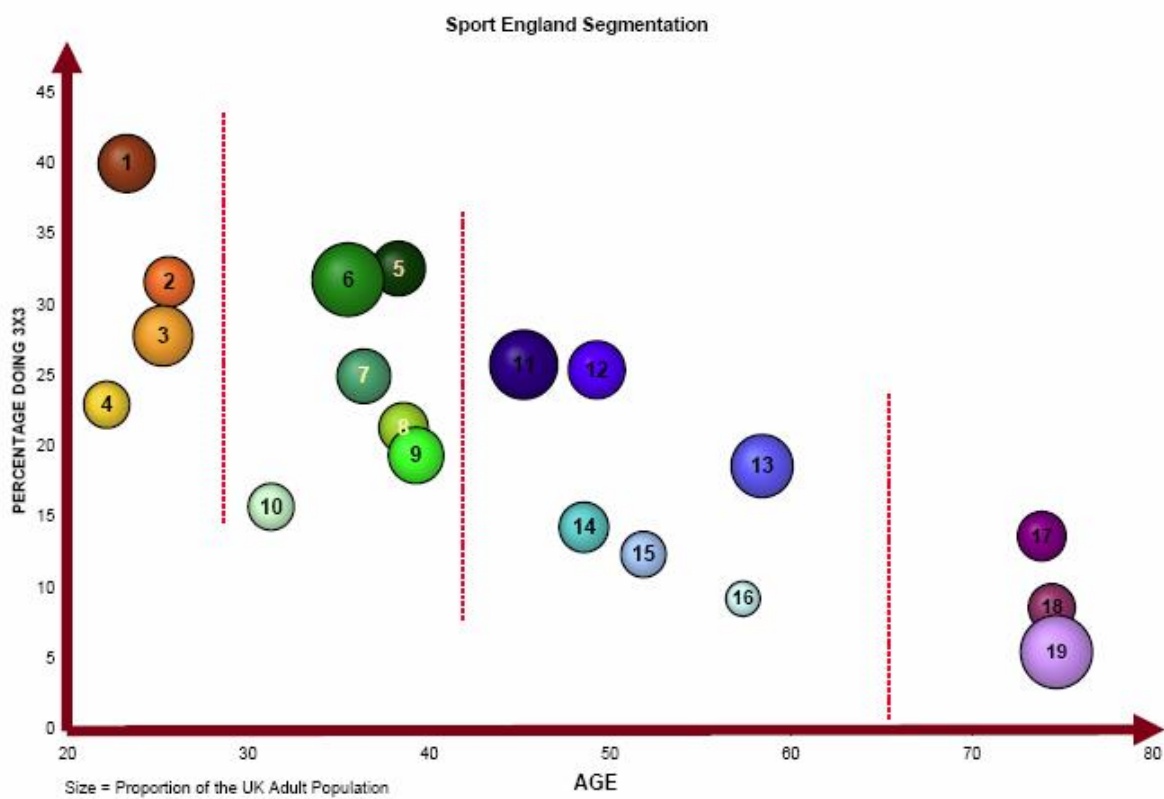
Figure 10: Age structure by sub area in 2026



Impact of age on sport

51. Of particular importance in Wyre Forest is the impact of the ageing population. The Active People Survey and Market Segmentation research has provided evidence that there is a clear reduction in activity levels with age. This is demonstrated by the following graph (Figure 11), in which the size of the circle represents the proportion of the English population in that segment; and segments are divided by age into four 'super' groups A-D, e.g. A is 18-24 years, D is 65+ years. The vertical axis displays the proportion of all adults regularly taking part in sport and active recreation within each segment, and the national average is 21% across all age groups. The chart shows the sharp decrease in activity as people get older and that females are generally less active than their male equivalents.

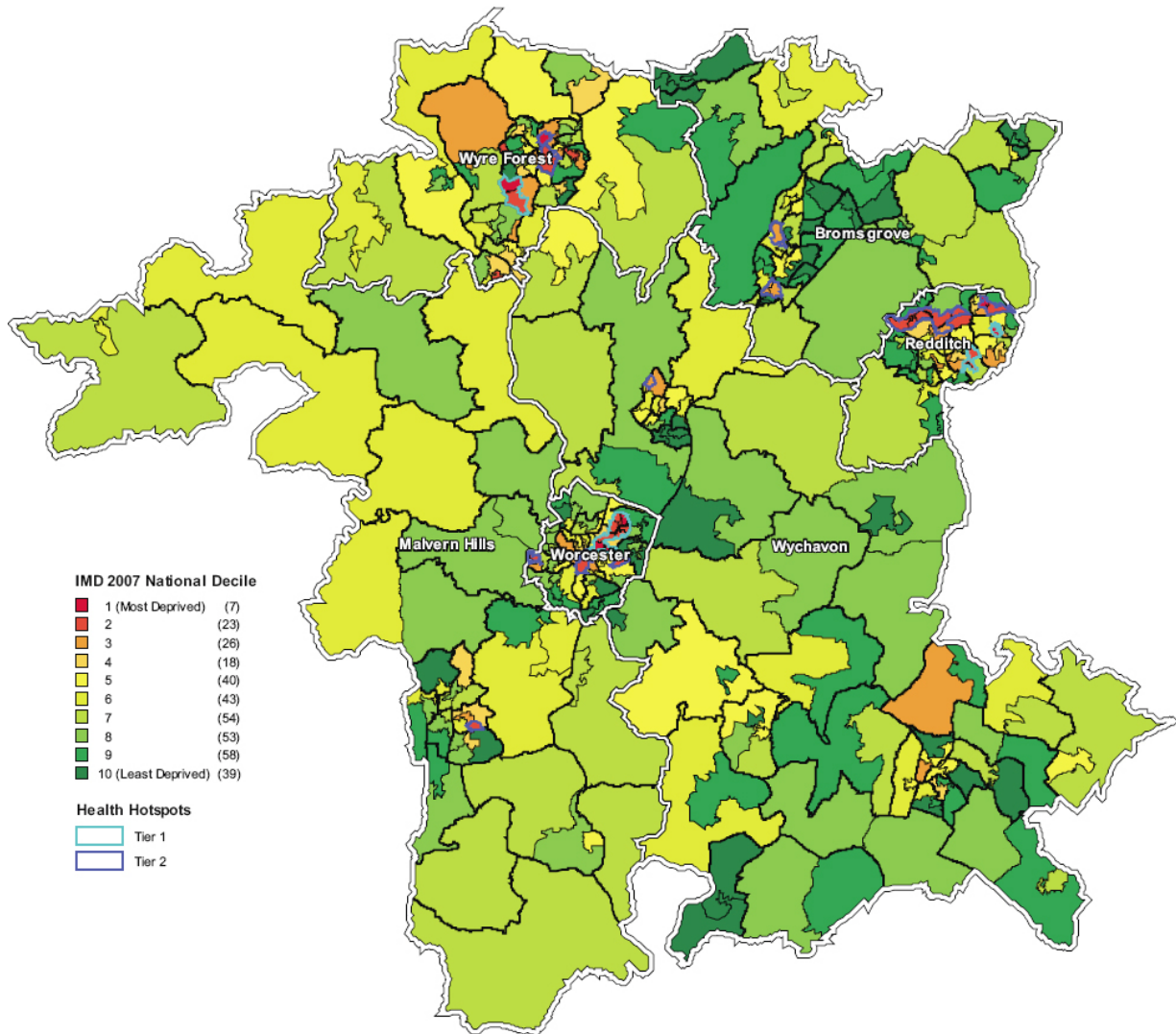
Figure 11: Impact of age on participation



Health

52. The Association of Public Health Observatories was first commissioned by the Department of Health in 2005 to produce health profiles for each local authority area in England. The aim of producing the profiles was to provide a standardised overview of health issues that are comparable across the country. The profiles contain data on important indicators such as obesity levels and physical activity levels among children and adults.
53. The main points from the 2011 Health Profile (using 2009 ONS population estimates) for Wyre Forest indicate:
- The health of people in Wyre Forest is mixed compared to the England average, this is a decrease in health since 2009;
 - The number of physically active children in Wyre Forest is significantly higher than the England average, however the number that are obese is worse;
 - The numbers of physically active adults in Wyre Forest is similar to the national average but numbers of obese adults are significantly worse;
 - Early death rates from heart disease, stroke and cancer have fallen and are similar to that of the England average;
 - The priorities for Wyre Forest are to continue to reduce smoking and smoking related deaths, and to reduce obesity in adults and children by promoting physical activity.
54. The PCT strategy “Investing in Health for Worcestershire a 5 year Strategy” was published in March 2009. Its vision is for a County where people live longer and live better, have the support they need to adopt healthy lifestyles and have a choice of high quality services which are delivered as close to home as possible. It has 7 strategic priorities which are:
- Staying healthy
 - Maternity services
 - Children and young people
 - Adult mental health and well-being
 - Long term conditions
 - Falls prevention
 - End of life care
55. The current health “hotspots” are illustrated by the following map of Worcestershire (Figure 12), which identifies both parts of Stourport (Tier 1) and Kidderminster (Tier 2) as priorities for action.

Figure 12: IMD and health hotspots in Worcestershire



Indices of Deprivation 2007

56. The Index of Multiple Deprivation 2007 is a single deprivation score for each Lower Super Output Area in the country. It combines several indicators covering economic, social and housing issues. It is known that participation in sport and active recreation is affected by deprivation, and that those areas with the highest levels of deprivation often have the lowest levels of activity. The converse is true for those areas with the lowest levels of deprivation. For Wyre Forest, it would therefore be expected that the best participation rates will arise in areas coloured green in Figure 12, and the lowest levels are those areas coloured red, parts of Kidderminster and Stourport.

57. Figure 12 also helps to demonstrate the impact of deprivation on otherwise similar groups of people. In this graph Segment 10 is relatively deprived, and has much lower rates of participation than others of a similar age group.

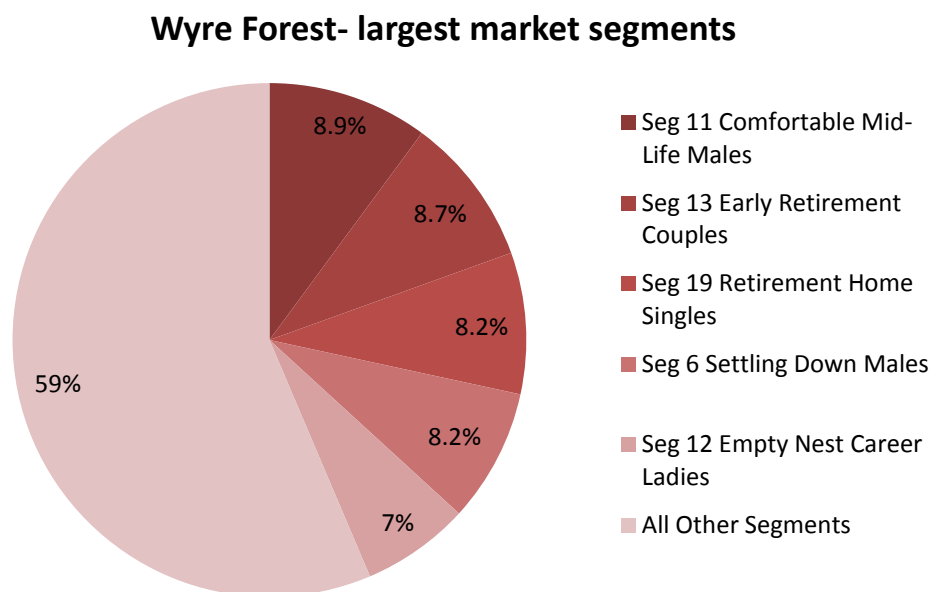
Participation in sport and physical recreation

58. Sport England has mapped levels of participation across England, based on the Active People Survey. It estimates the numbers of people in the area who undertake 30 minutes of sport or active recreation on at least 12 days in the last 4 weeks (equivalent to three times a week). For Wyre Forest this is around 20%, which is below the England average of 22%. Over the past 4-5 years there has been no significant change in the rates of activity in Wyre Forest.
59. 'Sport and active recreation' includes the sports and recreational activities as measured in the Active People survey (including for example recreational walking and recreational cycling). Moderate intensity includes 'brisk' walking, those activities that 'raise the breathing rate' and some lighter intensity activities for those aged 65 years and over such as yoga, pilates, indoor and outdoor bowls, archery and croquet.

Market Segmentation

60. An analysis of Wyre Forest's market segmentation data shows the top five market segments to be as follows:

Figure 13: Wyre Forest- largest market segments



61. The top five segments total 43.6% of the population and have ages ranging from 18-25 to 66+. The most prevalent segment is 'Segment 11- Comfortable Mid-Life Males'. People in this segment are males aged 46-55, are sporty and with older children.
62. The pitch sports which are attractive to each of the largest market segment are given in Figure 14:

Figure 14: Market Segmentation and pitch sports played

Segment	Sports played / attracted to include:
Comfortable Mid Life Males	Football, cricket
Early Retirement Couples	No pitch sports
Retirement Home Singles	No pitch sports
Settling Down Males	Football, cricket
Empty Nest Career Ladies	No pitch sports

METHODOLOGY

63. The methodology used to underpin the Wyre Forest Playing Pitch Strategy is that developed by Sport England. There are two parts, the general Strategy advice of 2006, and the electronic toolkit, the Playing Pitch Model (PPM) of 2003. Sport England is in the process of updating this advice, but the revised models will not be available until early summer 2012. As there are a number of shortcomings with the 2003 PPM, where appropriate additional commentary and some supplementary analysis has been provided.

Population estimates

64. The population figures and the population forecasts have been based on Office of National Statistics' information. The ONS provides detailed population data for each Middle Super Output area, and the latest available estimates are for 2010. These figures have been used to inform the strategy, and provide the starting point for the estimation of current demand.
65. Population forecasts with quinary (5-year) breakdowns are however only available from the ONS at whole authority level, and therefore the sub-area future population projections is based on a combination of the existing MSOA data and the location of new housing. In relation to the age structure of each of the sub-areas, as most of the housing sites are relatively small, it is assumed that they will have a similar age profile as for the overall population.

Team information

66. The assessment of Team Generation Rates is based on the number of community clubs and teams for football, rugby, cricket and hockey operating within a given area. The 2003 Playing Pitch Model has set age bands for each sport which are given below. Although the majority of players in each sport still fall within these age bands, the model does not enable consideration of the younger aged players for cricket, hockey, and rugby, nor older players. For example, hockey clubs in the West Midlands now have an *average* of 10 players aged over 45 years, and older players are particularly attracted to the summer game.
67. The complexities of the 2003 PPM mean that it is not possible to amend the age bands to reflect the current structure of the sports. Additional commentary and analysis have therefore been provided where the model's findings need to be treated with caution.
68. In relation to junior hockey, players will often play for more than one team age group, and the older juniors can play for adult teams. Team numbers for hockey juniors are not therefore extremely difficult to use, and the actual number of players has been used instead.

Sport England Playing Pitch Model 2003: Age Bands

Football:

Mini-soccer - mixed	6-9yrs
Junior football - boys	10-15yrs
Junior football - girls	10-15yrs
Men's football	16-45yrs
Women's football	16-45yrs

Cricket:

Junior cricket - boys	11-17yrs
Junior cricket - girls	11-17yrs
Men's cricket	18-55yrs
Women's cricket	18-55yrs

Hockey:

Junior hockey – boys	11-15yrs
Junior hockey – girls	11-15yrs
Men's hockey	16-45yrs
Women's hockey	16-45yrs

Rugby Union:

Mini-rugby - mixed	8-12yrs
Junior rugby - boys	13-17yrs
Junior rugby - girls	16-17yrs
Men's rugby	18-45yrs
Women's rugby	18-45yrs

69. The teams' information, including where they play, has been collated by Nortoft but is based on information provided by each of the National Governing Bodies of Sport. The team information for football is provided in Appendix 2 and for cricket is Appendix 3. The team list for rugby and hockey is sufficiently small to include within the body of the report.
70. The Sport England electronic model includes a "team equivalent" estimation. For rugby this has been provided by the RFU, for football it has been assumed that there is a 10% team equivalent for training. Cricket has no team equivalents as the club consultation did not identify any training on the match pitches. Team equivalents are not really appropriate for hockey either, as all of the play is on AGPs. More important for hockey will be the number of hours required on the AGPs.
71. It was agreed by the stakeholders that the project was not to consider in detail the school teams because: most school playing fields are used intensively by the schools themselves; there are no formal dual-use agreements for school sites anywhere in Wyre Forest (with the exception of King Charles I on the artificial pitch); schools are

increasingly reluctant to hire out their grass pitches; and, there are very few community clubs using them in practice.

Temporal demand

72. The demand for a particular pitch size and type is based on the total number of community teams wishing to take part, and the times when most wish to play. This is a particular issue for football. In Wyre Forest for football the peak demand by men's teams is on Sunday mornings, when around 83% of matches are played. For juniors the peak time is Sunday afternoons, with about 80% of the matches taking place then. For mini the peak is even higher, with more than 90% of matches taking place on Saturday mornings.
73. The temporal demand for rugby includes the times used for training, so there are peaks on Tuesdays and Thursdays in addition to the weekend match peaks.

Team Generation Rates

74. The assessment of the balance in supply and demand for football, cricket and rugby is calculated using the Sport England Playing Pitch Model. The factors entered into the model are: population, current number of teams inclusive of team equivalents, the percentage of matches played at different times of the day and on different days of the week.
75. The number of teams arising from each sub-area is based on the number of people within the sub-area who are aged between 6 and 55 years (the "active age" group) as a percentage of the total population of this age group. The same percentage figure is then applied to the total number of teams i.e. the team generation rate is assumed to be the same across the authority.
76. The Team Generation Rates (TGR) are calculated automatically by the Sport England PPM for each sport and each age group within each sport. A full copy of all of the TGR calculations is set out in Appendix 4.
77. For hockey, TGR calculations are not useful because players move between teams and juniors can play in the adult game. A simplistic team count approach does not therefore reflect the actual participation rates in the sport. A different set of calculations have been provided for this report, using the same approach as TGRs, but based on player numbers rather than the number of teams.

Site audit

78. A detailed audit of every pitch on every site has been conducted, whether or not there is any community use, or any likelihood of it. The site audit has used the Sport England PPM templates, but where additional information is appropriate, this has been added to

the summary database. A full copy of the site summary is provided at Appendix 5, and copies of the full site audits provided electronically to Wyre Forest District Council.

79. The site list has been checked extensively with the football leagues and clubs, with the cricket leagues and with the national governing bodies of sport.
80. The 2003 PPM site audit is based on a single visit. The site audit was completed in December 2011 but the weather had been notably drier than normal. As a result, some of the football and rugby pitches scored better in terms of their quality than they might otherwise have done so in a more “normal” year. The 2003 PPM also does not sufficiently identify where pitches can be out of use for periods of time e.g. from flooding.
81. In response to these issues with the 2003 PPM, additional commentary is provided about the pitches where it is known that the pitches are not as high a quality as the SE model suggests.

Definition of “Secure Community Use”

82. The Sport England definition of “secure community use” is given below. The degree of security of use by the community of any site will determine whether or not it should be included within the analysis of supply and demand.

Pitches in secured community use are pitches that are available for use by community teams and whose future use is secured for the coming seasons by one or more of the following:

- *a formal community use agreement*
- *a leasing/management arrangement between the school and LEA requiring the pitch(es) to be available to community teams*
- *a policy of community use minuted by the school or LEA, including tariff of charges, etc*
- *minutes of the board of school governors allowing use of pitches by community teams*
- *written commitment from the school to the current community team(s) using the pitch(es)*

and

- *where it is the intention of the school to maintain access for community teams to its pitch(es) at peak times (i.e. evenings, weekends and/or school holidays) for the next two or more years.*

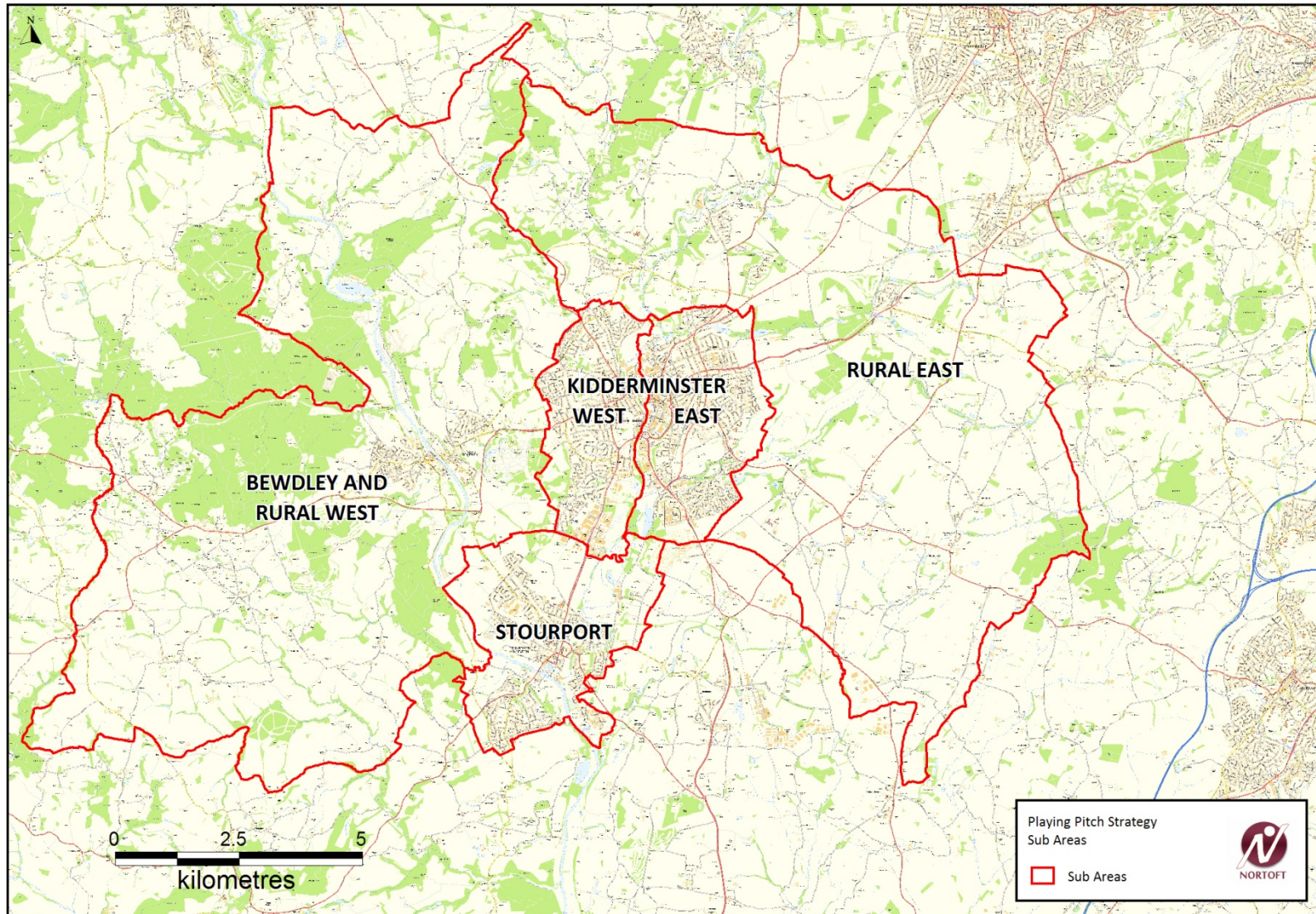
83. Six of the “secure community use” sites are schools and provide between them the following grass pitches: 1 junior football, 6 mini football and 1 cricket. Three of these sites have planning conditions relating to community use which should ensure that the sites are available even in the long term. The other three have no formal lease or other legal agreement, and therefore although included in the analysis are less “secure”.

84. The artificial grass pitches at King Charles 1 School and Stourport Sports Club do have long term community use agreements.

Sub Areas for the Strategy

85. Wyre Forest District Council used sub-areas to underpin the Open Space Strategy of October 2008, based largely on ward boundaries. These were: Bewdley, Rural North, Rural South, Kidderminster East, Kidderminster West, and Stourport.
86. For this strategy it was agreed that the Middle Super Output Area boundaries should be used so that the strategy can be future-proofed, as new population and local neighbourhood data becomes available from ONS and others. These areas are similar to the 2008 OSS report, but there are changed boundaries for Bewdley and the rural areas. The sub areas for this strategy are: Bewdley and Rural West, Rural East, Kidderminster East, Kidderminster West and Stourport. A map of these areas is provided as Figure 15.
87. Strategy sub-areas are important for football and cricket as clubs usually draw their members from a relatively local area. However rugby and hockey clubs have very few sites and draw their membership from across the whole district. A sub-area analysis is therefore not appropriate for these sports and has not been included within this report.

Figure 15: Strategy Sub-Areas



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The uptake of sports

88. Sport England has produced a market segmentation tool to help understand individual's attitudes and motivations to sports and physical activity. The information used to develop these segments is founded in information sourced primarily from the Active People Survey, but also from the census, and supplemented with information from other market research surveys. The nineteen segments developed by Sport England are as follows:

Figure 16: Sport England's 19 Market Segments

Segment	Type of person
1	Competitive Male Urbanites
2	Sports Team Drinkers
3	Fitness Class Friends
4	Supportive Singles
5	Career Focused Females
6	Settling Down Males
7	Stay at Home Mums
8	Middle England Mums
9	Pub League Team Mates
10	Stretched Single Mums
11	Comfortable Mid-Life Males
12	Empty Nest Career Ladies
13	Early Retirement Couples
14	Older Working Women
15	Local 'Old Boys'
16	Later Life Ladies
17	Comfortable Retired Couples
18	Twilight Year Gents
19	Retirement Home Singles

89. Each of the nineteen segments has a different personality and Appendix 6 provides more detail on the types of activities which appeal to each, and their motivation for participating in sport. The market segmentation data is available at local authority level as well as lower and middle super output areas.
90. A pie chart showing the relative importance of each market segment is provided as Figure 13, with a summary of the pitch sports relevant to each market segment in Figure 14.

POLICY FRAMEWORK

92. The importance of sport, health and physical activity is demonstrated by the wide range of government and other reports, policies and statistics which are available on this topic. However it is appropriate to focus on the most directly relevant policy documents as background to this strategy.

Spatial planning

93. The planning policy framework will change with the introduction of localism, however the current planning policies are outlined below. It is likely that the main themes and measures protecting playing fields will remain in some form.

National

Planning Policy Statement 1: Delivering Sustainable Development (2005)

94. Planning Policy Statements (PPSs) offer guidance on the operation of the planning system and planning policy. In addition, they clarify the link between planning policies and other government policies which affect land use and development.
95. The importance of creating places with opportunities for sport and leisure is dealt with by PPS 1. The document states that plan policies should support the promotion of health and well being by making provision for physical activity.

PPG17: Planning for Open Space, Sport and Recreation (2002)

96. The main purpose of PPG17 is to set the role of the planning system in assessing the availability of open space, sport and recreational provision.
97. Local planning authorities must ensure that their development plans allocate sufficient land and water resources for organised sport and informal recreation. In order to do this effectively, account should be taken of current levels of provision in comparison to the local community's existing and future need for open space, sport and recreational facilities.

98. The government also believes that a set of local standards for such facilities should be produced. These local standards should comprise the following:
- *Quantitative elements (how much new provision may be needed);*
 - *A qualitative component (against which to measure the need for enhancement of existing facilities); and*
 - *Accessibility (including distance thresholds and consideration of the cost of using a facility).*

Sport England Planning Policy Statement – A Sporting Future for the Playing Fields of England

99. This statement sets out Sport England’s policy position on planning applications that propose development on playing fields. Sport England is a statutory consultee on all planning applications that involve playing fields and they have certain requirements to be met if the loss of playing fields is proposed. The definitions of “*playing fields*” and “*playing pitches*” are:

Playing Field

The whole of a site which encompasses at least one playing pitch.

Sport England’s policy is to protect all parts of a playing field, not just those which happen, for the time being, to be laid out as pitches. This is because those other parts of a playing field are a resource which may be needed, now or in the future, and it is important that they be afforded the same protection.

Playing Pitch

A delineated area which, together with any run off area, is of 0.2 hectares or more, and which is used for association football, American football, rugby, cricket, hockey, lacrosse, rounders, baseball, softball, Australian football, Gaelic football, shinty, hurling, polo or cycle polo.

Golf courses, tennis courts and bowling greens are not included in the definition. Playing pitches may have a grass surface or an artificial one.

100. Below is an extract from the policy detailing Sport England’s position.

“Sport England will oppose the granting of planning permission for any development which would lead to the loss of, or would prejudice the use of, all or any part of a playing field, or land last used as a playing field in an adopted or draft deposit local plan, unless, in the judgement of Sport England, one of the specific circumstances applies.”

E1 A carefully quantified and documented assessment of current and future needs has demonstrated to the satisfaction of Sport England that there is an excess of playing field provision in the catchment, and the site has no special significance to the interests of sport.

E2 The proposed development is ancillary to the principal use of the site as a playing field or playing fields, and does not affect the quantity or quality of pitches or adversely affect their use.

E3 The proposed development affects only land incapable of forming, or forming part of, a playing pitch, and does not result in the loss of or inability to make use of any playing pitch (including the maintenance of adequate safety margins), a reduction in the size of the playing areas of any playing pitch or the loss of any other sporting/ancillary facilities on the site.

E4 The playing field or playing fields, which would be lost as a result of the proposed development, would be replaced by a playing field or playing fields of an equivalent or better quality and of equivalent or greater quantity, in a suitable location and subject to equivalent or better management arrangements, prior to the commencement of development.

E5 The proposed development is for an indoor or outdoor sports facility, the provision of which would be of sufficient benefit to the development of sport as to outweigh the detriment caused by the loss of the playing field or playing fields.”

Worcestershire Playing Pitch Strategy (2002)

101. A county-wide Playing Pitch Strategy was produced in 2002 which analysed each authority at a whole-authority level. This is now well out of date, but some of the key findings and recommendations are worthy of note.
102. The pitch audit for the 2002 Worcestershire-wide strategy was on a sample basis, with 10 sites visited in each authority in spring 2001. Relevant points from the summary of the pitch audit are:
 - “satisfactory” sites were Brown Westhead Park and Springfield Park
 - drainage difficulties were identified on almost all of the pitches assessed
 - the condition of pitches throughout the County is inconsistent, although the majority are poor and unable to sustain the demand
 - flooding is a major issue. Significant playing time is lost and matches are cancelled throughout the County due to insufficient drainage. Improved drainage was identified as the main priority by all local authorities with the exception of Wyre Forest. The majority of pitches are on clay-based soils and many are uneven.
 - changing and ancillary facilities are poor or nonexistent on many pitches. 77% of the Wyre Forest sites had some changing, but only 7% were suitable for females

- maintenance is poor on a lot of pitches, particularly in terms of cutting grass, weeding and marking out pitches.
- Wyre Forest Council officers indicated that their main priority would be the improvement of the infrastructure around the pitches

103. The whole authority findings in 2002 were:

Football

- Oversupply of adult pitches
- Undersupply of junior pitches

Cricket

- Sufficient – surplus

Rugby

- Sufficient for adults – approx balance in supply and demand
- Insufficient for minis

Hockey

- Insufficient AGPs

104. No significant changes in grass pitch supply/demand would be expected to arise from changes in population.

105. The summary table included in the 2002 report is given below as Figure 17.

106. It is worth noting that the 2002 strategy report includes reference to a recommendation from the *West Midlands Region Hockey Facility Strategy, 2002 – 2007* that the AGP at King Charles I School be refurbished before 2005. Also that a 60x50m AGP for hockey should be developed in Kidderminster.

Figure 17: Summary table from 2002 strategy

Issue	Solution
Current shortfall of 1 junior football pitches	1 Designate and re-mark at least 1 adult football pitch as a junior football pitch. Ensure that child-friendly ancillary facilities are available (such as good quality changing) and that pitches are close to residential areas.
Current surplus of 21 adult football pitches	2 Although playing pitch methodology calculations suggest that pitches can be utilised by 4 teams, the geographic spread of the district means that this may not be possible. Pitches in the rural areas may service only the local team and it would be geographically impractical for other teams to use. A higher number of pitches than indicated by the playing pitch methodology are necessary, to cater for this geographic spread. Therefore, after designating and re-marking at least 1 adult football pitch as a junior football pitch, the remaining surplus pitches should be retained to accommodate for latent demand to 2009 and allow for rest and recovery (5 pitches). 3 The large surplus of football pitches identified masks the current situation in Wyre Forest. In reality, the pitches (particularly at schools) are of poor quality resulting in low carrying capacities. It is therefore recommended that all pitches are retained and improvements are made to the pitches listed in Table 6.7. In addition, the Council frequently have to turn away teams due to lack of spare capacity 4 The Council should develop a five year maintenance plan tailored to individual pitches in order to raise the quality of pitches (and in turn carrying capacity) in the district.
Current surplus of 13 cricket pitches	5 The large surplus of football pitches identified masks the current situation in Wyre Forest. In reality, the pitches (particularly at schools) are of poor quality and often have no markings. The Council should liaise with neighbouring local authorities with a shortfall of pitches (eg Wychavon) and encourage teams to travel into area.
Current shortfall of 3 junior rugby pitches	6 To cater for unmet demand (a) seek developer contributions and (b) apply for grant aid to the Sport England Lottery Fund (this should be undertaken in partnership with local rugby clubs and the constituent body, namely North Midlands).
Current surplus of 2 adult rugby pitches	7 Ensure that all surplus pitches are retained to allow for rest and recovery.
Current shortfall of 1 hockey pitches	8 An additional STP should be considered (subject to the application of Sport England's Facility Planning Model).

107. The recommendations for action were:

Brown Westhead Park	development of changing facilities; purchase of land for new pitches
Springfield Park	pitch upgrade; drainage, mark up additional pitch
Spennells	drainage
Habberley	changing facilities and car-park upgrade

108. As at December 2011, the situation on these sites was:

- Brown Westhead Park has had changing rooms provided, but the quality is poor. Its pitches however are good.
- Springfield Park has average quality changing rooms and good quality pitches.
- Spennells is no longer used for any sport.
- Habberley has been provided with changing accommodation which is good, as are the pitches.
- The AGP at King Charles I School has not yet been refurbished.
- Stourport Sports Club has 2 AGPs suitable for hockey and a further one proposed, having achieved an award from the Inspired Facilities fund in December 2011.

Existing Relevant Strategies

109. Wyre Forest District Council has an existing Open Space, Sport and Recreation Assessment that was produced in October 2008. The assessment has the same end point as this Framework, 2026.

110. The audit recommended standards for outdoor sports at 1.91ha per 1000. Indoor sports have recommendations but no specific standards.

EDUCATION AND SCHOOLS

111. Wyre Forest has been able to continue its BSF programme, linked also to a restructuring of the school network from 3-tier secondary to 2-tier, and redevelopment/replacement of some of the special schools. There have therefore been developments at a number of secondary, primary and special schools, and the programme is still to be completed. There are implications for the playing pitch strategy, both in general terms, and in relation to specific sites.

Dual use agreements for grass pitches

112. There are no formal dual use agreements for any grass pitch use of any school site in Wyre Forest other than at Bewdley High School, and no more are envisaged to be able to be developed in the short, medium or even longer terms. There 9 school sites across Wyre Forest which provide for a small number of football and cricket clubs, but this use is not really secure in the long term as the use is wholly in hands of the individual school, whose policies and priorities may change.

113. This issue is in part underlain by the fact that most state schools have close to the minimum area required for grass playing fields, as set down in government regulations, so the pitches that they do have are often already used to their maximum capacity during the winter. Without very much increased maintenance, the pitches could simply not sustain additional winter use.

114. The use during the summer months by cricket clubs is easier, but there are still issues with site security and with the fact that the cricket season overlaps with football.

115. In terms of the modelling behind this strategy, the Sport England guidance requires the inclusion of schools with a current *policy* of dual use or charging schedule. Across Kidderminster (sub areas Kidderminster East and Kidderminster West) there are 5 schools included within this assessment as having secure community use, out of a total of 11 sites in the town. It is however necessary to question if all of these sites will remain available to the community in the longer term.

Dual use agreements for artificial pitches

116. The very high cost of artificial grass pitches (AGPs) means that most have been, and will continue to be, developed as a partnership between several interests in the community. Most pitches have / will also have grant aid of some form, a fundamental condition of which is long term secure community use. This is the case at the two existing sites with AGPs; Stourport Sports Club and King Charles I School, both of which are on school sites or form part of a school-community partnership.

Academies

117. Several schools are now considering moving to Academy status, both secondary and primary, although at the time of writing only Stourport High School has moved to Academy status. Becoming an Academy brings new powers to the individual schools and a lessening of the LEA's influence. Other than in relation to the legal commitments for the community use of artificial grass pitches, none of the Academy schools are or would be required to support the community use of grass pitches their sites.
118. King Charles I School is currently consulting about becoming an Academy and it has two sites, the upper site with a single grass football pitch and AGP, and the lower site which has 2 full size grass pitches, one football and one rugby. Both the pitches on the lower site have been used by the community in the past, but there are currently issues with the drainage on the site. This means that they have been withdrawn from community use, but there is also the possibility that development might be sought on one of them.

Planning permission conditions

119. With the move to individual school control over sites, one mechanism which has been employed to help secure community use is that of planning permission conditions. This has been worded in different ways in different locations, but may help to ensure long term community use. Such planning conditions have been applied to: Birchen Coppice Primary School, St Catherine's CoE Primary, and Sutton Park Primary. As these schools should now have secure community use on their grass pitch sites, they have been included within the assessment, even if works on the site mean that they have yet to be opened.

Birchen Coppice Primary School

120. The primary school has recently been rebuilt with a new junior football pitch. The planning permission was granted with a condition requiring a community use policy for its facilities. There are also changing rooms which are designed to be available to the community. This new pitch was only seeded in September 2011 so is not yet ready for use.

St Catherine's CoE Primary

121. St Catherine's C of E Primary School is currently being rebuilt; it will have 2 x mini football pitches which will be available for Kidderminster Carolians RFC for training by way of planning conditions. In return the school will have use of the pitches at the rugby club.

Sutton Park Community Primary School

122. The primary school has recently been rebuilt with a new mini football pitch. The planning permission was granted with a condition requiring a community use policy for its facilities. There are also changing rooms which are designed to be available to the community. This new pitch was only seeded in September 2011 so is not yet ready for use.

Closure of school sites

123. With the change in schools structure across Wyre Forest two school sites with playing fields have become redundant:

Sion Hill Middle School

124. The school on this site has closed down but the pitches are still available to the community on non secure terms and are used. Worcestershire County Council has no plans to sell or redevelop the playing fields as they are located in the greenbelt, but given that the school has closed, there must be a question-mark about its long term future, including its ownership and management.

Former Sladen Middle School Site, Kidderminster

125. This former school site and its associated playing fields are disused, they have however been identified in the Churchfields Masterplan for redevelopment. Planning policies, although yet to be adopted, state that any new development on the site will be expected to provide compensation for the loss of the playing fields.

Other changes

Baxter College

126. The other major proposal impacts upon Baxter College and the development/relocation of the special school onto land which is currently part of the secondary school. This relocation will result in the redevelopment of an area of land which is presently used for temporary classrooms to permanent buildings. In planning terms this will mean the loss of one junior grass football pitch, as the earlier planning permission had a condition that the temporary classroom site needed to be returned to grass pitches.
127. In part to offset the loss of the junior pitch but also to improve the sports facilities at Baxter College, there is now a proposal to develop a full-size flood-lit AGP with a 3G surface to replace an adult size grass football pitch. The site will have community

use and some changing space will be available, and the current intention is that the pitch will be designed for football.

128. However if a requirement for community rugby training can be demonstrated by the RFU and local clubs, and if grant aid or other funding can meet the additional cost, and this can be achieved within the timescales required for the start of construction of the pitch (contract to be let in May 2012), then there may be an option for a shock-pad to be provided to cater for rugby.
129. The option of making the pitch a hockey-football AGP was considered in detail at the feasibility stage of the project. This was discounted because:
 - England Hockey is now intending to withdraw its support to hockey-football surfaces, and will be recommending hockey specific surfaces only in the future
 - The proposed development of a 3rd pitch at Stourport Hockey Club negates the need for an additional hockey AGP so physically close (3 miles distance, or a drive time of 12 minutes)
 - The school does not play hockey.

ASSESSMENT – FOOTBALL

Current situation

Current demand

130. The number of football teams playing on grass in Wyre Forest has been derived primarily from the Worcestershire FA statistics, drawn from the registered teams database. This information has been supplemented by booking information from Wyre Forest District Council to identify clubs and teams using council sites which are not registered with Worcestershire, but rather with Birmingham FA.
131. This team information suggests that the following number of teams are playing in the district for the season 2011-12. It should be noted that “youth” teams are deemed adult for the purposes of this strategy, because they use adult size pitches.

Figure 18: Football team numbers

	Age	Number of teams
Mini-soccer (U7-U10s) - mixed	6-9yrs	35
Youth football - boys	10-15yrs	53
Youth football - girls	10-15yrs	7
Men’s football	16-45yrs	70
Women’s football	16-45yrs	5

132. A total of 11 teams have been identified as playing in Wyre Forest and are not registered with Worcestershire FA, comprising 3 junior teams, and 8 adult and youth teams. One of these teams has however provided a club survey return which states that the majority of its members come from Kidderminster, so they are assumed to be “residents”. The teams considered as Imported Teams are identified as such within the full team list, provided as Appendix 2. The imported teams have been counted within the assessment.
133. For the purposes of the Playing Pitch Model, a “team equivalent” of 10% has been added to these team numbers to take account of the impact of training. This gives a nominal team count of:

Figure 19: Football team equivalents

	Age	Number of teams including team equivalents
Mini-soccer (U7-U10s) - mixed	6-9yrs	39
Youth football - boys	10-15yrs	58
Youth football - girls	10-15yrs	8
Men’s football	16-45yrs	77
Women’s football	16-45yrs	7

134. Wyre Forest has very notable peaks in the demand from each age group, illustrated by table below. This means that having separately marked out pitch of each pitch size would be difficult to achieve as the pitches might only get used once per week for matches.

Figure 20: Football match times

	Senior	Junior	Mini
Saturday AM	0%	5%	93%
Saturday PM	10%	15%	7%
Sunday AM	83%	0%	0%
Sunday PM	5%	80%	0%

FA's Local Participation Report

135. The FA's Local Participation Report for the season 2010-11 has the following key points:

- There were slightly more adult men's teams, mini and junior girls' teams registered with the WFA and playing in Wyre Forest per 1000 in their relevant age groups than the national and regional averages
- There were fewer junior boys' teams in Wyre Forest than the national and regional average per 1000 in the relevant age groups
- The number of women's teams were in line with the regional and national averages
- There was a fall in the number of adult and mini teams recorded between the 2009/10 season and the 2010/11 season.

136. The WFA has assessed the growth potential for Wyre Forest based on the number of teams recorded and the average participation rates elsewhere in similar authorities. They estimate that the following additional teams could be generated in the district:

Figure 21: WFA predicted team growth

	Age	Additional number of teams which might be possible to generate in Wyre Forest (WFA figs)	Would give a total number of teams (current + WFA aspiration)
Mini-soccer (U7-U10s) - mixed	6-9yrs	21	56
Youth football - boys	10-15yrs	21	73
Youth football - girls	10-15yrs	10	17
Men's football	16-45yrs	6	76
Women's football	16-45yrs	0	5

137. The growth potential for youth football is particularly notable, and reflects the current low number of teams playing within Wyre Forest. In turn, this may reflect the very limited number of pitches which are currently available and marked out for this age group. This issue is explored in more detail in later sections of this report.
138. The WFA report also provides sports development statistics, which help to provide more background to the picture of football within the district. The key sports development points are:
- On average clubs have two teams in Wyre Forest whereas elsewhere a higher number have three teams.
 - 21 of the youth clubs do not have any mini teams.
 - About 95% of the adult clubs have only one team, much higher than the national average of 76%.
 - There are fewer Community Clubs and Development Clubs in Wyre Forest than the national average, but slightly more Charter Standards clubs.
 - More than 93% of youth and mini soccer teams play within Charter Standard club – well above the national target of 75%.
 - The peak age group for participation is under 11.
 - Although there are 15 leagues attracting teams from Kidderminster, there are a small number of large leagues; Kidderminster and District Football Leagues for adult men who play on a Sunday morning (50 teams), Stourport and District Youth Football League which caters for minis and juniors (58 teams), and Mercian Festival Junior Football League (24 teams).
139. In summary, the main issues impacting upon the playing pitch strategy are:
- The low number of junior and mini teams, and scope to improve rates of participation.
 - The need for the minis and juniors to be part of clubs which have access to multi-pitch sites, ideally with pitches marked out to the “correct” dimensions.
 - The need to integrate the age groups better by strengthening the club network, from minis through junior to adult football.
 - The high number of adult teams playing in a single league, resulting in a high percentage of matches being played at peak time.
 - The limited number of pitches available mean that adults and juniors need to use the same pitches every week, and some of the mini games are played across the adult pitches rather than on dedicated spaces.

Club consultation

140. A total of 11 football clubs responded to the consultation which was in the form of a questionnaire sent to all clubs registered with the WFA in December 2011. These were:

Bewdley Arches F.C.
 Burlish Olympic F.C.
 Burlish Olympic Youth (Jun) F.C.
 Cookley Sports F.C.
 Ferndale Youth F.C.
 Harriers Arms F.C.
 Harriers Trust F.C.
 Heta F.C.
 Kidderminster Athletic F.C.
 Kidderminster Lions F.C.
 Kidderminster Lions Girls F.C.
 Stourport Swifts F.C.
 Stourport Swifts Youth F.C.
 Swan Bewdley F.C.

141. Although this seems a small number, between them these clubs represent a good proportion of the teams in Wyre Forest:

	No teams represented by responses	No teams in Wyre Forest	% of teams in relevant age group represented
Mini	21	35	60%
Junior boys (u11-u16)	21	53	40%
Junior girls (u11-u16)	1	7	14%
Adult men (16+ years)	12	70	17%
Adult women (16+ years)	1	5	20%

142. Most clubs face the same issues, these are as follows:

- Lack of internal and external funding limits expansion/development, although all clubs would like to expand.
- Lack of appropriate facilities (both pitches and ancillary facilities).

- Cost of pitch hire, particularly at Wyre Forest District Council sites where hire costs are much higher than privately owned/parish sites where quite often all of the necessary equipment is also provided.
- On some sites, the security of changing facilities during matches.
- The Kidderminster and District Football League (K&DFL) will not hire pitches where the owners are in control of the cancellation of matches.
- The leagues are happy with the use of artificial grass pitches for matches, as long as suitable changing facilities are available.
- Women’s leagues seem to prefer the use of AGPs for matches.

143. During the consultation meeting with the leagues, Kidderminster and District Football League (K&DFL) expressed an interested in exploring the options for them managing council sites, particularly Brown Westhead Park.

Supply of pitches

Pitch sizes

144. The pitch sizes used in the Strategy are as given in Sport England’s guidance note of 2006, Towards a Level Playing Field.

Figure 22: Football pitch sizes

Type	Min size		Max size		Safety margins		Hectares max with safety
	L	W	L	W	Side	End	
Senior	90	46	120	90	9	6	1.4
Youth	70	42	82	56	3	3	0.5
Minis U9/10	46	27	55	37	3	3	0.3
Minis U7/8	27	18	46	27	3	3	0.2

145. These are not as comprehensive as the latest advice from Worcestershire FA on pitch sizes (Figure 23), but this issue is not critical in terms of the Strategy’s main findings or outputs. The following table from the WFA is useful however in illustrating the cross-over in size between those pitches which are recommended for u13/u14 and those providing for youth (u17/u18) / adult pitches. This point is an important consideration within in the Strategy’s recommendations.

Figure 23: FA recommended pitch dimensions

Suggested pitch size in yards		Pitch dimensions in yards	Pitch dimensions in metres
Mini Soccer U7-U8 (rec. goal size 6'x12')			
50 x 30	max	50 x 30	45.75 x 27.45
	min	30 x 20	27.45 x 18.30
Mini Soccer U9/U10 (rec. goal size 6'x12')			
60 x 40	max	60 x 40	54.90 x 36.60
	min	50 x 30	45.75 x 27.45
9 v 9 Soccer (rec. goal size 7'x16')			
80 x 50	max	85 x 55	78.46 x 50.77
	min	70 x 45	64.00 x 42.00
Youth U11/U12 (rec. goal size 7'x21')			
80 x 50	max	90 x 55	82.00 x 50.77
	min	75 x 45	68.25 x 42.00
Youth U13/U14 (rec. goal size 7'x21')			
90 x 55	max	100 x 60	91.00 x 56.00
	min	80 x 50	72.80 x 45.50
Youth U15/U16 (rec. goal size 8'x24')			
100 x 60	max	110 x 70	100.60 x 64.00
	min	90 x 50	82.30 x 45.50
Youth U17/U18 & Seniors (11v11) (rec. goal size 8'x24')			
110 x 70	max	130 x 100	120.00 x 90.00
	min	100 x 50	90.00 x 45.50

Current supply

146. The current provision of pitches varies across the authority. Figure 24 provides a summary of the number of pitches of each size which have secure community use according to the definition provided by Sport England in their playing pitch strategy guidance. These are mapped in Figure 25.

Figure 24: Football pitches in secure community use

	No. Senior Football Pitches	No. Junior Football Pitches	No. Mini Soccer Pitches
Bewdley and Rural West	7	0	3
Kidderminster East	2	3	0
Kidderminster West	4	2	4
Rural East	16	2	1
Stourport	9	1	8
	38	8	16

147. The sites with secure community use are:

Areley Kings Sports Ground
 Bewdley Football Club
 Birchen Coppice Primary School
 Callow Hill Sports Ground
 Chainwire Sports Ground
 Kidderminster Carolians Rugby Football Club
 Lea Castle Sports Ground
 Mill Lane
 Mostyn Rangers Football Club
 Springfield Sports Ground
 St Anne's Primary School
 St Catherine's CofE Primary
 Stourport Swifts Football Club
 Sutton Park Community Primary School
 White Wickets Sports Field
 Wolverley High School Football

148. Six of these "secure community use" sites are schools. Together they provide one of the junior football pitches and 6 of the mini football. It should also be noted that included in the list are Bewdley FC's and Stourport Swifts' grounds, which are not really "open" to general community use.

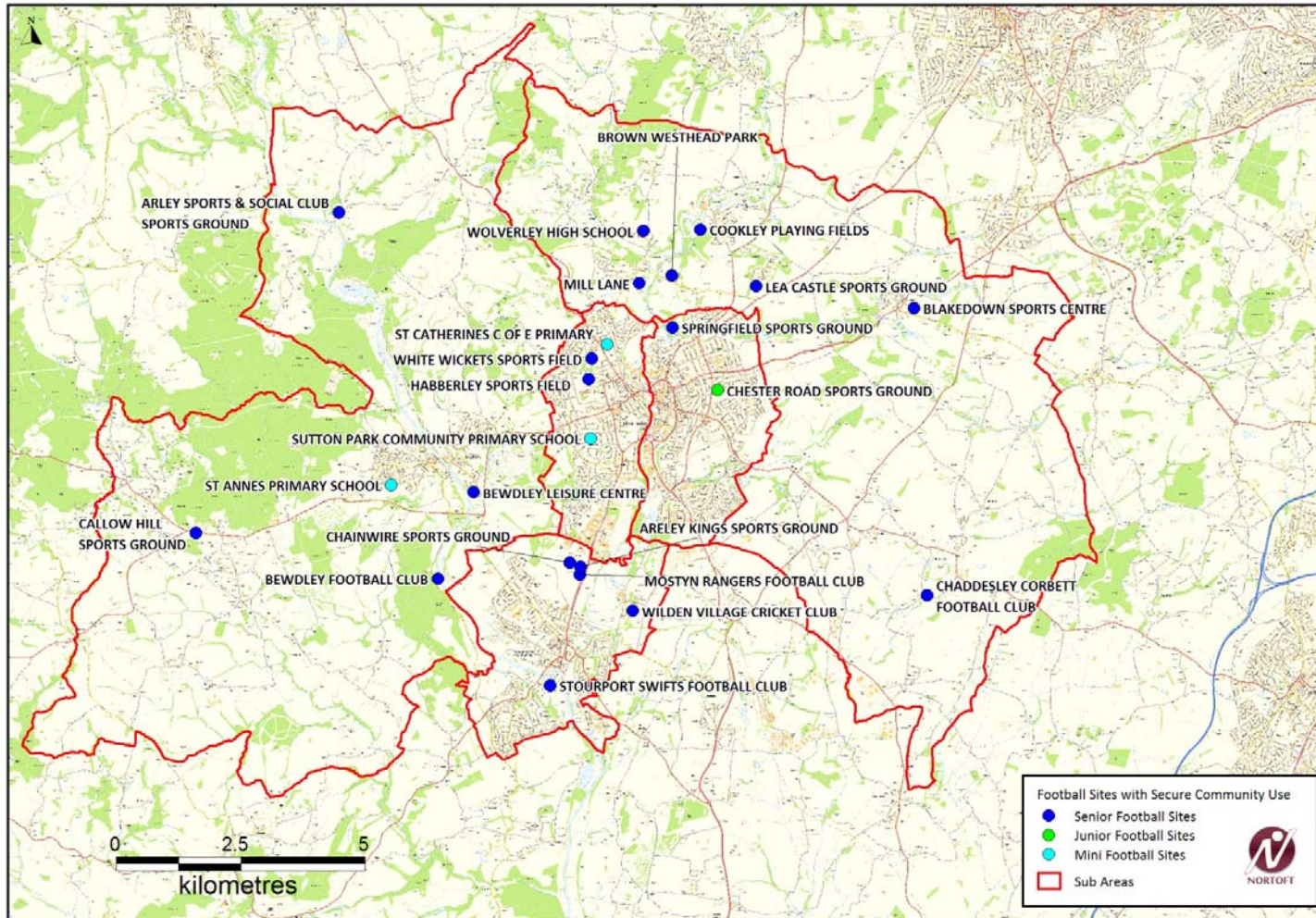
149. There are 16 other pitch sites, mainly located at schools, both state and independent, but the clubs do not generally have access to these. A full list of the pitch sites is provided as Appendix 5.

150. Each site was assessed in December 2011 by a site visit and using the templates provided by Sport England as part of the Playing Pitch Model 2003. The key findings in relation to the secure community use sites are:

- There are 16 sites with secure community use

- All of the secure sites were assessed to be able to carry two matches per week
 - 10 of the sites are owned or long term managed by voluntary sports clubs
 - 4 sites are owned and managed by Wyre Forest District Council; Bewdley Leisure Centre, Brown Westhead, Habberley, and Springfield Park
 - 1 site is industrial
 - There are no sites with only one pitch, other than Stourport Swifts
 - Only Areley Kings Sports Ground, White Wickets and Chainwire have a mixture of pitch sizes, and of these only Chainwire provides for minis, junior and adults.
151. The site quality audit picked up some significant issues in relation to the quality of sites. In the returns from the clubs the pitches which were identified as being relatively poor were:
- Callow Hill Sports Ground, Rock
Spennells
White Wickets bottom pitch
Areley Kings
Brown Westhead Park
Mill Lane
Habberley
Cookley
Wilden
152. The poor quality of changing provision at Brown Westhead Park, Mostyn Rangers and Areley Kings were particularly noted. More details on these are provided below within the site specific section.
153. The WFA have also identified priorities for investment, these are Wilden, Bewdley (changing), Areley Kings (changing) and Stourport Swifts.
154. There is a strong theme of site self-management by clubs, and a willingness by Kidderminster Football League to explore the option of managing a site or sites themselves, which are currently managed by Wyre Forest District Council. However the WFA urges that self-management must be treated with caution, and that the business plans must be fully worked up to ensure the long term viability of any facility.

Figure 25: Football sites with secure community use



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Site specific issues

155. Some of the following sites apply to more than one sport, or are linked to the schools renewal programme. They are repeated here for completeness.

Brintons/Chainwire

156. Stourbridge College is proposing to purchase the Brintons/Chainwire site as a sports facility for the College. The existing social club is proposed to be used as an education base.
157. A football-rugby AGP is being considered and there may be an opportunity to develop one further grass pitch on the site. The location of the proposed AGP is not yet determined, nor its impact on the grass playing field area.
158. The Brintons/Chainwire site forms part of the largest multi-pitch location in Wyre Forest and the area to be purchased by Stourbridge College includes 10 pitches of different sizes. These pitches are currently being used to their physical capacity in terms of the resilience of natural grass by the community. There is a serious question whether both college use and community use can both be sustained without substantial investment in the pitches themselves, both capital and on-going revenue (maintenance).
159. Stourbridge College is in discussion with the existing clubs on the site, and is hopeful that community use can be continued. However there is currently no guarantee of this beyond September 2012.

Areley Kings Sports Ground

160. Site has poor access and parking as well as a very poor clubhouse. Planning permission has been granted for a new clubhouse and a bid has been made to the Football Foundation for funding.

Baxter College

161. A new Artificial Grass Pitch is proposed on this school site, this will replace a full size grass football pitch. A new special school is also being built, part of which will be on the site of a junior grass football pitch, which is currently being used as temporary classrooms.

Birchen Coppice Primary School

162. The primary school has recently been rebuilt with a new junior football pitch. The planning permission was granted with a condition requiring a community use policy to be produced for its facilities. There are also small changing rooms which are

designed to be available to the community. This new pitch was only seeded in September 2011 so is not yet ready for use.

Bewdley

163. There is a need for additional pitches (9 v 9 etc) and training provision.

King Charles I School (Lower Site)

164. Site has 2 full size grass pitches, one football, and one rugby. Both have been used by the community in the past but there are currently issues with the drainage on the site. This has made them unavailable for use by the community. There is also a possibility that one of the pitches will be developed.

Morgan Advanced Ceramics

165. This industrial site has two full size football pitches, it is not available to the community per se but due to a long standing relationship with local football clubs, it is used for matches.

Sion Hill Middle School

166. The school on this site has closed down but the pitches are still available to the community on non secure terms. Worcestershire County Council has no plans to sell or redevelop the playing fields at this stage as they are located within the greenbelt.

St Anne's Primary School

167. The school has 3 mini football pitches which have been used on a long term and regular basis by a local football club.

St Catherine's C of E Primary School

168. See details of Kidderminster Carolians RFC above.

Stourport Sports Club

169. This site currently has 2 AGPs, an indoor netball dome, athletics track and a closed road cycle track as well as a clubhouse. The AGPs are used by the neighbouring Stourport High School, Stourport Hockey Club and also hired for football training. They are in poor condition and need to be resurfaced. Funding has been agreed to replace the surface on one of the pitches and upgrade it to an international standard hockey pitch, but there is currently no money available for the replacement surface for the second pitch. Grant funding has recently been awarded for a third pitch which will be located within the cycle track. It has not yet been agreed whether this new pitch will become the international standard pitch instead.

Stourport Swifts

170. The WFA have identified a need to enhance the stadia.

Sutton Park Community Primary School

171. The primary school has recently been rebuilt with a new mini football pitch. The planning permission was granted with a condition requiring a community use policy to be produced for its facilities. There are also small changing rooms which are designed to be available to the community. This new pitch was only seeded in September 2011 so is not yet ready for use.

Former Sladen Middle School Site, Kidderminster

172. This former school site and its associated playing fields are disused, they have however been identified in the Churchfields Masterplan for redevelopment. Planning policies, although yet to be adopted, state that any new development on the site will be expected to provide compensation for the loss of the playing fields.

Spennells Sports Field

173. This council owned playing field is no longer used by any teams and there are now no pitches marked out. There was originally 1 senior football pitch and 1 mini football pitch on this site. There are changing facilities although they are in very poor condition.

Wilden

174. There is a need for changing provision and there may be justification too for additional pitches.

Future pitch provision

175. No new pitches are currently planned other than the ones identified above. The s106 money from the loss of cricket and football pitches at Brintons is now proposed to be used for the third pitch at Stourport Sports Club (hockey), but this will help to release the AGP at King Charles I School for football, and justifies the choice of surface at Baxter College as 3G for football.

Current balance in supply and demand

176. The assessment of the balance in supply and demand is calculated using the Sport England Playing Pitch Model.
177. Figure 26 provides a summary this balance in supply and demand for football. It shows that in 2011 there were too few junior pitches across the authority as a whole, while at the same time, there appeared to be a significant “surplus” of mini pitches and a small “surplus” of senior pitches.

Figure 26: Season 2011-12 balance in supply and demand for football – adults and juniors

Football	Stage 1		Stage 2		Stage 3		Stage 6		Stage 7 (S6- S5)											
	Nr of teams		Ratio		(S1 x S2)		Audit		Shortfall or surplus											
	Adult teams (senior)	Junior teams (junior)	Games per week (senior)	Games per week (junior)	Games per week (senior)	Games per week (junior)	Nr of pitches (senior)	Nr of pitches (junior)	Saturday AM (senior)	Saturday PM (senior)	Saturday AM (junior)	Saturday PM (junior)	Sunday AM (senior)	Sunday PM (senior)	Sunday AM (junior)	Sunday PM (junior)	Mid Week 1 Tuesday (senior)	Mid Week 1 Tuesday (junior)	Mid Week 2 Thursday (senior)	Mid Week 2 Thursday (junior)
Total	83	66	0.5	0.5	41.5	33	38	8	38.0	33.9	6.4	3.1	3.6	35.9	8.0	-18.4	37.2	8.0	38.0	8.0
Bewdley and Rural West	11.4	9	0.5	0.5	5.68	4.51	7	0	7.0	6.4	-0.2	-0.7	2.3	6.7	0.0	-3.6	6.9	0.0	7.0	0.0
Kidderminster East	24.8	20	0.5	0.5	12.4	9.84	2	3	2.0	0.8	2.5	1.5	-8.3	1.4	3.0	-4.9	1.8	3.0	2.0	3.0
Kidderminster West	21.8	17	0.5	0.5	10.9	8.67	4	2	4.0	2.9	1.6	0.7	-5.0	3.5	2.0	-4.9	3.8	2.0	4.0	2.0
Rural East	7.28	6	0.5	0.5	3.64	2.9	16	2	16.0	15.6	1.9	1.6	13.0	15.8	2.0	-0.3	15.9	2.0	16.0	2.0
Stourport	17.8	14	0.5	0.5	8.9	7.08	9	1	9.0	8.1	0.6	-0.1	1.6	8.6	1.0	-4.7	8.8	1.0	9.0	1.0

178. Findings:

- For adults at peak time there are just enough pitches overall to meet demand but there is a deficit of 8 pitches in Kidderminster East and 5 pitches in Kidderminster West
- Rural East has high number of pitches, but even here they are almost always in use at peak time
- There is a severe shortage of junior pitches at peak time, more than 18 pitches, with all area affected other than Rural East
- It is known that the juniors use adult size pitches, so that many pitches are used twice a week for matches.
- Assuming that juniors are playing on the smaller-sized adult pitches, there is sufficient capacity overall.

Figure 27: Season 2011-12 balance in supply and demand for football - minis

Mini soccer	Stage 1		Stage 2		Stage 3		Stage 6		Stage 7 (S6- S5)					
	Nr of teams		Ratio		(S1 x S2)		Audit		Shortfall or surplus					
	Teams	Team equivalents	Games per week	Games per week	Equivalent games per week	Nr of mini pitches	Nr of pitches (adult equiv)	Saturday AM	Saturday PM	Sunday AM	Sunday PM	Mid Week 1	Mid Week 2	
Total	39	0	1	39	0	16	0	20.3	13.3	16.0	16.0	16.0	16.0	16.0
Bewdley and Rural West	5.33	0	1	5.33	0	3	0	-2.0	2.6	3.0	3.0	3.0	3.0	3.0
Kidderminster East	11.6	0	1	11.6	0	0	0	10.8	-0.8	0.0	0.0	0.0	0.0	0.0
Kidderminster West	10.2	0	1	10.2	0	4	0	-5.5	3.3	4.0	4.0	4.0	4.0	4.0
Rural East	3.42	0	1	3.42	0	1	0	-2.2	0.8	1.0	1.0	1.0	1.0	1.0
Stourport	8.36	0	1	8.36	0	8	0	0.2	7.4	8.0	8.0	8.0	8.0	8.0

179. Findings:

- 93% of mini soccer is played on Saturday mornings.
- There is a deficit of about 20 pitches overall across the authority on Saturday mornings, with the areas least well provided for being Kidderminster East.
- At other times there are at least 13 specially marked out mini pitches unused.

Future balance in supply and demand

180. Wyre Forest's population is expected to grow slowly up to 2026, but there will be a reduction in the number of people within the active age groups, which for football is particularly those aged 6-45 years.
181. The demand calculation for football is based on a planned growth in the game of 1% per annum, for every year up to 2026, and the starting point is the current participation rate at each age group.
182. The findings below are for the year 2026. The intervening milestone years of 2016 and 2021 have not been summarised within the main report as there is effectively very little change.
183. In essence, where there is an issue now with a mis-match of supply and demand, this will continue into the long term.
184. If the WFA and leagues are content with smaller dimensions for around 20 of the adult size pitches to enable junior matches to also be played on them, then there is approximately sufficient capacity within the existing stock of pitches to provide for both the adult and junior games when the authority is considered as a whole. The calculations behind this are:

2010

66 junior teams = 33 matches x 80% peak time of Sunday pm = 26 matches to be provided for at any one time

83 adult teams = 42 matches x 5% matches on Sunday pm = 2 matches

For juniors: total of 28 pitches required in total and 46 pitches are available (adult + junior)

Current supply = 8 junior pitches + 20 "adult" pitches

2026

71 junior teams = 35 matches x 80% peak time of Sunday pm = 28 matches to be provided for at any one time

90 adult teams = 45 matches x 5% matches on Sunday pm = 2 matches

For juniors: total of 30 pitches required in total and 46 pitches are available (adult + junior)

Current supply = 8 junior pitches + 20 "adult" pitches

185. Therefore there is sufficient capacity overall across the district for juniors, but the lack of total pitch space in Kidderminster means that there is still insufficient space to cater for junior demand, even if all of the adult pitches were of the smaller dimension.

Figure 28: 2026 balance in supply and demand for football – adults and juniors

Football Future Year	Predicted			Stage 1		Stage 2		Stage 3		Stage 6		Stage 7 (S6- S5)											
	teams			Nr of teams		Ratio		(S1 x S2)		Audit		Shortfall or surplus											
	Nr of teams calculated from TGR (adult + junior)	Growth factor	New number of teams	Adult teams (senior)	Junior teams (junior)	Games per week (senior)	Games per week (junior)	Games per week (senior)	Games per week (junior)	Nr of pitches (senior)	Nr of pitches (junior)	Saturday AM (senior)	Saturday PM (senior)	Saturday AM (junior)	Saturday PM (junior)	Sunday AM (senior)	Sunday PM (senior)	Sunday AM (junior)	Sunday PM (junior)	Mid Week 1 Tuesday (senior)	Mid Week 1 Tuesday (junior)	Mid Week 2 Thursday (senior)	Mid Week 2 Thursday (junior)
Total	140.0	15%	161.0	90.2	70.9	0.5	0.5	45.1	35.4	38	8	38.0	33.5	6.2	2.7	0.6	35.7	8.0	-20.3	37.1	8.0	38.0	8.0
Bewdley and Rural West	19.2	15%	22.0276	12.3	9.7	0.5	0.5	6.2	4.8	7	0	7.0	6.4	-0.2	-0.7	1.9	6.7	0.0	-3.9	6.9	0.0	7.0	0.0
Kidderminster East	41.8	15%	48.0427	26.9	21.1	0.5	0.5	13.5	10.6	2	3	2.0	0.7	2.5	1.4	-9.2	1.3	3.0	-5.5	1.7	3.0	2.0	3.0
Kidderminster West	36.8	15%	42.3002	23.7	18.6	0.5	0.5	11.8	9.3	4	2	4.0	2.8	1.5	0.6	-5.8	3.4	2.0	-5.4	3.8	2.0	4.0	2.0
Rural East	12.3	15%	14.1327	7.9	6.2	0.5	0.5	4.0	3.1	16	2	16.0	15.6	1.8	1.5	12.7	15.8	2.0	-0.5	15.9	2.0	16.0	2.0
Stourport	30.0	15%	34.5356	19.3	15.2	0.5	0.5	9.7	7.6	9	1	9.0	8.0	0.6	-0.1	1.0	8.5	1.0	-5.1	8.8	1.0	9.0	1.0

186. Findings:

- For adults at peak time there are just enough pitches overall to meet demand but there is a deficit of 9 pitches in Kidderminster East and 6 pitches in Kidderminster West (an increase of one each over the situation in 2012)
- Rural East has high number of pitches, but even here they are almost always in use at peak time
- There is a severe shortage of specially marked out junior pitches at peak time, more than 20 pitches (a rise of 2 since 2012), with all area affected other than Rural East. However if a high proportion of larger size pitches have dimensions also suitable for juniors, then there is sufficient capacity overall.

Figure 29: 2026 balance in supply and demand for football - minis

Mini Soccer Future Year	Predicted		Stage 1		Stage 2	Stage 3		Stage 6		Stage 7 (S6- S5)									
	teams		Nr of teams		Ratio	(S1 x S2)		Audit		Shortfall or surplus									
	Nr of teams calculated from TGR	Growth factor	New number of mini teams	New team equivalents	Games per week	Games per week	Equivalent Games per week	Nr of mini pitches	Nr of pitches (adult equiv)	Saturday AM	Saturday PM	Sunday AM	Sunday PM	Mid Week 1	Mid Week 2				
Total	36.7	15%	42.2	0.0	1	42.2	0.0	16	0	-23.2	13.0	16.0	16.0	16.0	16.0				
Bewdley and Rural West	5.0	15%	5.8	0.0	1	5.8	0.0	3	0	-2.4	2.6	3.0	3.0	3.0	3.0				
Kidderminster East	10.9	15%	12.6	0.0	1	12.6	0.0	0	0	-11.7	-0.9	0.0	0.0	0.0	0.0				
Kidderminster West	9.6	15%	11.1	0.0	1	11.1	0.0	4	0	-6.3	3.2	4.0	4.0	4.0	4.0				
Rural East	3.2	15%	3.7	0.0	1	3.7	0.0	1	0	-2.4	0.7	1.0	1.0	1.0	1.0				
Stourport	7.9	15%	9.0	0.0	1	9.0	0.0	8	0	-0.4	7.4	8.0	8.0	8.0	8.0				

187. Findings:

- There is a deficit of about 23 pitches overall across the authority on Saturday mornings (compared to 20 in 2012) with the areas least well provided for being Kidderminster East.
- At other times there are at least 13 specially marked out mini pitches unused.

Artificial Grass Pitches and football

188. The proposed swap from a hockey surface to a 3G surface for football at King Charles I School, plus an additional 3G pitch at Baxter College, would help to alleviate the lack of pitch space within Kidderminster for football. At the current time about 30% of the community programme time at Stourport is used by football (15 hours across the two pitches), and 60% of the time at King Charles I School (12 hours).
189. A more detailed analysis is provided in the Artificial Grass Pitch section below.

Summary for football

190. There is currently too little specially marked out pitch space in total for both junior and mini football in Wyre Forest. At present many matches are over-marked to provide for the mini game, and the juniors play on adult or small adult pitches. This is not an ideal situation, and is probably being reflected in the much lower team numbers for juniors than might otherwise be expected.
191. The WFA's aspirations for an increase in the number of junior teams seems unlikely to be able to be realised unless there is a step-change in the nature of and availability of pitch space, particularly in Kidderminster. Discussions with the leagues as part of the Playing Pitch Strategy process suggest that any changes in league times/structures could be difficult to achieve and will probably take a period of time to bring to fruition. The debate will need to be led by the WFA as part of their sports development work, and the approach which emerges will have a significant impact upon the medium-longer term investment priorities for football.
192. The trend towards a smallish number of large clubs providing for minis and juniors is likely to continue. This increases the need for high quality multi-pitch sites able to cater for all ages.
193. However as a significant number of new large grass pitch sites are unlikely to become available to meet the shortfalls identified, particularly in Kidderminster, all opportunities should be taken to develop large size 3G pitches. These can provide for all levels of the sport, with a particular focus on juniors, women and girls.
194. Where sites have been or are proposed to be secured for the community via planning conditions, it is important that these are brought fully into use and managed appropriately.

Standards of provision for football

195. Standards of provision need to have three elements; quantity, quality and accessibility, and they will need to reflect the practical opportunities within the authority as well as the characteristics of Wyre Forest’s population, both current and future.
196. The standards will be applied for new provision connected to new housing, and will also provide policy objectives for the rest of the authority.

Standard for quantity

197. The table below provides the calculation for the amount of playing field space for football which should be provided per 1000 up to 2026. This assumes that the current pattern of peak demand stays the same and that juniors continue to play on “adult” pitches. The total amount of playing field space required is assumed to be 150% of the pitch area. This allows space for changing rooms, car parking etc. on a site.

Figure 30: Football quantity standards (pitch area)

2010

Pitches size	Hectares max with safety	Number required	Hectares of playing pitch area	Hectares of playing field area @ 150% of pitch area
Senior	1.4	35	49	74
Youth	0.5	8	4	6
Minis	0.3	19	5.7	9
				88

2026

Pitches size	Hectares max with safety	Number required	Hectares of playing pitch area	Hectares of playing field area @ 150% of pitch area
Senior	1.4	38	53.2	80
Youth	0.5	8	4	6
Minis	0.3	20	6	9
				95

198. This can then be translated into a playing field area per 1000 for the total population, and it is recommended that 0.9 ha per 1000 is used as the planning standard.

Figure 31: Football quantity standards (playing field area)

	2012	2026
Total population	98,700	104,200
Total area of playing field space for football needed (hectares)	88	95
Provision per 1000 population	0.89	0.91

Standard for Quality

Multi-pitch sites

199. The most useful sites for football development and the best for efficient long term maintenance are those which are at least the equivalent of 4 senior pitches in area, or a minimum size of 6 ha. New sites should therefore be developed with this minimum size in mind. In the villages there will be less need for multi-pitch sites and the objective should be to maintain the existing stock of pitches, possibly developing single pitches or smaller groups of pitches if local demand is apparent.

Pitches sized to meet football needs

200. Consideration should be given to remarking some of the senior pitches to junior to meet the identified deficit of this pitch size and to maximise the playing field space available. The sites selected should improve the network of pitches across the towns, and take account of the quality and existence of changing facilities. If possible, multi-size pitch sites should be developed to support the development needs of the sport.

Changing Facilities

201. All senior sites should have good quality changing facilities that meet FA guidelines. Whilst changing facilities for minis and juniors is a desirable rather than an essential FA requirement, all mini/junior sites (not associated with senior pitches) should ideally have access to basic toilet/wash facilities as a minimum.

Grass Pitch Quality

202. All pitches should be well-drained and well-maintained, avoiding over-use and to enable two matches per week.
203. Pitches should be allowed to fully recover at the conclusion of the season.

204. Only pitches not used or only lightly used during the season should be allocated for pre-season training matches. Whilst under normal circumstances the adult game requires changing facilities, consideration should be given to the use of sites without changing for pre-season training matches to maximise reparation/recovery time of the most heavily used pitches.
205. Conflict by booking out sites for other activities during the close season should be avoided. Where this is not possible consideration should be given to developing alternative sites for football.
206. All new sites should be located in areas not prone to flooding.
207. All new sites should be drained and laid out in accordance with FA guidelines

Site Security

208. Where possible, and where they are not public open space, sites should be secured (fenced) to reduce/prevent unofficial use of pitches, vandalism of changing facilities and dog fouling.

Enshrining quality in planned provision

209. The quality of new playing fields, particularly those which are provided in relation to new development, should be guided by a clear set of planning criteria. These are provided under the Planning Policies section of this report, alongside guidance on the amount of playing field space which is required per 1000 population.

Standard for Accessibility

210. It is important to ensure that football pitches are provided within an accessible travel time of residents.
211. In order to maximise the opportunities for walking and cycling, the maximum distance to a playing field should be 1.6 km, the equivalent to 20 minutes walking time within the urban area. Given the need for additional space for football within the urban area but a potential lack of space for the extra provision needed, sites on the urban fringe should be considered.
212. An accessibility standard is not specifically required for the rural parts of Wyre Forest.

Priorities for investment

213. The priorities for football are:

- To ensure that sufficient numbers of senior pitches are marked out at the smaller dimensions to make them useable for junior football.
- To develop new mini pitches to reduce the need to play on adult pitches.
- To develop a full size artificial floodlit pitch at Baxter College with 3G surface, suitable for both matches and training, to be made fully available for community use outside of school hours.
- To develop adequate changing facilities at Baxter College.
- To recarpet the artificial pitch at King Charles I School to a 3G surface and improve floodlighting as needed. Site to be made fully available for community use outside of school hours.
- To bring into full community use the pitches developed at the primary school sites (Birchen Coppice, Sutton Park Primary).
- To provide replacement pitches for those at the former Sladen Middle School, to be made available for community use.
- Consider the options for reintroducing pitches on Spennells Sports Field as well as improvements to the changing facilities.
- To bring into secure community use the playing fields at the former Sion Middle School.
- To explore the transfer to the community of the management of some or all of the WFDC sites (Habberley, White Wickets, Brown Westhead, Springfield Park). The discussions to be initially between WFDC and Kidderminster and District Football league.
- To improve the changing at Areley Kings, Mostyn Rangers, Brown Westhead, and Wilden to bring them up to a standard meeting Football Association/Football Foundation guidelines.
- To develop new pitches at Bewdley (9v9 etc size) and training space
- To improve the stadia at Stourport Swifts.

214. In addition to these identified short-medium term facility priorities, there is a need for a local sports development strategy for football which can help to deliver the FA's and WFA's aspirations for the game on grass, for all ages. This will need to address, amongst other things, how the playing fields and pitches can best be used across the week, and across the season. This may lead to changes in the leagues, and result in some amendments to the medium-longer term priorities for investment on the grass pitch sites. The outcomes of a football specific strategy should inform the review of the Playing Pitch Strategy.

ASSESSMENT – CRICKET

Current demand

215. The number of cricket teams playing on grass in Wyre Forest has been derived primarily from information provided by Worcestershire Cricket Board, the ECB Play Cricket website and the league information from Wilden Industrial Estate Cricket League.
216. This information suggests that the following number of teams played in the district in the 2011 season. The full list of teams and clubs is provided as Appendix 3.

Figure 32: Cricket team numbers

Team type	Number of teams
Junior Boys 11-17	24
Junior Girls 11-17	2
Adult men 18-55	37
Adult women 18-55	1

217. These team numbers have been used for the analysis of supply and demand without the addition of team equivalents as there is no significant training taking place on the match pitches.

Supply of pitches

Pitch sizes

218. The pitch sizes used in the Strategy are as given in Sport England’s guidance note of 2006, Towards a Level Playing Field. There is no maximum pitch size, but the area of a cricket pitch is between 1.6 and 2 ha in size.

Current supply

219. The current provision of pitches varies across the authority. Figure 33 provides a summary of the number of pitches of each size which have secure community use according to the definition provided by Sport England. These are mapped in Figure 34.

Figure 33: Cricket pitches in secure community use

	No. Cricket Pitches
Bewdley and Rural West	3
Kidderminster East	2
Kidderminster West	1
Rural East	9
Stourport	3
	18

220. The sites with secure community use are listed below, however the Wyre Forest DC sites were not used in 2011, and these are shown in italics.

Arley Sports & Social Club/Sports Ground
Bewdley Leisure Centre Football and Cricket
 Blakedown Sports Centre
Brown Westhead Park
 Chaddesley Corbett Cricket/Rugby/Football Club
 Chester Road Sports Ground/Kidderminster Cricket Club
 Cookley Playing Fields/Sports and Social Club/Cookley Football Club
Habberley Sports Field
 Lower Park/Bewdley Cricket Club
 Stone Cricket Club
 Stourport Cricket Club
 Wilden Village Cricket Club
 Winterfold House School Cricket

221. Each site was assessed in December 2011 by a site visit and using the templates provided by Sport England as part of the Playing Pitch Model. The key findings in relation to the secure community use sites are:

- There are 13 sites with secure community use
- 8 of the sites are owned or long term managed by voluntary sports clubs
- 3 sites with a total of 5 pitches are owned and managed by Wyre Forest District Council; *Bewdley Leisure Centre*, *Brown Westhead*, and *Habberley*, but are not used by the community
- 1 site is an independent school site but there are no other school sites in the list.

Site specific issues

222. The following sites issues have arisen in relation to cricket. Where the site also has importance for other sports this information is repeated elsewhere in the report for completeness.

Stourport Cricket and Rugby Clubs (Walshes Meadow)

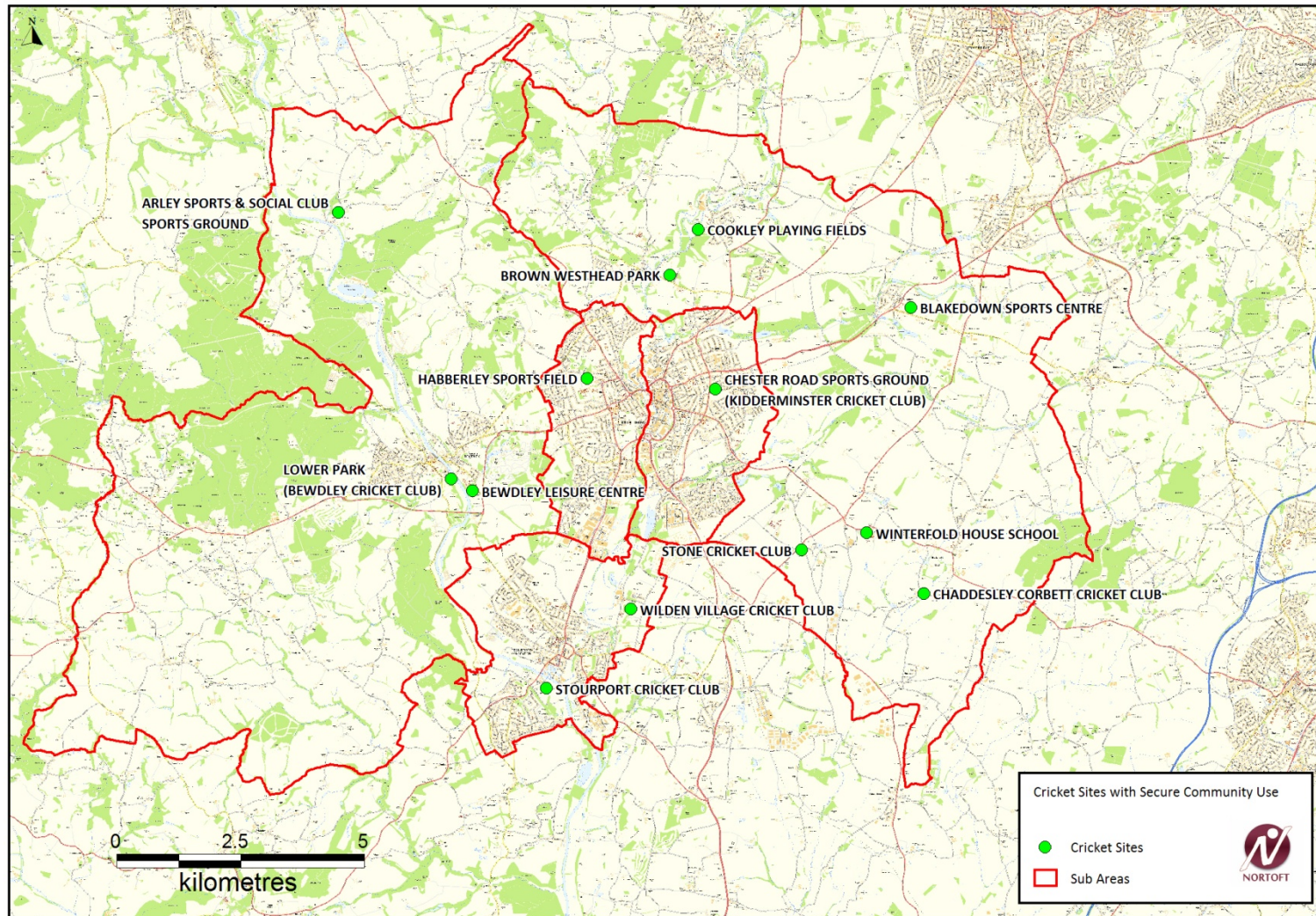
223. These clubs are adjacent to each other at Walshes Meadow in Stourport, and have an umbrella lease on the site via the Stourport Sports Association. The site is located on the banks of the River Severn and is constrained on all sides. The clubs share a small clubhouse which is not in very good condition and does not meet modern expectations. The sharing arrangement (6 months each) also causes problems because of the overlap in the sports' seasons. There is therefore a requirement for investment. However there are major constraints on the site:

- A relief road is proposed to cross the site. The line of the relief road has been safeguarded for some years and in the authority's core strategy but is now unlikely to be delivered until later on in the plan period (2021-2026) although it could be later than this as no funding has been agreed. Appendix 8 contains the details of the policies and plan of the site.
- The site is in the floodplain and there are therefore major development control issues which will restrict the size, location and design of any replacement clubhouse.

224. The long term uncertainties caused by the road proposal has meant that grant aid support to investment on the site to date has been very difficult to achieve, and will remain so unless the value of the investment can be secured for the longer term, via planning policy/development control conditions relating to the relief road. These need to include the replacement of both the pitches and clubhouse to at least the same standard.

225. Given the now longer timescales for the road proposals, it is clear that some investment in the site is both appropriate and essential. Finding a short-medium term solution to the problems at Walshes Meadow is one of the highest priorities emerging from this strategy.

Figure 34: Cricket sites with secure community use



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Future pitch provision

226. No new pitches are currently planned. The s106 money from the loss of cricket and football pitches at Brintons (2009) is now proposed to be used for the third pitch at Stourport Sports Club (hockey).

Current balance in supply and demand

227. The assessment of the balance in supply and demand is calculated using the Sport England Playing Pitch Model.
228. Figure 35 provides a summary this balance in supply and demand.

Figure 35: Season 2011 balance in supply and demand for cricket

Cricket	Nr of teams		Ratio		(S1 x S2)		Audit		Shortfall or surplus											
	Adult teams (senior)	Junior teams (junior)	Games per week (senior)	Games per week (junior)	Games per week (senior)	Games per week (junior)	Nr of pitches		Saturday AM (senior)	Saturday PM (senior)	Saturday AM (junior)	Saturday PM (junior)	Sunday AM (senior)	Sunday PM (senior)	Sunday AM (junior)	Sunday PM (junior)	Mid Week 1 Tuesday (senior)	Mid Week day 1 (junior)	Mid Week 2 Wednesday (senior)	Mid Week day 2 (junior)
Total	38	26	0.5	0.5	19	13	18		18.0	6.4	18.0	18.0	18.0	15.7	15.4	18.0	18.0	12.8	12.9	12.8
Bewdley and Rural West	5.2	3.56	0.5	0.5	2.6	1.78	3		3.0	1.4	3.0	3.0	3.0	2.7	2.6	3.0	3.0	2.3	2.3	2.3
Kidderminster East	11.3	7.76	0.5	0.5	5.67	3.88	2		2.0	-1.5	2.0	2.0	2.0	1.3	1.2	2.0	2.0	0.4	0.5	0.4
Kidderminster West	9.98	6.83	0.5	0.5	4.99	3.41	1		1.0	-2.0	1.0	1.0	1.0	0.4	0.3	1.0	1.0	-0.4	-0.3	-0.4
Rural East	3.33	2.28	0.5	0.5	1.67	1.14	9		9.0	8.0	9.0	9.0	9.0	8.8	8.8	9.0	9.0	8.5	8.5	8.5
Stourport	8.15	5.58	0.5	0.5	4.07	2.79	3		3.0	0.5	3.0	3.0	3.0	2.5	2.4	3.0	3.0	1.9	1.9	1.9

229. Findings:

- At peak time (Saturdays) there are a total of 6 surplus pitches overall, but this figure includes the unused pitches managed by WFDC. Even with these included there is a deficit of 2 pitches each in Kidderminster East and Kidderminster West. If Habberley is excluded from the calculations (as it was not used in practice) then this would leave no pitches in Kidderminster West, and lead to a higher deficit, of 5 pitches in total across the town.
- Even mid-week there and counting all the pitches in Kidderminster, there is a shortage of space for both juniors and seniors.
- Rural East has high number of pitches, and only a few are used by local residents, even at peak time.
- The maximum demand for pitches is on Saturday afternoons and Wednesdays, but total demand from seniors and juniors together does not go above 12 pitches at any one time.

Future balance in supply and demand

230. Wyre Forest's population is expected to grow slowly up to 2026, but there will be a reduction in the number of people within the active age groups, which for cricket is up to 55 years.
231. The demand calculation for cricket is based on a planned growth in the game of 1% per annum, for every year up to 2026, and the starting point is the current participation rate at each age group.
232. The findings below are for the year 2026. The intervening milestone years of 2016 and 2021 have not been summarised within the main report as there is effectively very little change.
233. In essence, where there is an issue now with a mis-match of supply and demand, this will continue into the long term.

Figure 36: 2026 balance in supply and demand for cricket – adults and juniors

Cricket Future Year	Nr of teams calculated from TGR	Growth factor	Nr of teams		Ratio		(S1 x S2)		Audit	Shortfall or surplus													
			Adult teams	Junior teams	Games per week (senior)	Games per week (junior)	Games per week (senior)	Games per week (junior)		Nr of pitches	Saturday AM (senior)	Saturday PM (senior)	Saturday AM (junior)	Saturday PM (junior)	Sunday AM (senior)	Sunday PM (senior)	Sunday AM (junior)	Sunday PM (junior)	Mid Week 1 Tuesday (senior)	Mid Week day 1 (junior)	Mid Week 2 Wednesday (senior)	Mid Week day 2 (junior)	
Total	60.1	15%	69.171	38.0	31.1	0.5	0.5	19.0	15.6	18		18.0	6.4	18.0	18.0	18.0	15.7	14.9	18.0	18.0	11.8	12.9	11.8
Bewdley and Rural West	8.2	15%	9.46153	5.2038	4.2577	0.5	0.5	2.6	2.1	3		3.0	1.4	3.0	3.0	3.0	2.7	2.6	3.0	3.0	2.1	2.3	2.1
Kidderminster East	17.9	15%	20.6358	11.35	9.2861	0.5	0.5	5.7	4.6	2		2.0	-1.5	2.0	2.0	2.0	1.3	1.1	2.0	2.0	0.1	0.5	0.1
Kidderminster West	15.8	15%	18.1692	9.9931	8.1761	0.5	0.5	5.0	4.1	1		1.0	-2.0	1.0	1.0	1.0	0.4	0.2	1.0	1.0	-0.6	-0.3	-0.6
Rural East	5.3	15%	6.07041	3.3387	2.7317	0.5	0.5	1.7	1.4	9		9.0	8.0	9.0	9.0	9.0	8.8	8.7	9.0	9.0	8.5	8.5	8.5
Stourport	12.9	15%	14.8341	8.1588	6.6753	0.5	0.5	4.1	3.3	3		3.0	0.5	3.0	3.0	3.0	2.5	2.3	3.0	3.0	1.7	1.9	1.7

234. Findings:

- The deficit of pitches at peak time continues for Kidderminster, both at the weekend and mid-week.
- There is effectively no change in the supply-demand balance up to the period 2026 from 2011, with only very minor changes in the junior deficits mid-week.
- The maximum demand for pitches is on Saturday afternoons and Wednesdays, but total demand from seniors and juniors together does not go above 13 pitches at any one time.

Club consultation

235. A club survey was undertaken during the winter of 2011 and the following clubs responded:

Areley Kings Players
Bewdley
Chaddesley Corbett
Kidderminster Victoria
Stourport
Stagborough

236. The key messages from this survey and from consultation with the leagues were:

- The Wyre Forest District Council sites are too expensive and too poor quality, and were not therefore used in 2011
- This brings pressure on the existing club managed sites, with a number of teams trying to use the same venues
- About half of the senior cricket matches are played on Sundays or Wednesdays, maximising the use of the available pitches
- The trend is towards fewer, larger clubs which then need multi-pitch sites
- Kidderminster Victoria, Chaddesley Corbett and Stourport draw their membership from right across the district
- Chaddesley Corbett has about 40% of its members from Kidderminster
- None of the clubs responding had waiting lists for membership
- Kidderminster Victoria, Bewdley and Stourport all saw the lack of facilities as being a problem, and Stourport also mentioned cost
- Stourport and Bewdley both use Abberley Hall School for training and Kidderminster Victoria uses Hagley RC School, therefore none of these clubs use sites within Wyre Forest for training
- There is no training on the match pitches and each of the clubs responding said that their pitches were of high quality
- Chaddesley Corbett report that it is difficult to recruit juniors
- Winterfold House School is used by Kidderminster Victoria as their second ground
- Stourport uses The New Elizabethan School at Hartlebury for their second pitch, which they rent from the school and maintain
- Stourport's priority is to develop an additional pitch at the Stourport Walshes Meadow site, and to improve the changing and ancillary accommodation
- Bewdley would like to purchase additional land in order to provide a 3rd pitch
- Kidderminster Victoria state that they lack pitch space but their priorities are for an improved score box and sight screen at Chester Road.
- Stagborough and Areley Kings Players which are both Wednesday clubs and similar to several of the smaller clubs, use either grounds belonging to a larger club (Stourport for Stagborough) or other lower quality and less secure sites such

as Areley. There are often no long term agreements/security of use which hamper any potential development.

Worcestershire Cricket Board Facilities Strategy 2008-2013

237. The Facilities Strategy of 2008-13 notes that Kidderminster Victoria, Bewdley and Stourport clubs are all Focus Clubs feeding young players into the West/Central District Squad for players aged u11-u13.
238. The Strategy is well through its implementation but the remaining priorities for action are:
- Stourport: resolve site issues; heavy roller;
 - Bewdley: pavilion.
239. The WCB strategy also considered the quality of indoor training facilities. Stourport Leisure Centre was assessed as generally good, whilst Winterfold School's assessment was mixed – with some facilities and aspects good or satisfactory, and some poor.

Summary for cricket

240. Overall there is sufficient pitch space across Wyre Forest to cater for cricket at peak time, with a nominal surplus of 6 pitches. However, 5 of the available pitches on WFDC sites were not used in 2011 due to their relatively poor quality and high cost of hiring.
241. This has brought pressure on the club sites. The larger clubs run a number of adult teams and matches are spread over Saturdays, Sundays and Wednesdays. The juniors mainly play mid-week. Any "spare capacity" is taken up by other clubs, particularly those in the Wednesday leagues.
242. There is a real need to address the site problems at Stourport (Walshes Meadow) and to enable effective investment in either this site or a new larger site for cricket.
243. New sites for cricket should be developed in Kidderminster if the opportunity arises, but these must be of high quality.
244. Most of the existing WFDC sites should be utilised for other sports, potentially football which is short of space for both minis and juniors, especially if the WFA's aspirations are to be fulfilled. However the WCB will consider with WFDC if one council site can be sufficiently improved to justify its retention and attract new users.

245. New investment is required to improve the existing network of club sites, with the priorities being those identified by Worcestershire Cricket Board in their Facilities Strategy (and its subsequent revision).
246. The network of indoor training provision should be enhanced as most clubs are travelling outside the district for their winter practices.

Standards of provision for cricket

247. Standards of provision need to have three elements; quantity, quality and accessibility, and they will need to reflect the practical opportunities within the authority as well as the characteristics of Wyre Forest's population, both current and future.
248. The standards will be applied for new provision connected to growth and will also provide policy objectives for the rest of the authority.

Standard for quantity

249. The table below (Figure 37) provides the calculation for the amount of playing field space for cricket which should be provided per 1000 up to 2026.
250. This calculation is based on the number of pitches required to meet demand, the 2026 figure including an expected increase in teams at 1% pa. The size of each cricket pitch is assumed to be 2ha and each pitch requires space for ancillary facilities such as car parking and clubhouse. This is assumed to be 0.5 ha per pitch.

Figure 37: Standards of provision per 1000 for cricket

	2012	2026
Total population across authority	98,700	104,200
Number of cricket pitches required (authority wide)	12	13
Total area of playing pitch field space for cricket to be provided (hectares) @ 2ha per pitch	24	26
Total extra area of playing field needed for ancillary facilities @ 0.5 ha per pitch (hectares)	12	13
Total playing field space for cricket (pitch plus ancillary space) (hectares)	36	39
Provision per 1000 population (hectares)	0.36	0.37

251. The standard per 1000 for cricket across all of Wyre Forest is therefore proposed to be 0.37 ha per 1000 for the period up to 2026.

252. Those sites which are currently in use for community cricket should be retained and protected, and any proposed loss of playing field space must be fully compliant with the tests set out in PPG17.

Standards for Quality

Multi-pitch sites

253. The most useful sites for cricket development and the best for efficient long term maintenance are those which are at least the equivalent of 2 pitches in area, or a minimum size of 4 ha. Where there is the opportunity to develop new cricket facilities, these should therefore be multi-pitch sites, particularly in and around Kidderminster, Stourport and Bewdley.

Changing Facilities

254. All sites should have good quality changing and club house facilities that meet the national governing body guidelines.

Grass Pitch Quality

255. All pitches should be well-drained and well-maintained, avoiding over-use and enabling two senior matches per week plus use by juniors.
256. Pitches should be allowed to fully recover at the conclusion of the season and sites should not be shared with other sports or used for informal recreation. If sites are shared the cricket outfield should be protected, particularly at the start of the cricket season when there is often an overlap with winter sports.
257. All new sites should be located in areas not prone to flooding.

Site Security

258. As a principle, sites should be secured (fenced) to reduce/prevent unofficial use of pitches, vandalism of changing facilities and dog fouling.

Enshrining quality in planned provision

259. The quality of new playing fields, particularly those which are provided in relation to new development, should be guided by a clear set of planning criteria. These are provided under the Planning Policies section of this report, alongside guidance on the amount of playing field space which is required per 1000 population.

Standard for Accessibility

260. It is important to ensure that cricket pitches are provided within an accessible travel time of residents. From the consultation responses from clubs, it is clear that most

players travel up to 20 minutes to play but some juniors travel for less time, which is generally consistent with travel times to other sports facilities.

261. In order to maximise the opportunities for walking and cycling, the maximum distance to a playing field should be 1.6 km, the equivalent to 20 minutes walking time within the urban area.
262. An accessibility standard is not specifically required for the rural parts of Wyre Forest.

Investment priorities

263. The most urgent priority for cricket is to resolve the issues at Walshes Meadow in Stourport, to enable investment in a new pitch, improved changing and better shared access to the site with the rugby club. This is an issue that the NGBs are already committed to raising with Wyre Forest. The lack of investment at Walshes Meadow has been, in large part, due to the threatened loss of the site due to the new road proposal. However, as the road development now looks to be at least 10-15 years away, this should help to unlock various funding support to the clubs on the site, and allow the necessary investment to take place.
264. If and when new opportunities arise to develop new multi-pitch sites for community cricket these should be a high priority, particularly in Bewdley, Stourport and Kidderminster.
265. In the meantime, the WCB Facilities Strategy has also identified work at Bewdley as a priority for action.

ASSESSMENT – RUGBY

Current situation

Current demand

266. There are three clubs in Wyre Forest and the RFU have identified the number of rugby teams playing in each club for the season 2011-12. There were no junior girls teams, but the team totals are:

Figure 38: Rugby team numbers

Club	Mini rugby (8-12 years)	Junior Boys (13-17 years)	Men's rugby (18-45 years)	Women's rugby (18-45 years)
Chaddesley Corbett RFC	5	3	2	0
Kidderminster Carolians RFC	7	5	6	1
Stourport RFC	2	2	4	0
	14	10	12	1

267. The nature of rugby and the extent and intensity of training has a major impact on the rugby sites. For the purposes of the playing pitch assessment, team equivalents have therefore been added to these team numbers. Team equivalents are calculated on the basis that 30 players (two teams) train on the pitch for 90 minutes (Team Equivalent of one) per night. Therefore a typical floodlit pitch could be used 3 times a week and would generate a 3 Team Equivalent. The team equivalents for Wyre Forest have been provided by the RFU for each club:

Figure 39: Rugby team equivalents

Club	Team equivalent (adult)
Chaddesley Corbett RFC	3
Kidderminster Carolians RFC	6
Stourport RFC	4
TOTAL	13

268. The team numbers inclusive of team equivalents used for the Playing Pitch Model are therefore:

Figure 40: Rugby total teams including team equivalents

Number of teams including team equivalents			
Mini rugby (8-12 years)	Junior Boys (13-17 years)	Men's rugby (18-45 years)	Women's rugby (18-45 years)
14	10	25	1

Supply of pitches

Pitch sizes

269. The pitch sizes used in the Strategy are as given in Sport England's guidance note of February 2009, Comparative Sizes of Sports Pitches and Courts. A senior pitch is 100m x 70m, but inclusive of run-off area is 154m x 80m (1.2ha). The maximum size of a mini pitch suitable for u12s is 60m x 43m (0.25 ha).

Current supply

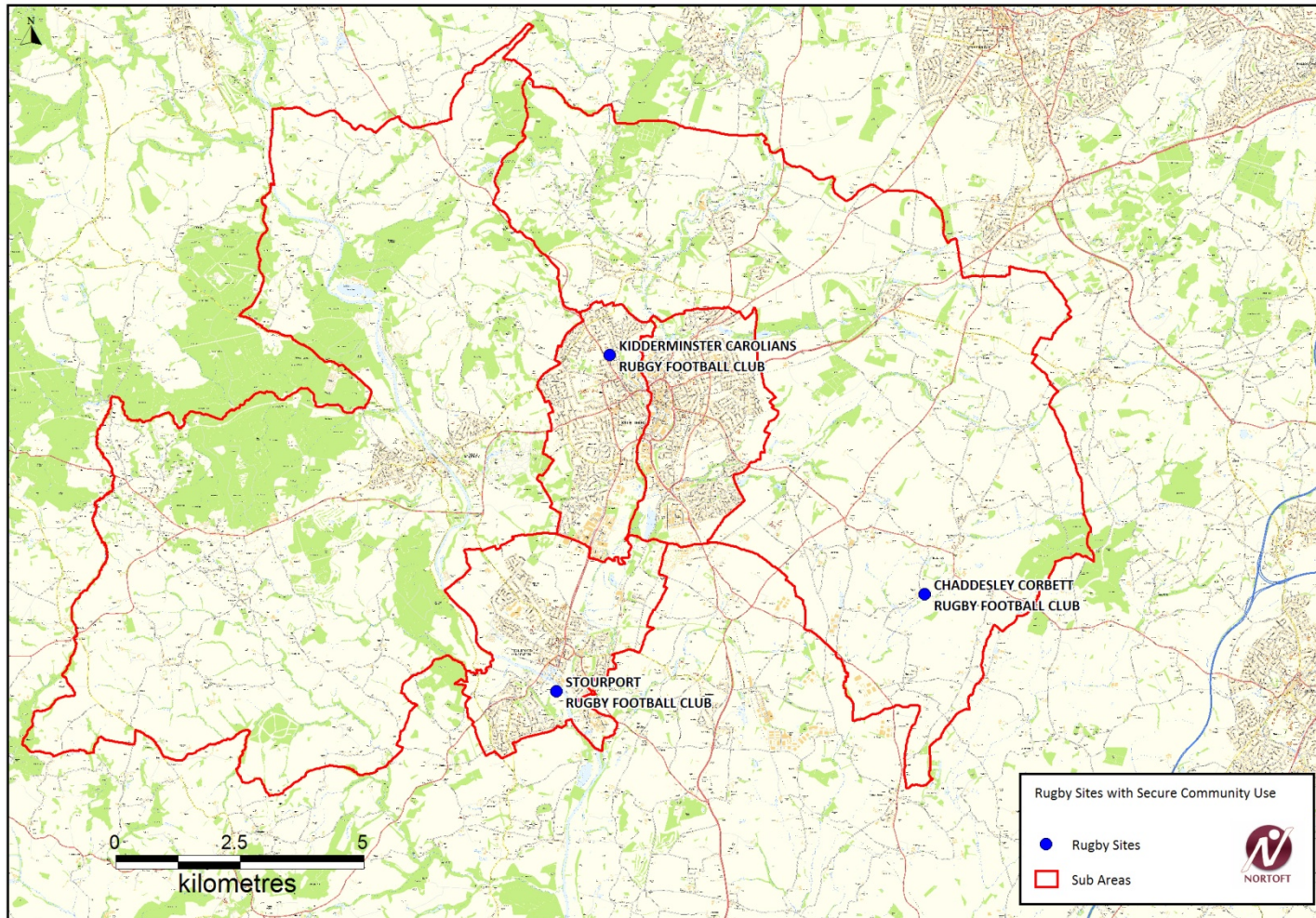
270. The pitches used for community rugby are wholly provided by the three clubs. There are currently 8 full size pitches but only one separately marked out mini pitch. These are mapped in Figure 42.

Figure 41: Current supply of rugby pitches by club

Club	Full size pitch	Mini pitch
Chaddesley Corbett RFC	2	0
Kidderminster Carolians RFC	3	1
Stourport RFC	3	0
TOTAL	8	1

271. There are other rugby pitches within the authority area, particularly at secondary school sites, but none of these have any community use.

Figure 42: Rugby sites with secure community use



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272. Each site was assessed in December 2011 by a site visit and using the templates provided by Sport England as part of the Playing Pitch Model 2003. The key findings mirror the comments by the clubs that the main issue is the impact of training on the pitches. The clubhouses at Kidderminster Carolians and Chaddesley Corbett are reasonably good, but there are significant issues at Stourport (Walshes Meadow).

Site specific issues

Walshes Meadow

273. The site in Stourport is shared with the Cricket Club. Although the pitches are separate, the clubhouse and parking are shared between the clubs, currently on a 6-monthly basis. The site is owned by Wyre Forest District Council and is on a long-lease to the clubs via a formally-constituted body, the Stourport Sports Association.
274. Although it has been known that investment is required for some time, there has been a reluctance to date to take action because the site is in the line of the proposed relief road which has been safeguarded for some years. It remains so in the current core planning strategy, but seems unlikely to be delivered until late on in the plan period (2021-26) although it could be even later than this as no funding has been agreed to develop it.
275. A further complicating factor is the fact that the site is located on the banks of the River Severn, is occasionally flooded (is within the 1:75 flood risk area) and is constrained on all sides. In considering the options for investment, there will therefore be a need to negotiate with the Environment Agency and to overcome planning policy restraints for development in the floodplain.
276. Given that the road proposal is now delayed, there is an opportunity for the clubs, National Governing Bodies, WFDC, and the Environment Agency to work together to achieve investment in the site for at least the medium term.
277. Any investment will however also be dependent on whether planning conditions concerning the new road can be applied, which will ensure that both the pitches and the clubhouse are appropriately and fully replaced as and when the road is developed.

St Catherine's CoE Primary

278. St Catherine's C of E Primary School is currently being rebuilt; it will have 2 x mini football pitches which will be available for Kidderminster Carolians RFC for training by way of planning conditions. In return the school will have use of the pitches at the rugby club.

Future pitch provision

279. No new grass rugby pitches are currently being planned, but Stourbridge College is proposing to develop the Brintons/Chainwire site, to provide both for the college and for the community. The college has established links with Stourbridge RFU which is a higher level club than those in Wyre Forest, and it intends to develop a rugby academy at the site. The College proposal is still at an early stage, but it is planned to also develop links with the three local rugby clubs.
280. The pitches which will be developed as part of the Stourbridge College are not yet decided, but there is a proposal for a 3G AGP which will provide for both football and rugby use.

Current balance in supply and demand

281. The assessment of the balance in supply and demand is calculated using the Sport England Playing Pitch Model (Figure 43a). This is provided at the whole authority level only because the clubs draw their memberships from very wide areas, much wider than do most football or cricket clubs.
282. The following table (Figure 43a) only considers the adults and “juniors”, both of whom play on the large size pitches. The Playing Pitch Model does not calculate the requirements for mini rugby, primarily because most mini matches are played across the adult pitches. However, given that there is only one mini pitch in Wyre Forest, at Kidderminster Carolians and 14 mini teams, it is clear that more space is needed. If provision was to be made at 1 pitch per 4 teams, this would give a requirement of 4 mini pitches in total.

Figure 43a: Season 2011-12 balance in supply and demand for rugby
(including team equivalents)

Rugby Union	Stage 1		Stage 2		Stage 3		Stage 6		Stage 7 (S6- S5)											
	Nr of teams		Ratio		(S1 x S2)		Audit		Shortfall or surplus											
	Adult teams (senior)	Junior teams (junior)	Games per week (senior)	Games per week (junior)	Games per week (senior)	Games per week (junior)	Nr of pitches (senior)	Nr of pitches (junior)	Saturday AM (senior)	Saturday PM (senior)	Saturday AM (junior)	Saturday PM (junior)	Sunday AM (senior)	Sunday PM (senior)	Sunday AM (junior)	Sunday PM (junior)	Mid Week 1 Tuesday (senior)	Mid Week 1 Tuesday (junior)	Mid Week 2 Thursday (senior)	Mid Week 2 Thursday (junior)
Total	31	10	0.5	0.5	15.5	5	8	8	8.0	2.0	8.0	8.0	6.0	7.5	3.0	8.0	4.5	8.0	4.5	8.0

283. Findings:

- At the peak match time for adult (Saturday afternoons) there are 2 “surplus “ pitches overall
- At the peak match time for juniors (Sunday mornings) there are 3 “surplus “ pitches overall
- There is no one time when there is too little pitch space for either matches or training

Future balance in supply and demand

284. Wyre Forest's population is expected to grow slowly up to 2026, but there will be a reduction in the number of people within the active age groups, which for rugby is up to 45 years.
285. The demand calculation for rugby is based on a planned growth in the game of 2% per annum, for every year up to 2026, and the starting point is the current participation rate at each age group.
286. The findings below are for the year 2026. The intervening milestone years of 2016 and 2021 have not been summarised within the main report as there is effectively very little change.
287. In essence, where there is an issue now with a mis-match of supply and demand, this will continue into the long term.

Figure 44: 2026 balance in supply and demand for rugby

Rugby Union Future Year	Nr of teams calculated from TGR	Growth factor	New number of teams	Stage 1 Nr of teams		Stage 2 Ratio		Stage 3 (S1 x S2)		Stage 6 Audit		Stage 7 (S6- S5) Shortfall or surplus											
				Adult teams (senior)	Junior teams (junior)	Games per week (senior)	Games per week (junior)	Games per week (senior)	Games per week (junior)	Nr of pitches (senior)	Nr of pitches (junior)	Saturday AM (senior)	Saturday PM (senior)	Saturday AM (junior)	Saturday PM (junior)	Sunday AM (senior)	Sunday PM (senior)	Sunday AM (junior)	Sunday PM (junior)	Mid Week 1 Tuesday (senior)	Mid Week 1 Tuesday (junior)	Mid Week 2 Thursday (senior)	Mid Week 2 Thursday (junior)
Total	38.5	30%	50.1	36.1	14.0	0.5	0.5	18.03	7.013	8	8	8.0	1.0	8.0	8.0	5.7	7.4	1.0	8.0	3.9	8.0	3.9	8.0

288. Findings:

- At the peak match time for adult (Saturday afternoons) there is 1 “surplus “ pitch overall
- At the peak match time for juniors (Sunday mornings) there is 1 “surplus “ pitch overall
- There is no one time when there is too little pitch space for either matches or training

Further assessment – impact across the week

289. The 2003 PPM model does not provide an overall indication of the total impact of a sport on its pitches as it only considers the balance in the supply/demand of pitches at any particular time within the week. This is of major concern to the sport of rugby, where the impact of training almost doubles the usage of the playing field space, including the pitches.

290. The RFU in their additional briefing note on the treatment of rugby within playing pitch strategies suggest that:

An undrained pitch can sustain up to an average of 2 hours usage per week, pipe drained pitches 2-3 hours per week, and slit drained pitches up to 6 hours per week.

291. For the purposes of the further assessments below, it is assumed that the pitches can be used up to 3 hours per week (or the equivalent of 2 adult matches or team equivalent training sessions).

292. Figure 43b assesses the impact of matches alone and assumes that the mini matches are played on their own dedicated pitches. Even with this treatment of the minis, the theoretical *total amount* of space across Wyre Forest is sufficient to meet match demand at the present time, and this is the same finding as the current situation using the 2003 PPM.

Figure 43b: Supply/demand for rugby matches alone

	Age Groups	2011
Mini-rugby - mixed	8-12yrs	14
Junior rugby - boys	13-17yrs	10
Junior rugby - girls	13-17yrs	0
Men's rugby	18-45yrs	12
Women's rugby	18-45yrs	1
Current number of large pitches 2011		8
Current number of mini pitches 2011		1
Number of large pitches needed @ 4 teams per pitch (rounded)		6
Number of mini pitches needed for matches @ 4 mini teams per pitch (rounded)		4
Area of pitches needed for matches @ 1.23 ha per large pitch		7
Area of pitches needed for minis @ 0.26 ha per mini pitch		0.9
Total area of pitches needed for matches (hectares)		8.0
Current pitch area (hectares)		10.1
Surplus of pitch area (hectares)		2.1

293. Figure 43c adds in the impact of the team equivalents, with the same number of teams as used in the 2003 PPM model of Figure 43a. However this table considers the total impact of the demand (matches plus training) across the week as a whole. The requirements of minis are not separately identified which is again consistent with the approach adopted in Figure 43a. This table demonstrates that the impact of training is significant. In the 2011-12 season it equated to a need for 2.5 additional grass pitches, rising to more than 5 additional grass pitches by 2026. This increase is primarily due to the anticipated growth in the game, at 2% pa up to 2026. If this growth is not achieved, then the demand is likely to stay approximately similar to that of present.
294. With an assumption that each grass pitch can provide for 2hr40 mins (or two matches) of training time, a deficit of 2.5 pitches equates to a deficit of 6.7 hours of training time per week at present. If the growth aspirations for the game are met, the training deficit will rise to 14 hours per week.

Figure 43c: Supply/demand for rugby matches plus training

	Age Groups	2011	2016	2021	2026
Mini-rugby - mixed	8-12yrs	<i>Incorporated into the TE figures for adults</i>			
Junior rugby - boys	13-17yrs	10	13	14	14
Junior rugby - girls	13-17yrs	0	0	0	0
Men's rugby	18-45yrs	30	32	34	35
Women's rugby	18-45yrs	1	1	1	1
Current number of large pitches @ 1.23 ha each		8			
Current number of mini pitches @ 0.26 ha		1			
Number of large pitches needed @ 4 teams (incl Team Equivalentents) per pitch (rounded)	2011	10			
	2016	12			
	2021	12			
	2026	13			
Area of pitches needed @ 1.23 ha per large pitch	2011	13			
	2016	14			
	2021	15			
	2026	15			
Current pitch area in hectares (large @ 1.23 ha + mini pitches @ 0.26 ha)	2011	10.1			
Extra pitch area required for rugby (hectares)	2011	2.5			
	2016	4.0			
	2021	5.0			
	2026	5.3			

Club consultation

295. A club survey was undertaken during the winter of 2011 and two of the three rugby clubs responded. A summary of the issues are as follows:

Kidderminster Carolians

- Site is operating at capacity
- Recruitment of new members is difficult
- Existing facilities are very good although the pitch used for training is of poor quality due to overuse
- A lack of suitable training space for rugby has been identified
- All ancillary facilities are good, except for the car park which is only partially surfaced.

Stourport Rugby Club

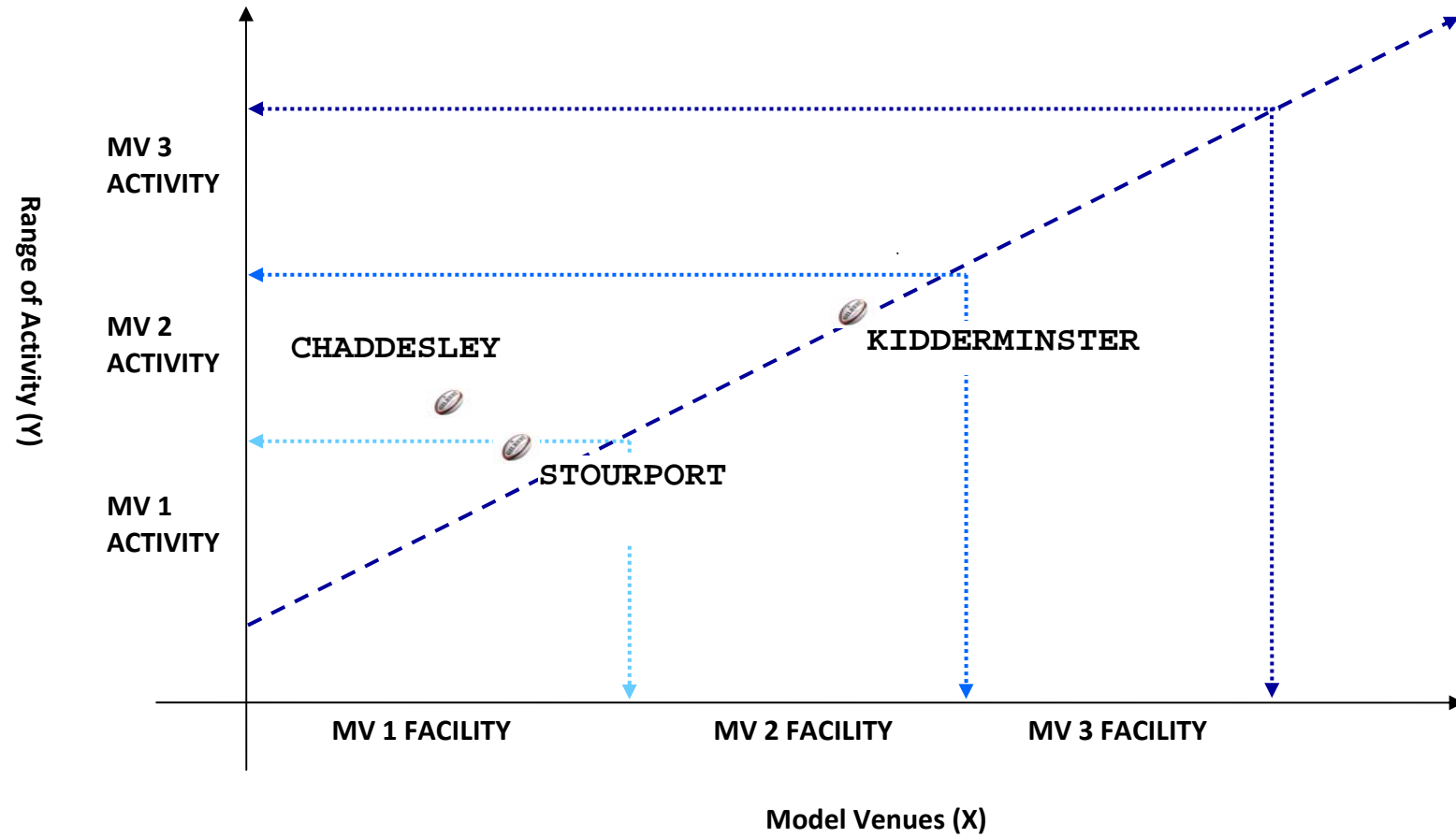
- Aspirations for a new junior pitch, 4 new changing rooms and improvements to the clubhouse
- Upgrading of the floodlights to allow competitive matchplay is also planned
- Access to their facilities is only available for 6 months of the year although the season is 10 months; this is due to the tenure agreement with the cricket club
- The long term development of the site is still unknown due to the safeguarded route for the Stourport Relief Road
- Main pitch and training pitch are of good quality but the third pitch is not maintained to the same standard due to the costs involved.
- There are some problems with pitches not draining effectively. This happens on average 2-3 times per year, losing 6-8 days of playing time.
- The site is occasionally flooded, and did so in 2007/08 and in 2001, and lies in the floodplain shown by the Environment Agency as at risk of flooding more than once in 75 years.

North Midlands RFU County Facility Plan 2008-2011

296. The latest RFU Strategy is the Facility Plan 2008-2011, and where relevant the information within it was updated by the RFU in September 2011 to inform this Playing Pitch Strategy.
297. Underpinning the national development strategies, the NMRFU Annual Action Plan outlines the following key aims for the county. A number of these objectives contain inherent facility implications.
- Increase the number of Adult participants playing the game by a minimum of 2% per annum over the plan period.
 - Increase the number of participants playing the game within the age grades of Under 17 to Under 24 by a minimum of 2% per annum over the plan period and the number of teams playing by 5% over the plan period
 - Increase the number of participants playing the game within the age grades of Under 13 to under 16 by a minimum of 2% per annum over the period of the plan period
 - Increase the number of student teams by 4% and links to local clubs by 4% with 2% per year increase in adult participants
298. Previous investment in the clubs was mainly at Kidderminster Carolians who had received funds in the period 2003-2008 towards training lights, pitches and changing rooms.
299. Figure 45 below is a copy of the RFU Model Venue continuum which shows that Kidderminster Carolians are an MV2 club, with facilities to match the development

300. The current priorities for the RFU are:
- **Stourport RFC:** a 6 team changing room clubhouse along with the cricket club and development of junior pitches. Current changing facilities and clubhouse are extremely poor.
 - **Kidderminster Carolians RFC:** 1-2 additional pitches
 - **Chaddesley Corbett RFC:** Floodlights to one pitch and additional changing rooms (2)
301. The RFU's priorities for Wyre Forest do not currently include a shock-pad for the proposed AGP at Baxter College, although the RFU will seek the views of the local clubs. The RFU will generally support AGP development where its needs are justified but sites usually need to be, at minimum, adjacent to an existing club where the need has been demonstrated.
302. Should the RFU wish to support the Baxter College AGP, then funding would probably need to be agreed prior to mid-May 2012 as the brief for construction will be let shortly thereafter.

Figure 45: Clubs and the RFU continuum



Summary for rugby

303. Overall there is sufficient pitch space across Wyre Forest to cater for the match demand of seniors and juniors and this will remain the case up to 2026. The major problem relates to the impact of training at each of the three sites, which together generate the need for an additional pitch now, and around 3 pitches by 2026.
304. The priorities are therefore to:
- To develop additional pitches where possible linked with the existing clubs, or support the clubs at their existing sites to improve the quality of their existing pitches and facilities.
 - To ideally relocate Stourport RFU to a larger site to enable its expansion, but in the meantime to resolve the site problems at Walshes Meadow by improving the changing and ancillary facilities, and resolving the problems linked to the current ground sharing agreement.
 - To bring into use for rugby training the playing field at St Catherine's CofE Primary School.

Standards of provision for rugby

305. Standards of provision need to have three elements; quantity, quality and accessibility, and they will need to reflect the practical opportunities within the authority as well as the characteristics of Wyre Forest's population, both current and future.
306. The standards will be applied for new provision connected to growth and will also provide policy objectives for the rest of the authority.

Standard for quantity

307. The table below (Figure 46) provides the calculation for the amount of playing field space for rugby which should be provided per 1000 up to 2026.
308. This calculation is based on the number of pitches required to meet demand, the 2026 figure including an expected increase in teams at 2% pa. The size of each large pitch is assumed to be 1.2 ha, and mini pitches are 0.25 ha. Each large pitch requires space for ancillary facilities such as car parking and clubhouse. This is assumed to be at 150% of the pitch area. This table also assumes that mini pitches will be separately developed and marked from the large size pitches.

Figure 46: Standards of provision per 1000 for rugby

	2012	2026
Total population across authority	98,700	104,200
Number of large size rugby pitches required (authority wide)	9	11
Area of playing pitch space for rugby (large size pitches) to be provided (hectares) @ 1.2 ha per pitch	10.8	13.2
Number of mini rugby pitches required (authority wide)	4	5
Area of playing pitch space for rugby (mini pitches) to be provided (hectares) @ 0.25 ha per pitch	1	1.25
Total extra area of playing field needed for ancillary facilities @ 150% of large size pitch area (hectares)	16.2	19.8
Total playing field space for rugby (pitch plus ancillary space) (hectares)	17.2	21.1
Provision per 1000 population (hectares)	0.17	0.20

309. The standard per 1000 for rugby across all of Wyre Forest is therefore proposed to be 0.2 ha per 1000 for the period up to 2026.
310. Those sites which are currently in use for community cricket should be retained and protected, and any proposed loss of playing field space must be fully compliant with the tests set out in PPG17.

Standards for Quality

Multi-pitch sites

311. The most useful sites for rugby are those which are multi-pitch and cater for all ages, usually linked to a club. Most clubs also require at least some floodlit grass training area which is away from the pitches.

Changing Facilities

312. All sites should have good quality changing and club house facilities that meet the national governing body guidelines.

Grass Pitch Quality

313. All pitches should be well-drained and well-maintained, avoiding over-use and enable two matches per week.
314. Pitches should be allowed to fully recover at the conclusion of the season and site should not be shared with other sports or used for informal recreation.
315. All new sites should be located in areas not prone to flooding.

Site Security

316. As a principle, sites should be secured (fenced) to reduce/prevent unofficial use of pitches, vandalism of changing facilities and dog fouling.

Enshrining quality in planned provision

317. The quality of new playing fields, particularly those which are provided in relation to new development, should be guided by a clear set of planning criteria. These are provided under the Planning Policies section of this report, alongside guidance on the amount of playing field space which is required per 1000 population.

Standard for Accessibility

318. As rugby clubs draw players from a wide area, the most important issue is to ensure as wide geographical spread of clubs as possible across the authority. However, as no new clubs are envisaged, this is not a key issue and a standard for accessibility is not appropriate for this sport.

Investment priorities

319. The current priorities are in relation to the club sites are:
 - **Stourport RFC:** a 6 team changing room clubhouse along with the cricket club and development of junior pitches. Current changing facilities and clubhouse are extremely poor.
 - **Kidderminster Carolians RFC:** 1-2 additional pitches
 - **Chaddesley Corbett RFC:** Floodlights to one pitch and additional changing rooms (2)
320. The priorities are therefore to:
 - Support the clubs to improve the quality of their pitches and facilities
 - **Stourport RFC:** a 6 team changing room clubhouse along with the cricket club and development of junior pitches.
 - **Kidderminster RFC:** 1-2 additional pitches

- **Chaddesley Corbett RFC:** Floodlights to one pitch and additional changing rooms (2)
- Should the development of additional pitches are not be achievable, then the emphasis should be on the improvement of the quality of the existing pitches and playing fields at the club sites to support increased training use.
- To ideally relocate Stourport RFU to a larger site to enable its expansion, but in the meantime to resolve the site problems at Walshes Meadow by improving the changing and ancillary facilities and resolving the problems linked to the current clubhouse sharing agreement.
- To bring into use for rugby training the playing field at St Catherine's CofE Primary School.
- To explore with Stourbridge College the options for a rugby academy and local club training at the proposed Brintons/Chainwire site.

ASSESSMENT – HOCKEY

Current situation

Current demand

322. There are two clubs in Wyre Forest, Stourport Hockey Club based at Stourport Sports Club and Kidderminster Hockey Club based at King Charles I school. The team totals in each of the clubs are:

Figure 47: Hockey team numbers

Stourport HC	Kidderminster HC	Playing pitch model – total number of teams NB age groups are 16-45 years, and 11-15 years
7 x men team	3 x men team	10 x men team
5 x women	1 x women	6 x women team
1 x badgers (mixed age and sex 12-16 years)		1 x junior team
U18 boys		1 x men team
U14 boys		3 x junior boys' teams
U13 boys		
U12 boys		
U11 boys		
U10 boys		Not included in Playing Pitch Model calculations
U9 boys		
U18 girls		
U16 girls		4 x junior girls' teams
U14 girls		
U13 girls		
U12 girls		
U11 girls		Not included in Playing Pitch Model calculations
U10 girls		
U9 girls		

323. However several players actually play for more than one team, and it is more useful to consider the actual number of players in the two clubs, drawn from England Hockey's statistics. The Playing Pitch Model 2003 assumes that almost all players are aged 11- 45 years. However, hockey is now attracting both younger and older players, as illustrated by the following player information from the two clubs for the year 2011-2012.

Age and sex

Club	Male 5-10	Female 5-10	Male 11-16	Female 11-16	Male 17-18	Female 17-18	Male 19-21	Female 19-21	Male 22-35	Female 22-35	Male 36-45	Female 36-45	Male 46+	Female 46+	Total Participants
Kidderminster HC	0	0	0	0	8	2	13	2	21	6	10	2	7	2	73
Stourport HC	18	18	30	32	15	15	13	10	27	30	23	15	15	15	276
Total	18	18	30	32	23	17	26	12	48	36	33	17	22	17	349

324. It is not possible to adjust the 2003 PPM to widen the age groups represented, so given the importance of both the younger and older age groups, the demand analysis used in this report uses the same calculations as the PPM, but expanded to take into account the wider age groups.

Supply of pitches

Current supply

325. The pitches used by the community for hockey are provided on two sites, one sports club site and one school site. There are currently 3 full size pitches, one in Kidderminster and two in Stourport. These are mapped below in the AGP section (Figure 52).

Figure 48: Current supply of hockey pitches

Club	Full size pitch
King Charles I School (Main site)	1
Stourport Sports Club	2
TOTAL	3

326. There is one other grass hockey pitch in the district at Heathfield School. This is not available to the community and is therefore discounted from the analysis.

Site specific issues

327. See Artificial Grass Pitch section below for site specific issues.

Future pitch provision

328. See Artificial Grass Pitch section below for details of future pitch provision. The main proposed changes are a 3rd hockey specific pitch for Stourport Sports Club, and a

“loss” of King Charles I school to hockey as it changes to a 3G surface suitable for football.

Current balance in supply and demand for hockey

329. The assessment of the balance in supply and demand in the Sport England 2003 Playing Pitch Model is based on a simplistic approach to the temporal demand, and does not take account of changes in the sport, the training requirements etc of clubs. It is more useful to consider the actual demand for pitch space now, and how this might change in the future.
330. Figure 49 provides a summary of the pitch bookings for both Stourport Sports Club and King Charles 1 School AGPs. This illustrates the take up of the space and also the balance between the usage, between hockey and football. The King Charles 1 pitch is due to be closed to hockey usage in spring 2012, but a 3rd pitch is proposed to be provided at Stourport Sports Club.

Figure 49: Season 2011-12 bookings at Stourport SC and King Charles

	Stourport Sports Club (double pitch site) 6pm-10pm Monday –Friday and weekends		King Charles I School (single pitch site)	
	Hockey	Football	Hockey	Football
	Monday	4	3.5	0
Tuesday	0	7	0	3.5
Wednesday	8	0	1.75	1.5
Thursday	3	3.5	0	3.5
Friday	4	1	0	3
Saturday	7.5 - 12	0	6.5	0
Sunday	Average of 4 but can be anything between 0 and 15hrs	0	0	0
TOTAL HOURS	Average: 30.5 Max: 46 Min: 26.5	15	8.25	12
% OF USE	Average: 67% Max: 75% Min: 64%	Average: 33% Max: 25% Min: 36%	40%	60%

Future balance in supply and demand

331. The future demand for hockey is expected to grow over the period up to 2026. Based on the population figures alone in the period, it is expected that there will be an increase of about 40 players in the period up to 2026. If the sport then grows at an average of 1% pa in each year up to 2026, this will increase the number of participants of all age groups from about 350 now to 440 players across the district. Using the same basis for calculation, the number of teams would be expected to increase from a total of 26 to 32, excluding those aged 10 and under. See Figure 50 for the details.
332. The basis for these demand calculations is the same as used by the 2003 PPM, but has been expanded to include both the younger and older players. No attempt has been made to use the 2003 PPM to assess the need for AGP provision, as this is better addressed through other, more up-to-date modelling. The rates of provision for AGPs is addressed in the AGP section below.

Investment priorities

333. The investment priorities for hockey are:
- The development of the 3rd AGP at Stourport Sports Club
 - The recarpeting of the two existing pitches at Stourport Sports Club
334. Although not strictly an “investment priority” the loss of King Charles I school to hockey is a major issue. The Kidderminster Club who play at King Charles I school has already lost its juniors to Stourport Hockey Club, and has serious concerns that it will lose its identity if it moves to Stourport HC to play its matches and to train.
335. There is therefore no guarantee that the Kidderminster club will relocate to Stourport, which could be an issue both for them in finding a “new home” (which would necessarily outside the authority area) and potentially for the Stourport Sports Club whose business plans for the new AGP rely in part on the relocation of Kidderminster to there. This will be particularly important if a significant proportion of the football use at Stourport Sports Club should transfer to one of the more attractive 3G pitches at King Charles I and Baxter College.

Figure 50: Future participation in hockey

		2011 population	Club membership (participation)	% of relevant population	2026 population	Population % change from 2011	Forecast participation based on population increase alone	2026 participation further increased at 1% pa i.e. 15% increase on 2011	Overall % increase in participation from 2011 to 2026	Actual number of teams in 2011	TGR rate for 2011 (number of teams per 1000 popln)	Forecast number of teams in 2026 (current number x % increase in participation)
Minis	5-10 yrs	6060	36	0.59	6260	103.3	37	43	119			
Junior hockey – boys	11-15yrs	2670	25	0.94	2650	99.3	25	29	114	3.25	1.22	4
Junior hockey – girls	11-15yrs	2670	27	1.01	2650	99.3	27	31	114	4.25	1.59	5
Men's hockey	16-45yrs	14353	135	0.94	15920	110.9	150	172	128	10.25	0.71	13
Women's hockey	16-45yrs	14353	87	0.61	15920	110.9	96	111	128	7.25	0.51	9
Men's vet	46 -59 yrs	3206	22	0.69	3855	120.2	26	30	138	1	0.3	1
Women's vet	46-59 yrs	3206	17	0.53	3855	120.2	20	24	138	0	0	0
			349				382	439		26		32

ARTIFICIAL GRASS PITCHES

Pitch types

336. There are two main types of Artificial Grass Pitches (AGPs), sand based and 3G. These pitches can withstand high levels of use if they are maintained carefully, but are only really of value to the community if they are floodlit to enable evening use.
- **Sand based/sand filled** has a short pile, which is most suited to hockey but can be used for football and non-contact rugby training. This is the most common surface for school sites, and the longest established. There are currently 3 pitches of this type in the authority; King Charles I School, and two pitches at Stourport Sports Club.
 - **3G or Rubber crumb pile** has a long pile and is the preferred surface for football and rugby but has limited use for hockey.
337. There is also a third surface type known as water-based. These pitches have a specialist hockey surface but can also be used for football and non-contact rugby training. The nearest water based pitch currently is located at the University of Birmingham.
338. The demand for AGPs is one of the fastest growing of all sports facilities, and the National Governing Bodies (NGBs) are responding to this with 'new' surfaces and new competition rules. AGPs are also vital for many clubs for training, even if matches need to be played on grass. The guidance from Sport England and the NGBs ('Selecting the Right Artificial Surface', 2010) provides more detail on the types of surface and their expected use (see Figure 51 below). However this advice may now be superseded by an emerging policy approach from England Hockey, which is likely to put much more emphasis on hockey-specific surfaces rather than a shared surface with football.
339. AGPs are seen as a major benefit for schools, both in the public and independent sectors. Many schools have aspirations for AGPs as do the higher and further education sectors. The majority of community demand for AGP time comes from football, particularly the small sided senior game. This type of football is mostly unaffiliated and run independently from the Football Association, who consequently has difficulties in quantifying participation.
340. For football, there is a clear overlap between the small sided game played on large size pitches that have been divided up, and the specialist small sided (usually commercial) pitch complexes. Of the two, the commercial small sided pitch complexes tend to be more attractive to players, but at present there are no such facilities in Wyre Forest. The cost of hiring artificial surfaces also often prohibits use by mini and junior teams.

341. For rugby, good quality natural turf remains the surface of choice for both matches and training. However, where there is limited space, 3G artificial grass pitches with the appropriate length pile and shock pad offer a real opportunity to provide a quality surface upon which to play the game. The RFU however will generally only prioritise AGP development where a pitch is on a rugby club site, or is adjacent to it, or possibly where a school has a very strong background in rugby.

Figure 51: AGP surfaces and use by sport

Pitch type	Rubber crumb type			Sand type		Water type
Category	Long Pile 3G (65mm with shock pad)	Long Pile 3G ¹ (55-60mm)	Short Pile 3G ¹ (40mm)	Sand Filled ¹	Sand Dressed ¹	Water based ¹
Comments on sports surfaces	Rugby surface	Preferred football surface	Acceptable surface for some competitive football and hockey	Acceptable surface for competitive hockey and suitable for football training	Preferred surface for competitive hockey and suitable for football training	High level competitive hockey and suitable for football training if pitch irrigated
Sport						
Hockey	○ ○ ○ ○ ○ ○	○ ○ ○ ○ ○ ○	● ● ● ○ ○ ○ ²	● ● ● ○ ○ ○ ²	● ● ● ○ ○ ○ ²	● ● ● ● ● ● ²
Rugby League	● ● ● ○ ○ ○ ³	● ● ● ○ ○ ○ ³	● ● ○ ○ ○ ○ ⁴	● ○ ○ ○ ○ ○ ⁵	● ○ ○ ○ ○ ○ ⁵	● ○ ○ ○ ○ ○ ⁵
Rugby Union	● ● ● ● ● ● ⁶	● ● ○ ○ ○ ○ ⁷	● ○ ○ ○ ○ ○ ⁵	● ○ ○ ○ ○ ○ ⁵	● ○ ○ ○ ○ ○ ⁵	● ○ ○ ○ ○ ○ ⁵
Football	● ● ● ● ● ● ⁸	● ● ● ● ● ● ⁸	● ● ● ● ● ● ⁸	● ○ ○ ○ ○ ○ ⁹	● ○ ○ ○ ○ ○ ⁹	● ○ ○ ○ ○ ○ ⁹
Key	<ul style="list-style-type: none"> ○ ○ ○ ○ ○ ○ Not suitable for use ● ○ ○ ○ ○ ○ Surface for modified games/training on but not suitable for serious training / competition ● ● ○ ○ ○ ○ Surface for training/recreational use ● ● ● ○ ○ ○ Surface for training and for some competition ● ● ● ● ○ ○ Surface for competition and training ● ● ● ● ● ○ Surface for competition and training (regional / national) ● ● ● ● ● ● Surface for high level competition/training (national/international) 			<ul style="list-style-type: none"> ¹ Shockpad optional: often needed to meet appropriate performance requirements ² Surface must comply with FIH Standard (insitu tested) ³ RFL currently evaluating surface standard - see their website for latest information ⁴ No full contact ⁵ Can only be used for Tag and Touch Rugby / Handling skills ⁶ Surface must comply with IRB type 22 with enhanced HIC requirement ⁷ RFU currently evaluating surface standard - see their website for latest information ⁸ Surface must comply with FIFA 1 star or IATS equivalent approval required ⁹ Surface must comply with BSEN 15330-1 (2007) 		
Note:	All users should refer to the individual NGB guidance, available on line, for specific information on the preferred categories					

Current and future provision

342. There are currently 3 sand-filled/sand-dressed artificial grass pitches in Wyre Forest, two located at Stourport Sports Club and one at King Charles I School. All of these pitches are suitable for hockey and to a lesser extent for football (training only), but not for rugby. The map in Figure 52 shows the provision of artificial grass pitches in the district and in the neighbouring areas.
343. There are proposals to develop a third hockey pitch at Stourport Sports Club following the awarding of grant aid by Sport England as part of their Inspired Facilities programme. This is planned to be a full size sand dressed pitch that meets the requirements of the FIH. The timescales are still to be confirmed but initial ground testing has already taken place, and it is hoped to have the pitch ready for use in autumn 2012. A copy of the plan submitted as part of the planning application is given in Appendix 9.
344. There will also be a need to resurface the two existing AGPs at Stourport SC, one very soon and the other within about 2 years, and grant aid (£50,000 from England Hockey) has been allocated to one of them. A further £16,000 is available from the hockey club to be spent where necessary, and there is current bid to Severn Waste for additional funding of £10,000. At present the site is used for both hockey and football, with the around 70% of the use being hockey. During school hours the site is also used by Stourport High School.
345. The pitch at King Charles I School also requires replacement and it is proposed to make this a 3G surface for football, swapping it from a hockey surface. The primary justification for the change to a football surface is that the school does not have hockey in its curriculum whilst football is important, and the existing grass pitch provision at the school is inadequate for curriculum delivery. The current balance in community usage of the pitch is towards football, although Kidderminster Hockey Club is based there, with its four teams. The school has been working closely with the FA on the proposals and a bid for grant aid is expected to be submitted shortly.
346. A second full-size flood-lit 3G pitch is envisaged to be developed at Baxter College, a project being led and funded by Worcestershire County Council. At present this is proposed to be designed for football. There will be full community use of the pitch outside of school times, and also some access by the community to the school changing rooms. The school plays some rugby but there is no significant need for additional rugby training area, and therefore a shock pad to provide for rugby has not been included in the project at this time. The RFU do not consider the project as a high priority for investment as it is too far away from the club sites. However the RFU will urgently explore whether they are able to meet the costs of a shock pad, recognising that there is a lack of rugby training space in both Kidderminster and Stourport. The funding for the increased costs of installing a shock pad would need to be committed prior to the drafting of the brief for construction, which is likely to be in May 2012. The existing and proposed site plans are provided in Appendix 7.

347. A further AGP is now proposed at the Brintons/Chainwire site in Stourport, as part of Stourbridge College. This is likely to be a football/rugby surface as the College are hoping to develop a rugby academy on the site. The Stourbridge College's proposals are still at an early stage and there are no details yet available on the balance of college-community use, or the potential impact of the college's proposals on the existing grass pitches on the site.
348. In the longer term, small-sided football pitches may be developed at the replacement site for Kidderminster's Forest Glades Leisure Centre. However this is still at an early stage of consideration and it is not known how many pitches would be provided.
349. Sport England has developed a modelling tool for AGPs as part of its Facilities Planning Model. It was originally envisaged that Sport England would undertake detailed scenario testing to guide future AGP provision in the district, but this is not now being progressed. In the absence of this detailed modelling, it is useful to compare the overall current and proposed provision with that in similar authorities, as identified by the Sport England modelling tool Active Places Power. The results of the comparison are given below:

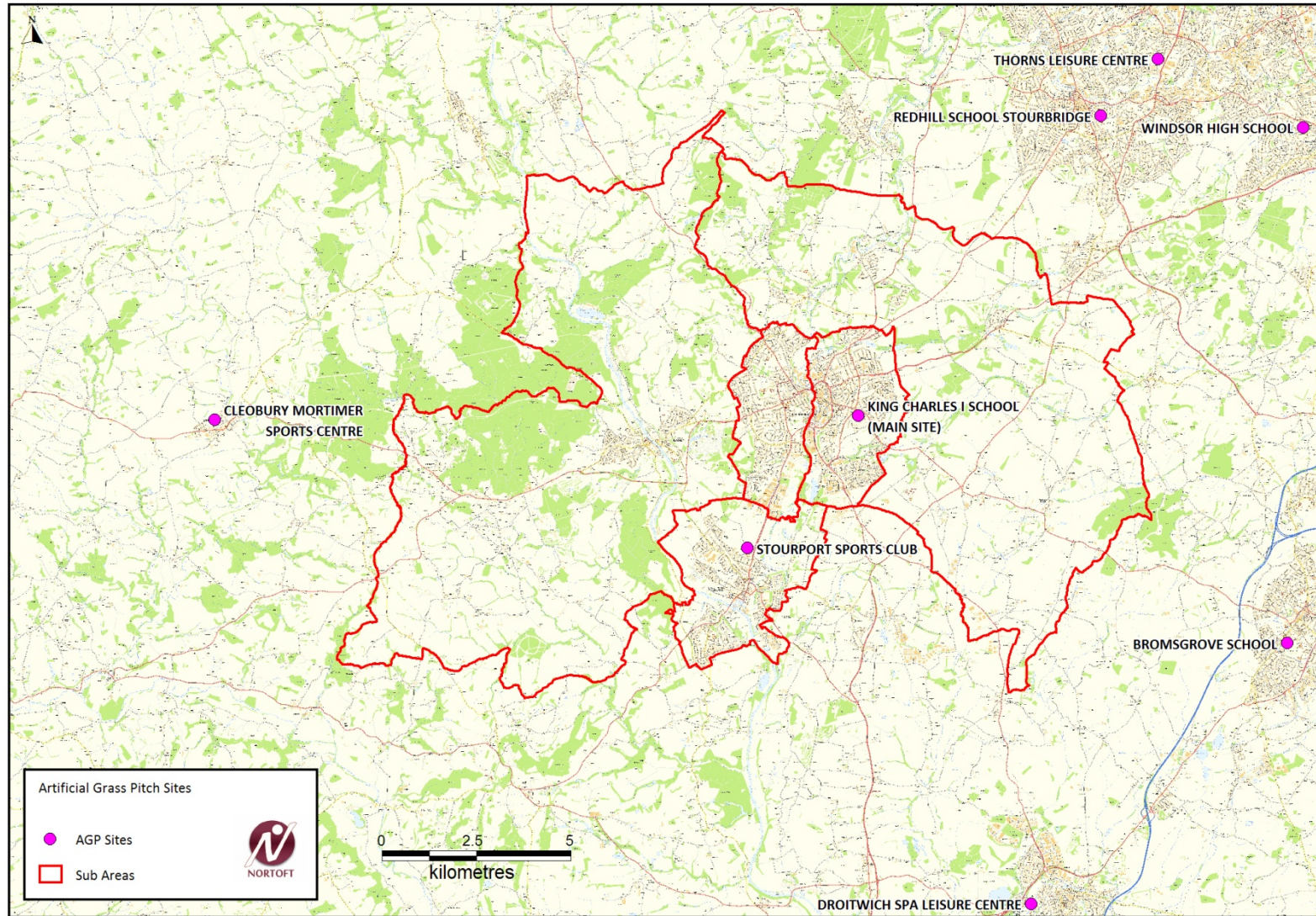
	Provision per 1000 population
England	0.04
West Midlands	0.04
Wyre Forest	0.03
South Somerset District	0.05
Hinckley and Bosworth District	0.04
Crewe and Nantwich District	0.06
Newcastle-under-Lyme District	0.05

350. From this it is clear that the total current AGP provision in Wyre Forest is less than any of its benchmark authorities, and also less than both the national and regional averages of provision.
351. The additional pitches currently proposed at Stourport Sports Club and Baxter College would increase the total number of pitches to 5 in the district. This would raise the provision per 1000 to bring it more into line with the benchmark authorities, and slightly above the regional and national averages. If the further AGP at the Brintons/Chainwire site is developed by Stourbridge College, this would increase the current level of provision to 6 and take the rate of provision above most of the benchmark authorities, and well above the current national and regional averages.

Population of Wyre Forest		Provision per 1000 population	
		5 pitches in total	6 pitches in total
2011	99,000	0.05	0.06
2026	104,200	0.05	0.06

352. The community market for AGPs is not inexhaustible and all proposals for AGPs should have a rigorous business plan to demonstrate their viability in the longer term. If new AGPs are proposed to be built on existing grass pitches, the loss of the grass pitches and the impact upon the grass playing field stock should be given detailed consideration, both in relation to summer and winter sports.

Figure 52: Artificial grass pitch provision in Wyre Forest and neighbouring areas



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PLANNING POLICIES

353. The following planning policies will be used to guide new provision connected with housing growth. In areas such as Sustainable Urban Extensions the standards for quantity, quality and accessibility are expected to be met in full. Elsewhere they will be longer term policy objectives.

Protection of playing fields

354. There should be a principle that all existing playing field space should be retained.
355. Playing fields in areas where there is an under-provision of pitches in secure community use, now or anticipated in the future, should be protected from development.
356. Where playing fields are agreed by the Council to be lost to development, these should be replaced in a manner which fully meets the requirements of Planning Policy Guidance (PPG) 17 or subsequent guidance, and the value of any funds raised from development should be reinvested in playing fields to the benefit of community sport.

Amount of playing field space

357. It is proposed that new developments should be required to make the following provision per 1000 people for new grass playing fields, inclusive of space for ancillary requirements such as a clubhouse/changing pavilion, and car parking.

Figure 53: Playing field space standards

	Hectares of playing field space per 1000 population by 2026
Football	0.9
Cricket	0.4
Rugby Union	0.2
HECTARES OF TOTAL PLAYING FIELD PROVISION PER 1000**	1.5
** Inclusive of grass pitch space and space for ancillary facilities such as clubhouse/ changing pavilion and car parking.	

Provision on-site and off-site

358. Provision is appropriate on-site for any large housing developments for football and cricket. However off-site equivalent contributions are otherwise required particularly for rugby, and where sites are too small to enable on-site provision. Off-site contributions should be appropriate, for increasing the number of facilities and/or

aimed at increasing the quality of existing sites in order to improve their carrying capacity, so as to meet the increased demand.

359. In relation to off-site provision, the following approach should be adopted:

Rugby Union – to be treated as hub facilities, attracting developers’ contributions from across the authority, with funds put into central resource to support the clubs’ improvements;

Cricket – any double pitch sites which may be developed to be to be treated as ‘hub’ level facilities attracting developers’ contributions from across the authority, others to be treated as local level facilities;

Football – sites to be treated as local facilities. Housing developments within 1.6 km of the centre of the site should contribute;

Determining the value of off-site contributions

360. The determination of the value of both off-site contributions and compensation for playing fields lost through development should include the following elements. These will be assessed on a pro rata basis:

- the value of the area of land which would be required, based on recreational land value to include both pitch area and ancillary facility space;
- where land is to be provided as a new site or replacement, any associated abnormal site costs such as decontamination, site levelling etc;
- the cost of making up the area of pitches including; topsoil, drainage, marking, goalposts, and floodlighting if appropriate, etc.;
- the cost of all ancillary facilities including; secured access, car parking, clubhouse/changing pavilion, and fencing.

361. For the purposes of calculation of the off-site contributions relating to new development:

- the amount of pitch area can be determined from the above table of playing field space per 1000
- changing provision / clubhouse provision assumed at 4 team changing per 2 pitches = 3.6 ha of playing field space.

362. The costs associated with the contributions will be based on the latest Sport England Facility Costs guidance, or more specific local site costs, whichever is the greater.

363. If the Council moves towards a tariff approach for developers’ contributions, this methodology should be used to determine the appropriate charge.

Guidelines for quality and accessibility

364. Sports should be provided for on separate sites, as they have over-lapping seasons and different needs.
365. New pitches should be provided in appropriate locations, which will include accessibility, secure access, appropriate site levels, orientation, surrounding land uses, subsoil, etc.
366. The 'community use' sites should not be considered "multi-purpose" i.e.:
- Should not be considered as also being informal recreation sites, i.e. should not be part of a park;
 - Should not generally be shared with school use;
 - The sites should be designed to discourage significant informal use, including any desire lines/paths crossing the sites and pitches in particular. This will often include a need for fencing;
 - All sites should be provided with changing accommodation or clubhouses suitable for the sport and the number of pitches on site, in order to meet Sport England or national governing body guidance;
 - Clubhouse/changing pavilions should be designed and developed according to Sport England guidance, or that of the national governing body;
 - Pitches should not be located within a floodplain which is estimated to have a flood risk of 1% or greater (1 in 100 years), as identified on the Environment Agency flood maps.
367. If senior and junior pitches are proposed to be dual-use with education, the following principles should be applied:
- The number of pitches which should be provided on- site should be significantly greater than the number of pitches required for the educational use alone (so as to avoid overuse);
 - If provided for winter sports (rugby union, football) there should be no or very limited use of the grass area during the summer months;
 - The pitches should be developed to meet the technical guidance of Sport England or the national governing body for the sport;
 - The pitches should be supported by appropriate fully accessible changing facilities;

- The site should have appropriate security arrangements and layouts to enable community use;
- The pitches to be used by the community should be subject to a legally binding Joint Use Agreement of not less than 20 years; which sets out a minimum level of use per week during the season;
- The pitches should be maintained with an intensive regime to ensure maintenance of standards of play, and the intention to do so should be included within the community use agreement.

IMPLEMENTATION

Funding

368. Whilst the facilities identified in the Playing Pitch Strategy will be spread over a period of years to 2026, significant capital funding will be required to deliver the facilities as well as an ongoing revenue commitment.
369. Funding sources and programmes vary significantly over time, and there is limited benefit in exploring in detail all of the funds available at this point. As each facility is considered, a variety of options for funding will need to be explored by the authority and the potential developers of each project. These might include, in no particular order:
- Mixed development – perhaps delivering community sports facilities as part of a wider regeneration scheme;
 - Developer Contributions – through the s106, tariff and/or Community Infrastructure Levy (CIL) and Programme of Development (POD) process, by locking the strategy into planning policy;
 - Partnership delivery and joint funding – by working with key partners such as Primary Care Trusts (or their successors).
 - Partnership funding – with major sports clubs and their National Governing Bodies of Sport (NGBs), with National Sports Foundation, with Football Foundation and others;
 - Government funding: for health, sport and Green Infrastructure as well as area regeneration;
 - Communities England housing funds;
 - Local Authority regeneration funds;

Costed investment priorities

370. The following table provides details of the investment priorities (from the relevant section of this report) where costs can be estimated. The cost estimates are drawn from a number of sources but primarily Sport England's 2nd Quarter 2011 figures from their website. The costs of any specific project will however reflect local conditions and the quality of the design, including finishes. Please note that all costs are estimated and should be used as a guide only.

Figure 54: Costed investment priorities

Sport	Priority	Estimated cost ¹
Football	Develop new mini and other pitches to reduce need to play on adult pitches, including at Bewdley	£25,000 per mini pitch
Football	Reintroduce pitches (1 senior and 1 junior football) at Spennells Sports Field and improve changing facilities	£70,500 ² for pitches £250,000-575,000 for new 2-4 team changing facilities
Football	Improve the Stourport Swifts' Stadia	£tbc
Football and Cricket	Provide replacement for lost pitches at former Sladen Middle School – 2 junior football and one cricket pitch	£80,000 ²
Football and Cricket	Improve changing facilities at Areley Kings, Mostyn Rangers, Brown Westhead Park and Wilden	£575,000 per 4 team changing facility
Cricket	New pitch and changing facilities at Stourport Cricket Club	£200,000 for pitch £250,000 for 2 team changing facility
Cricket	New multi-pitch sites in Bewdley, Stourport and Kidderminster if opportunities arise	£200,000 for pitch £250,000 for 2 team changing facility
Cricket	Pavilion improvement at Bewdley	£tbc
Rugby	Develop junior pitches and 6 team changing facility with clubhouse at Stourport Rugby Club (share with Cricket Club)	£115,000 per pitch (senior size) £825,000 for 6 team changing and clubhouse

¹ Costs (unless stated) are taken from Sport England's Planning Kitbag – Facilities costs – 2nd Quarter 2011. See [Hwww.sportengland.org](http://www.sportengland.org) for full details.

² Cost from Sport England Protecting Playing Fields Programme (web, March 2012)

Rugby	1-2 additional pitches at Kidderminster Carolians Or Improved drainage and floodlighting	£115,000-230,000 £57,500 ² per pitch £55,000 ³ per pitch
Rugby	Floodlights to one pitch and 2 additional changing rooms at Chaddesley Corbett	£60,000 for floodlighting £250,000 for 2 team changing facility
Rugby	Develop additional pitches where possible	£115,000 per pitch
AGP Baxter College: Football	Develop full size floodlit AGP at Baxter College suitable for football, ideally with some additional community changing.	£500,000
AGP King Charles I: Football	Re-carpet AGP at King Charles I School, renew floodlighting and fencing	£240,000 ⁴
AGPs Stourport: Hockey	Re-carpet the two existing AGPs and develop a new sand filled pitch at Stourport Sports Club	£240,000 ⁵ per pitch for re-carpet £640,000 for the new pitch

³ Cost estimate from Sport England Inspired Facilities programme, Outdoor Sports Lighting (web, March 2012)

⁴ Costs provided by King Charles I School and based on quotations from contractors.

⁵ Cost estimate from Sport England Inspired Facilities programme, Upgrading or Improving Existing Outdoor Surfaces (web, March 2012)

Review

371. There should be a substantive review of this Playing Pitch Strategy by 2017 to take account of:
- Variations from the anticipated housing growth patterns;
 - Changes within the sports, including the balance between grass and synthetic surfaces;
 - General changes in participation and attractiveness of “new” sports;
 - The success of local clubs and their demand for new or improved pitches and facilities;
 - Changes in the supply of pitch space and ancillary facilities;
 - Findings and recommendations from local sports specific strategies.
372. An interim review should be undertaken in 2015.

APPENDIX 1

Population growth and new housing proposals

Appendix 1: Population growth and new housing proposals

Sub-area	Number of dwellings 2011 -2016	Housing multiplier	Total additional population 2011-2016	Total additional population by 2016
Bewdley and Rural West	160	2.2	352	352
Kidderminster East	335	2.2	737	737
Kidderminster West	239	2.2	526	526
Rural East	142	2.2	312	312
Stourport	720	2.2	1584	1584
		2.2	0	0
		2.2	0	0
	1596		3511	3511

Sub-area	Number of dwellings 2017-2021	Housing multiplier	Total additional population 2016-2021	Total additional population 2011-2016	Total additional population by 2021
Bewdley and Rural West	10	2.2	22	352	374
Kidderminster East	668	2.2	1470	737	2207
Kidderminster West	413	2.2	909	526	1434
Rural East		2.2	0	312	312
Stourport	265	2.2	583	1584	2167
		2.2	0	0	0
		2.2	0	0	0
	1356		2983	3511	6494

Sub-area	Number of dwellings 2021 - 2026	Housing multiplier	Total additional population to 2021-2026	Total additional population 2011-2016	Total additional population 2016-2021	Total additional population by 2026
Bewdley and Rural West	0	2.2	0	352	22	374
Kidderminster East	0	2.2	0	737	1470	2207
Kidderminster West	143	2.2	315	526	909	1749
Rural East	0	2.2	0	312	0	312
Stourport	40	2.2	88	1584	583	2255
	0	2.2	0	0	0	0
	0	2.2	0	0	0	0
	183		403	3511	2983	6897

Total dws 3135

APPENDIX 2

Football clubs and teams

Appendix 2: Football clubs and teams

Club Name	Team Name	Team Category	Team Age Group	Team Gender	Imported team
Abberley Vale F.C.	First	11 v 11	Open Aged	Male	
Areley Kings F.C.	Saturday First	11 v 11	Open Aged	Male	
Areley Kings F.C.	Sunday Firsts	11 v 11	Open Aged	Male	
Areley Kings F.C.	Sunday Reserves	11 v 11	Open Aged	Male	
Areley Kings Youth F.C.	U10	Mini Soccer	U10	Mixed	
Areley Kings Youth F.C.	U11	9 v 9	U11	Mixed	
Areley Kings Youth F.C.	U12	9 v 9	U12	Male	
Areley Kings Youth F.C.	U12 Colts	9 v 9	U12	Male	
Areley Kings Youth F.C.	U12 Youth	9 v 9	U12	Male	
Areley Kings Youth F.C.	U13	11 v 11	U13	Male	
Areley Kings Youth F.C.	U15	11 v 11	U15	Male	
Areley Kings Youth F.C.	U8	Mini Soccer	U8	Mixed	
Areley Kings Youth F.C.	U9	Mini Soccer	U9	Mixed	
Areley Kings Youth F.C.	U9 Colts	Mini Soccer	U9	Mixed	
Arley F.C.	First	11 v 11	Open Aged	Male	
Bewdley Arches F.C.	First	11 v 11	Open Aged	Male	
Bewdley Town F.C.	U21	11 v 11	U21	Male	
Bewdley Town F.C.	First	11 v 11	Open Aged	Male	
Bewdley Town Youth F.C.	U10	Mini Soccer	U10	Mixed	
Bewdley Town Youth F.C.	U10 Comrades	Mini Soccer	U10	Mixed	
Bewdley Town Youth F.C.	U11	9 v 9	U11	Male	
Bewdley Town Youth F.C.	U12	9 v 9	U12	Male	
Bewdley Town Youth F.C.	U12 Comrades	9 v 9	U12	Male	
Bewdley Town Youth F.C.	U13	11 v 11	U13	Male	
Bewdley Town Youth F.C.	U14	11 v 11	U14	Male	
Bewdley Town Youth F.C.	U7	Mini Soccer	U7	Mixed	
Bewdley Town Youth F.C.	U7 Comrades	Mini Soccer	U7	Mixed	
Bewdley Town Youth F.C.	U8	Mini Soccer	U8	Mixed	
Bewdley Town Youth F.C.	U8 Comrades	Mini Soccer	U8	Mixed	
Bewdley Town Youth F.C.	U9	Mini Soccer	U9	Mixed	
Bewdley Town Youth F.C.	U9 Comrades	Mini Soccer	U9	Mixed	
Burlish Olympic F.C.	First	11 v 11	Open Aged	Male	
Burlish Olympic Youth (Jun) F.C.	U13	11 v 11	U13	Male	
Burlish Olympic Youth (Jun) F.C.	U15	11 v 11	U15	Male	
Chaddesley Corbett F.C.	First	11 v 11	Open Aged	Male	
Chainwire F.C.	First	11 v 11	Open Aged	Male	
Chainwire Youth F.C.	U18	11 v 11	U18	Male	
Cookley Sports F.C.	U17	11 v 11	U17	Female	
Cookley Sports F.C.	U10 Eagles	Mini Soccer	U10	Mixed	
Cookley Sports F.C.	U10 Titans	Mini Soccer	U10	Mixed	
Cookley Sports F.C.	U11 Jaguars	9 v 9	U11	Male	
Cookley Sports F.C.	U12 Cougars	9 v 9	U12	Male	
Cookley Sports F.C.	U12 Falcons	9 v 9	U12	Male	
Cookley Sports F.C.	U12 Saints	9 v 9	U12	Male	
Cookley Sports F.C.	U14 Cobras	11 v 11	Open Aged	Male	
Cookley Sports F.C.	U15	11 v 11	U15	Male	
Cookley Sports F.C.	U8 Hawks	Mini Soccer	U8	Mixed	
Cookley Sports F.C.	U8 Moths	Mini Soccer	U8	Mixed	
Cookley Sports F.C.	U9 Raiders	Mini Soccer	U9	Mixed	
Cookley Sports F.C.	U9 Rockets	Mini Soccer	U9	Mixed	

Darby End Athletic F.C.	First	11 v 11	Open Aged	Male	
FC Tribe	First	11 v 11	Open Aged	Male	
Ferndale F.C.	First	11 v 11	Open Aged	Male	
Ferndale Girls & Ladies F.C.	Ladies "A"	11 v 11	Open Aged	Female	
Ferndale Girls & Ladies F.C.	Ladies "B"	11 v 11	Open Aged	Female	
Ferndale Youth F.C.	U11 Flyers	7 v 7	U11	Mixed	
Ferndale Youth F.C.	U10	Mini Soccer	U10	Mixed	
Ferndale Youth F.C.	U12	9 v 9	U12	Male	
Ferndale Youth F.C.	U13	11 v 11	U13	Male	
Ferndale Youth F.C.	U14 Flyers	11 v 11	U14	Male	
Ferndale Youth F.C.	U15 Flyers	11 v 11	U15	Male	
Ferndale Youth F.C.	U16 Youth	11 v 11	U16	Male	
Ferndale Youth F.C.	U8 Youth	Mini Soccer	U8	Mixed	
Ferndale Youth F.C.	U9 Flyers	Mini Soccer	U9	Mixed	
Ferndale Girls & Ladies F.C.	U15 Flyers	9 v 9	U15	Female	
Ferndale Girls & Ladies F.C.	U16 Youth	11 v 11	U16	Female	
Ferndale Girls & Ladies F.C.	U11 Youth	7 v 7	U11	Female	
Ferndale Girls & Ladies F.C.	U12 Youth	9 v 9	U12	Female	
Ferndale Girls & Ladies F.C.	U14	11 v 11	U14	Female	
Forest Rangers F.C.	First	11 v 11	Open Aged	Male	
Franche Village Club F.C.	First	11 v 11	Open Aged	Male	
Great Western Rangers F.C.	First	11 v 11	Open Aged	Male	
Harriers Arms F.C.	First	11 v 11	Open Aged	Male	
Harriers Trust F.C.	First	11 v 11	Open Aged	Male	
Hasbury Rangers u13	U13		u13	Male	y
Heta F.C.	First	11 v 11	Open Aged	Male	
Hillgrove F.C.	First	11 v 11	Open Aged	Male	
Labour in Vain		11 v 11	Open Aged	Male	y
Lakeside United		11 v 11	Open Aged	Male	y
Kidderminster Athletic F.C.	U10	Mini Soccer	U10	Mixed	
Kidderminster Athletic F.C.	U11	9 v 9	U11	Male	
Kidderminster Athletic F.C.	U11 Hornets	9 v 9	U11	Male	
Kidderminster Athletic F.C.	U12	9 v 9	U12	Male	
Kidderminster Athletic F.C.	U7	Mini Soccer	U7	Mixed	
Kidderminster Athletic F.C.	U8	Mini Soccer	U8	Mixed	
Kidderminster College	u16?		Open Aged	Male	
Kidderminster College Men's F.C.	First	11 v 11	U19	Male	
Kidderminster Harriers F.C.	First	11 v 11	Open Aged	Male	
Kidderminster Harriers F.C.	U18	11 v 11	U18	Male	
Kidderminster Harriers F.C.	U19	11 v 11	U19	Male	
Kidderminster Harriers F.C.	U16		U16	Male	
Kidderminster Harriers F.I.T.C. F.C.	U11	9 v 9	U11	Mixed	
Kidderminster Harriers F.I.T.C. F.C.	U14 JPLS	11 v 11	Open Aged	Male	
Kidderminster Harriers F.I.T.C. F.C.	U14 Falcons	11 v 11	U14	Male	
Kidderminster Harriers F.I.T.C. F.C.	U14 Hawks	11 v 11	U14	Male	
Kidderminster Harriers F.I.T.C. F.C.	U14 Sunday	11 v 11	U14	Male	
Kidderminster Harriers F.I.T.C. F.C.	U15	11 v 11	U15	Male	
Kidderminster Harriers F.I.T.C. F.C.	U18	11 v 11	U18	Male	

Kidderminster Harriers Ladies F.C.	First	11 v 11	Open Aged	Female	
Kidderminster Lions F.C.	U8 Lions	Mini Soccer	U8	Mixed	
Kidderminster Lions F.C.	U10 Cubs	Mini Soccer	U10	Mixed	
Kidderminster Lions F.C.	U10 Lions	Mini Soccer	U10	Mixed	
Kidderminster Lions F.C.	U11 Lions	9 v 9	U11	Mixed	
Kidderminster Lions F.C.	U12 Juniors	9 v 9	U12	Male	
Kidderminster Lions F.C.	U12 Lions	9 v 9	U12	Male	
Kidderminster Lions F.C.	U13 Cubs	11 v 11	U13	Male	
Kidderminster Lions F.C.	U13 Lions	11 v 11	U13	Male	
Kidderminster Lions F.C.	U14 Lions	11 v 11	U14	Male	
Kidderminster Lions F.C.	U15	11 v 11	U15	Male	
Kidderminster Lions F.C.	U15 Lions	11 v 11	U15	Male	
Kidderminster Lions F.C.	U18 Lions	11 v 11	U18	Male	
Kidderminster Lions F.C.	U18 Youth	11 v 11	U18	Male	
Kidderminster Lions F.C.	U7 Cubs	Mini Soccer	U7	Mixed	
Kidderminster Lions F.C.	U7 Lions	Mini Soccer	U7	Mixed	
Kidderminster Lions F.C.	U9 Juniors	Mini Soccer	U9	Mixed	
Kidderminster Lions F.C.	U9 Lions	Mini Soccer	U9	Mixed	
Kidderminster Lions Girls F.C.	U11 Lions	7 v 7	U11	Female	
KS United F.C.	First	11 v 11	Open Aged	Male	
Mostyn Rangers F.C.	First	11 v 11	Open Aged	Male	
Mostyn Rangers Ladies F.C.	First	11 v 11	Open Aged	Female	
Mostyn Rangers Youth F.C.	U10	Mini Soccer	U10	Mixed	
Mostyn Rangers Youth F.C.	U11 Rangers	7 v 7	U11	Male	
Mostyn Rangers Youth F.C.	U13	11 v 11	U13	Male	
Mostyn Rangers Youth F.C.	U13 Lions	11 v 11	U13	Male	
Mostyn Rangers Youth F.C.	U14	11 v 11	U14	Male	
Mostyn Rangers Youth F.C.	U14 Rangers	11 v 11	U14	Male	
Mostyn Rangers Youth F.C.	U16 Falcons	11 v 11	U16	Male	
Mostyn Rangers Youth F.C.	U18	11 v 11	U18	Male	
Norton JFC	U18		u18	Male	y
Ocean Designs Rangers F.C.	First	11 v 11	Open Aged	Male	
Phoenix Sports F.C.	First	11 v 11	Open Aged	Male	
Pockets F.C.	First	11 v 11	Open Aged	Male	
Preston 2010 F.C.	First	11 v 11	Open Aged	Male	
Queens Head F.C.	First	11 v 11	Open Aged	Male	
Railway Train F.C.	First	11 v 11	Open Aged	Male	
Rock Sports F.C.	First	11 v 11	Open Aged	Male	
Rock Sports Youth F.C.	U10	Mini Soccer	U10	Mixed	
Rock Sports Youth F.C.	U15	11 v 11	U15	Male	
Rock Sports Youth F.C.	U7	Mini Soccer	U7	Mixed	
Rock Sports Youth F.C.	U8	Mini Soccer	U8	Mixed	
Rock Sports Youth (GBS) F.C.	U14	11 v 11	U14	Male	
Snooks Athletic F.C.	First	11 v 11	Open Aged	Male	
Snooks F.C.	First	11 v 11	Open Aged	Male	
Sporting Hagley F.C.	First	11 v 11	Open Aged	Male	
Stars United F.C.	First	7 v 7	Open Aged	Male	
Station F.C.	First	11 v 11	Open Aged	Male	
Stourbridge u14	u14		U14	Male	y
Stourbridge Athletic			Open Aged	Male	y
Stourbridge Glass Boys	First	11 v 11	Open Aged	Male	y

Stourport Swifts F.C.	First	11 v 11	Open Aged	Male	
Stourport Swifts F.C.	Non-First Team	11 v 11	Open Aged	Male	
Stourport Swifts F.C.	U18 Midweek	11 v 11	U18	Male	
Stourport Swifts Youth F.C.	U16 Saturday	11 v 11	U16	Male	
Stourport Swifts Youth F.C.	U16 Sunday	11 v 11	U16	Male	
Swan Bewdley F.C.	First	11 v 11	Open Aged	Male	
Tap House	First	11 v 11	Open Aged	Male	y
Toby Jug Athletic F.C.	First	11 v 11	Open Aged	Male	
TS Units F.C.	First	11 v 11	Open Aged	Male	
Unity F.C.	First	11 v 11	Open Aged	Male	
Vizi Bar F.C.	First	11 v 11	Open Aged	Male	
Waggon & Horses F.C.	First	11 v 11	Open Aged	Male	
Wilden Village F.C.	Reserves	11 v 11	Open Aged	Male	
Wilden Village F.C.	First	11 v 11	Open Aged	Male	
Wilden Village Youth F.C.	U12	11 v 11	U12	Male	
Wilden Village Youth F.C.	U15	11 v 11	U15	Male	
Wilden Village Youth F.C.	U16	11 v 11	U16	Male	
Withymoor Colts	u16 girls	girls	u16	Female	y
Wolverley Athletic F.C.	First	11 v 11	Open Aged	Male	
Wolverley Social Club F.C.	First	11 v 11	Open Aged	Male	
Wordsley Lions		11 v 11	Open Aged	Male	y
Wyre Forest F.C.	First	11 v 11	Open Aged	Male	
Wyre Forest Harriers F.C.	First	11 v 11	Open Aged	Male	
Wyre Forest Panthers F.C.	First	11 v 11	Open Aged	Male	
Wyre Forest Youth F.C.	U16	11 v 11	U16	Male	

APPENDIX 3

Cricket clubs and teams

Appendix 3: Cricket clubs and teams

Cricket Club Details - Season 2011			2011 teams				Adult men, days played		
Cricket Club	Cricket Club Address	Post Code	Junior Boys 11-17	Jnr Girls 11-17	Adult men 18-55	Adult women 18-55	Sat	Sun	Wed
Areley	Areley Sports & Social Club, Bewdley, Worcestershire.	DY12 1XA			1				1
Areley Kings Players CC	Areley Sports & Social Club, Bewdley, Worcestershire.	DY12 1XA			1		1		
Bayton	Chainwire Sports Ground, Stourport Road, Kidderminster	DY11 7DY			1				1
Bewdley Arches A	Lower Park, Bewdley, Worcestershire.	DY12 2DP			1				1
Bewdley CC	Lower Park, Bewdley, Worcestershire.	DY12 2DP	4		4		3	1	
Bewdley Nomads	Lower Park, Bewdley, Worcestershire.	DY12 2DP			1				1
Brintons CC (see note)	Chainwire Sports Ground, Stourport Road, Kidderminster	DY11 7DY			2		1		
Chaddesley Corbett CC	Longmore, Chaddesley Corbett, Kidderminster, Worcestershire.	DY10 4RD	2		3		1		
Chainwire CC (see note)	Zortech Avenue, Kidderminster, Worcestershire.	DY11 7DY			0				
Clent CC	Winterfold School, Nr Mustow Green	DY10 4PW			1		1		
Cookley CC	Cookley Sports and Social Ground, Lea Lane, Cookley Nr Kidderminster, Worcestershire.	DY10 3RH	3		4		2	1	1
Gas	Blakedown Sports Centre	DY10 3LG			1		1		
George Hotel CC	Bewdley CC, Lower Park, Bewdley, Worcestershire.	DY12 2DP			0		1		
Hartlebury	no fixed address	xx			0		2		
Kidderminster Victoria CC	Chester Road North, Kidderminster, Worcestershire	DY10 1TH	8	2	8		5	2	1
Spennells Valley CC	Wilden Village Cricket Club, Wilden Top Road, Stourport on Severn, Worcestershire	DY13 9JF			3&		3		
Sportsman	Shenstone, Near Kidderminster, Worcestershire.	DY10 4BU			1				1
Stagborough	Walshes Meadows, Dunley Road, Stourport on Severn, Worcestershire.	DY13 0AA			1				1
Stone CC	Shenstone, Near Kidderminster, Worcestershire.	DY10 4BU			3		1	1	1
Stourport CC	Walshes Meadows, Dunley Road, Stourport on Severn, Worcestershire.	DY13 0AA	7		6	1	4	1	1
Three Crowns	Wilden Village Cricket Club, Wilden Top Road, Stourport on Severn, Worcestershire	DY13 9JF			1				1
Waterfront	Longmore, Chaddesley Corbett, Kidderminster, Worcestershire.	DY10 4RD			1				1
West Hagley CC	Longmore, Chaddesley Corbett, Kidderminster, Worcestershire.	DY10 4RD			2		1		1
Wilden Village	Wilden Village Cricket Club, Wilden Top Road, Stourport on Severn, Worcestershire	DY13 9JF			2&		2		
Wolverley Social CC	Chainwire Sports Ground, Stourport Road, Kidderminster	DY11 7DY			1&		1		
TOTAL TEAM NOS FROM NOVEMBER LIST			24	2	43	1			
TOTAL TEAM NOS (excl annotated team nos)			24	2	37	1			
**	club has 2 teams but they have only played 3 times in total								
\$	Brintons site has recently closed which has meant that Brintons' two sides have withdrawn from the league completely and the players gone off to join other clubs (mainly KVCC).								
&	No team results recorded for 2011 and do not appear in league info or on affiliated club list								

APPENDIX 4

Team Generation Rate calculations

Team Generation Rate - Calculator

Current

	Age Groups	Pop'tion within Age group	Age group as a % of total active pop'tion	Number of Teams within age group	Teams generated per 1000 pop	TGR = Pop in age group needed to generate 1 team
Football: Mini-soccer (U7-U10s) - mixed Junior football - boys Junior football - girls Men's football Women's football Totals for football (excluding mini)	6-9yrs	3903	6.8%	39	10.0	100
	10-15yrs	3585	6.2%	58	16.2	62
	10-15yrs	3094	5.4%	8	2.6	387
	16-45yrs	17315	30.0%	77	4.4	225
	16-45yrs	17092	29.6%	6	0.4	2849
			41086	71.1%	149	3.6
Cricket: Junior cricket - boys Junior cricket - girls Men's cricket Women's cricket Totals for Cricket	11-17yrs	4200	7.3%	24	5.7	175
	11-17yrs	3659	6.3%	2	0.5	1830
	18-55yrs	22575	39.1%	37	1.6	610
	18-55yrs	22695	39.3%	1	0.0	22695
			53129	91.9%	64	1.2
Hockey: Junior hockey – boys Junior hockey – girls Men's hockey Women's hockey Totals for Hockey	11-15yrs					
	11-15yrs					
	16-45yrs	17315	30.0%	10	0.6	1732
	16-45yrs	17092	29.6%	7	0.4	2442
		39979	69.2%	69	1.7	579
Rugby Union: Mini-rugby - mixed Junior rugby - boys Junior rugby - girls Men's rugby Women's rugby Totals for Rugby (ex mini)	8-12yrs	5273	9.1%	14	2.7	377
	13-17yrs	3008	5.2%	10	3.3	301
	16-17yrs	1076	1.9%	0	#DIV/0!	#DIV/0!
	18-45yrs	16104	27.9%	30	1.9	537
	18-45yrs	16015	27.7%	1	0.1	16015
			36203	62.6%	41	1.1
Rugby League: Junior rugby - boys Junior rugby - girls Men's rugby Women's rugby Totals for Rugby	13-17yrs	3008	5.2%	0	#DIV/0!	#DIV/0!
	13-17yrs	2637	4.6%	0	#DIV/0!	#DIV/0!
	18-45yrs	16104	27.9%	0	#DIV/0!	#DIV/0!
	18-45yrs	16015	27.7%	0	#DIV/0!	#DIV/0!
			37764	65.3%	0	#DIV/0!
All sports		57797	100%	323	5.6	179

N.B. Junior hockey TGR rates are not used as actual participation figures are used instead.

Estimated Teams by TGR		2016													
Future year		Team Generation Rate (TGR)						Estimated teams by ward							
	Total Future Active population (6-55 yrs)	Mini soccer	Football	Cricket	Rugby Union	Rugby League	Hockey		Mini soccer	Football	Cricket	Rugby Union	Rugby League	Hockey	
Bewdley and Rural West	8169	100	276	830	883	#DIV/0!			5.5	21.1	9.0	5.8	#DIV/0!		
Kidderminster East	17005	100	276	830	883	#DIV/0!			11.5	43.8	18.8	12.1	#DIV/0!		
Kidderminster West	15013	100	276	830	883	#DIV/0!			10.1	38.7	16.6	10.6	#DIV/0!		
Rural East	5249	100	276	830	883	#DIV/0!			3.5	13.5	5.8	3.7	#DIV/0!		
Stourport	12443	100	276	830	883	#DIV/0!			8.4	32.1	13.8	8.8	#DIV/0!		
Ward 6	0	100	276	830	883	#DIV/0!			0.0	0.0	0.0	0.0	#DIV/0!		
Ward 7	0	100	276	830	883	#DIV/0!			0.0	0.0	0.0	0.0	#DIV/0!		
Ward 8	0	100	276	830	883	#DIV/0!			0.0	0.0	0.0	0.0	#DIV/0!		
Ward 9	0	100	276	830	883	#DIV/0!			0.0	0.0	0.0	0.0	#DIV/0!		
Ward 10	0	100	276	830	883	#DIV/0!			0.0	0.0	0.0	0.0	#DIV/0!		
Ward 11	0	100	276	830	883	#DIV/0!			0.0	0.0	0.0	0.0	#DIV/0!		
Ward 12	0	100	276	830	883	#DIV/0!			0.0	0.0	0.0	0.0	#DIV/0!		
Ward 13	0	100	276	830	883	#DIV/0!			0.0	0.0	0.0	0.0	#DIV/0!		
Ward 14	0	100	276	830	883	#DIV/0!			0.0	0.0	0.0	0.0	#DIV/0!		
Ward 15	0	100	276	830	883	#DIV/0!			0.0	0.0	0.0	0.0	#DIV/0!		
Ward 16	0	100	276	830	883	#DIV/0!			0.0	0.0	0.0	0.0	#DIV/0!		
Ward 17	0	100	276	830	883	#DIV/0!			0.0	0.0	0.0	0.0	#DIV/0!		
Ward 18	0	100	276	830	883	#DIV/0!			0.0	0.0	0.0	0.0	#DIV/0!		
Ward 19	0	100	276	830	883	#DIV/0!			0.0	0.0	0.0	0.0	#DIV/0!		
Ward 20	0	100	276	830	883	#DIV/0!			0.0	0.0	0.0	0.0	#DIV/0!		
Ward 21	0	100	276	830	883	#DIV/0!			0.0	0.0	0.0	0.0	#DIV/0!		
Ward 22	0	100	276	830	883	#DIV/0!			0.0	0.0	0.0	0.0	#DIV/0!		
Ward 23	0	100	276	830	883	#DIV/0!			0.0	0.0	0.0	0.0	#DIV/0!		
Ward 24	0	100	276	830	883	#DIV/0!			0.0	0.0	0.0	0.0	#DIV/0!		
Ward 25	0	100	276	830	883	#DIV/0!			0.0	0.0	0.0	0.0	#DIV/0!		
Overall	57879	100	276	830	883	#DIV/0!			39.1	149.2	64.1	41.1	#DIV/0!		

N.B. Junior hockey TGR rates are not used as actual participation figures are used instead.

Estimated Teams by TGR

2026

Future year	Total Future Active population (6-55 yrs)	Team Generation Rate (TGR)						Estimated teams by ward					
		Mini soccer	Football	Cricket	Rugby Union	Rugby League	Hockey	Mini soccer	Football	Cricket	Rugby Union	Rugby League	Hockey
Bewdley and Rural West	7430	100	276	830	883	#DIV/0!		5.0	19.2	8.2	5.3	#DIV/0!	
Kidderminster East	16205	100	276	830	883	#DIV/0!		10.9	41.8	17.9	11.5	#DIV/0!	
Kidderminster West	14268	100	276	830	883	#DIV/0!		9.6	36.8	15.8	10.1	#DIV/0!	
Rural East	4767	100	276	830	883	#DIV/0!		3.2	12.3	5.3	3.4	#DIV/0!	
Stourport	11649	100	276	830	883	#DIV/0!		7.9	30.0	12.9	8.3	#DIV/0!	
Ward 6	0	100	276	830	883	#DIV/0!		0.0	0.0	0.0	0.0	#DIV/0!	
Ward 7	0	100	276	830	883	#DIV/0!		0.0	0.0	0.0	0.0	#DIV/0!	
Ward 8	0	100	276	830	883	#DIV/0!		0.0	0.0	0.0	0.0	#DIV/0!	
Ward 9	0	100	276	830	883	#DIV/0!		0.0	0.0	0.0	0.0	#DIV/0!	
Ward 10	0	100	276	830	883	#DIV/0!		0.0	0.0	0.0	0.0	#DIV/0!	
Ward 11	0	100	276	830	883	#DIV/0!		0.0	0.0	0.0	0.0	#DIV/0!	
Ward 12	0	100	276	830	883	#DIV/0!		0.0	0.0	0.0	0.0	#DIV/0!	
Ward 13	0	100	276	830	883	#DIV/0!		0.0	0.0	0.0	0.0	#DIV/0!	
Ward 14	0	100	276	830	883	#DIV/0!		0.0	0.0	0.0	0.0	#DIV/0!	
Ward 15	0	100	276	830	883	#DIV/0!		0.0	0.0	0.0	0.0	#DIV/0!	
Ward 16	0	100	276	830	883	#DIV/0!		0.0	0.0	0.0	0.0	#DIV/0!	
Ward 17	0	100	276	830	883	#DIV/0!		0.0	0.0	0.0	0.0	#DIV/0!	
Ward 18	0	100	276	830	883	#DIV/0!		0.0	0.0	0.0	0.0	#DIV/0!	
Ward 19	0	100	276	830	883	#DIV/0!		0.0	0.0	0.0	0.0	#DIV/0!	
Ward 20	0	100	276	830	883	#DIV/0!		0.0	0.0	0.0	0.0	#DIV/0!	
Ward 21	0	100	276	830	883	#DIV/0!		0.0	0.0	0.0	0.0	#DIV/0!	
Ward 22	0	100	276	830	883	#DIV/0!		0.0	0.0	0.0	0.0	#DIV/0!	
Ward 23	0	100	276	830	883	#DIV/0!		0.0	0.0	0.0	0.0	#DIV/0!	
Ward 24	0	100	276	830	883	#DIV/0!		0.0	0.0	0.0	0.0	#DIV/0!	
Ward 25	0	100	276	830	883	#DIV/0!		0.0	0.0	0.0	0.0	#DIV/0!	
Overall	54319	100	276	830	883	#DIV/0!		36.7	140.0	60.1	38.5	#DIV/0!	

N.B. Junior hockey TGR rates are not used as actual participation figures are used instead.

APPENDIX 5

Pitch site audit summary

Appendix 5: Pitch site audit summary

Site Ref	Site Name	Road name, Settlement	Postcode	Sub Area	Community Use	Security of Use Code	No. Senior Football Pitches	No. Junior Football Pitches	No. Mini Soccer Pitches	No. Cricket Pitches	No. Full Rugby Pitches	No. Mini Rugby Pitches	Adult Grass Hockey	No. Rounders Pitches	No. Lacrosse Pitches	Artificial Grass Pitches	Site Owned by	Pitches Quality (Site Average)	Pavilion Facilities (Yes/No)	Changing Room Quality	Training Floodlights	Match Floodlights (Main Pitch)
2	Areley Kings Sports Ground	Minster Road, Stourport	DY13 8AB	SP	Yes	A(ii)	2		3								Voluntary Sports Club	90%	Yes	66%	Yes	No
3	Arley Sports & Social Club/Sports Ground	Bewdley	DY12 1XA	B&RW	Yes	A(ii)	1		1								Voluntary Sports Club	81%	Yes	51%	No	No
4	Baxter College Football	Haberley Road, Kidderminster	DY11 5PQ	KW	Yes	B	1	2									LEA	91%	Yes	N/A	No	No
4a	Baxter College Rugby	Haberley Road, Kidderminster	DY11 5PQ	KW	No	C					1						LEA	85%	Yes	N/A	No	No
5	Bewdley Football Club	Ribbesford Meadows, Ribbesford, Bewdley	DY12 2TJ	B&RW	Yes	A(ii)	2										Voluntary Sports Club	89%	Yes	63%	Yes	Yes
7	Bewdley Leisure Centre Football and Cricket	30 Stourport Road, Bewdley	DY12 1BL	B&RW	Yes	A(i)	2		1									80%	Yes	85%	No	No
7a	Bewdley Leisure Centre Rugby	30 Stourport Road, Bewdley	DY12 1BL	B&RW	Yes	B					1							81%	Yes	85%	No	No
8	Bewdley Primary School	Stourport Road, Bewdley	DY12 1BL	B&RW	No	C		2									LEA	74%	No	N/A	No	No
9	Birchen Coppice Primary School	Woodbury Road, Kidderminster	DY11 7JJ	KW	Yes	A(iii)	1										LEA	89%	Yes	95%	No	No
11	Blakedown Sports Centre	Birmingham Road, Blakedown, Kidderminster	DY10 3LG	RE	Yes	A(ii)	1		1								Voluntary Sports Club	81%	Yes	71%	No	No
12	Brown Westhead Park	Brown Westhead Park, Wolverley Road, Wolverley, Kidderminster	DY10 3PX	RE	Yes	A(i)	6	1	3								WFDC	77%	Yes	32%	No	No
15	Callow Hill Sports Ground	Cleobury Road, Rock	DY14 9DB	B&RW	Yes	A(ii)	2										Voluntary Sports Club	86%	Yes	93%	No	No
16	Chaddesley Corbett Cricket/Rugby/Football	Longmore, Chaddesley Corbett, Kidderminster	DY10 4RD	RE	Yes	A(ii)	1		2	2							Voluntary Sports Club	87%	Yes	73%	Yes	No
19	Chainwire Sports Ground	Zortech Avenue, Kidderminster	DY11 7DY	SP	Yes	A(ii)	3	1	5								Industrial/Commercial Co.	92%	Yes	93%	No	No
20	Chester Road Sports Ground/Kidderminster	Chester Road North, Kidderminster	DY10 1TH	KE	Yes	A(ii)		3	2								Voluntary Sports Club	92%	Yes	90%	No	No
22	Cookley Playing Fields/Sports and Social Club/Cookley Football Club		DY10 3RH	RE	Yes	A(ii)	2	2	1								Voluntary Sports Club	84%	Yes	93%	No	No
26	Franche Community Primary School	Chestnut Grove, Kidderminster	DY11 5QB	KW	No	C		2									LEA	73%	No	N/A	No	No
27	Haberley Sports Field	Haberley Road, Kidderminster	DY11 6AA	KW	Yes	A(i)	2	1	1								WFDC	85%	Yes	78%	No	No
28	Heathfield School	Wolverley Road, Wolverley, Kidderminster	DY10 3QE	RE	No	C	1	1				1					Independent	77%	No	N/A	No	No
30	Kidderminster Carolians Rugby Football Club	Marlpool Lane, Kidderminster	DY11 5HP	KW	Yes	A(ii)					3	1					Club	88%	Yes	83%	Yes	No
31	Kidderminster Harriers Football Club	Aggborough Stadium, Hoo Road, Kidderminster	DY10 1NB	KE	No	C	1										League Football Club	95%	Yes	100%	No	Yes
32	King Charles I School (Main Site)	Hill Grove House, Comberton Road, Kidderminster	DY10 1XA	KE	No	C	1										LEA	77%	No	N/A	No	No
32a	King Charles I School (Main Site) STP	Hill Grove House, Comberton Road, Kidderminster	DY10 1XA	KE	Yes	A(iii)									1		LEA	Poor	No	N/A	Yes	Yes
33	King Charles I School Site 2 (former Comberton)	Borrington Road, Kidderminster	DY10 3ED	KE	No	B	1				1						LEA	73%	Yes	76%	No	No
34	Lea Castle Sports Ground	off Wolverley Road (B4189), Cookley, Kidderminster	DY10 3QB	RE	Yes	A(ii)	3										Voluntary Sports Club	88%	Yes	44%	No	No
35	Lickhill Middle School (new Stourport Primary)	Lickhill Road, Stourport	DY13 8SF	SP	No	C		1	1								LEA	79%	No	N/A	No	No
37	Lower Park/Bewdley Cricket Club	Lower Park, Bewdley	DY12 2DP	B&RW	Yes	A(ii)				1							Voluntary Sports Club	97%	Yes	78%	No	No
38	Mill Lane	Mill Lane, Wolverley, Kidderminster	DY11 5TR	RE	Yes	A(ii)	2											82%	Yes	61%	Yes	No

Appendix 5: Pitch site audit summary

Site Ref	Site Name	Road name, Settlement	Postcode	Sub Area	Community Use	Security of Use Code	No. Senior Football Pitches	No. Junior Football Pitches	No. Mini Soccer Pitches	No. Cricket Pitches	No. Full Rugby Pitches	No. Mini Rugby Pitches	Adult Grass Hockey	No. Rounders Pitches	No. Lacrosse Pitches	Artificial Grass Pitches	Site Owned by	Pitches Quality (Site Average)	Pavilion Facilities (Yes/No)	Changing Room Quality	Training Floodlights	Match Floodlights (Main Pitch)
39	Morgan Advanced Ceramics	Bewdley Road (B4195), Stourport	DY13 8QR	SP	No	C	2										Industrial/Commercial Co.					
40	Mostyn Rangers Football Club	Minster Road, Stourport	DY13 8AB	SP	Yes	A(ii)	2											87%	Yes	34%	No	No
41	Sion Hill Middle School	Sion Hill, Broadwaters, Kidderminster	DY10 2XT	RE	No	B	1	1									LEA	82%	No	N/A	No	No
43	Springfield Sports Ground	Springfield Lane, Kidderminster	DY10 2PS	KE	Yes	A(i)	2										WFDC	79%	Yes	59%	No	No
45	St Annes Primary School	Wyre Hill, Bewdley	DY12 2UQ	B&RW	Yes	A(iii)			3								LEA	79%	No	N/A	No	No
47	St Catherines C of E Primary	Marlpool Lane, Kidderminster	DY11 5HP	KW	Yes	A(iii)		2									LEA	82%	No	N/A	No	No
52	Stone Cricket Club	Worcester Road (A450)/Witch Lane, Shenstone, Nr Kidderminster	DY10 4BU	RE	Yes	A(ii)				1								87%	Yes	46%	No	No
53	Stourport Cricket Club	Harold Davies Drive, Stourport	DY13 0AA	SP	Yes	A(ii)			2								Voluntary Sports Club	83%	Yes	63%	No	No
54	Stourport High School - Language College	Minster Road (A451), Stourport	DY13 8AX	SP	Yes	C	3				1						School (Academy)	75%	No	N/A	No	No
56	Stourport Rugby Club	Harold Davies Drive, Stourport	DY13 0AA	SP	Yes	A(ii)					3						Voluntary Sports Club	75%	Yes	63%	Yes	No
57	Stourport Sports Club	Kingsway, Stourport	DY13 8BQ	SP	Yes	A(ii)									2		Voluntary Sports Club	Poor	Yes	Very Good	Yes	Yes
58	Stourport Swifts Football Club	Harold Davies Drive, Stourport	DY13 0AA	SP	No	A(ii)	1										Non League	95%	Yes	76%	No	Yes
59	Sutton Park Community Primary School	Greatfield Road, Kidderminster	DY11 6PH	KW	Yes	A(iii)		1									LEA	90%	Yes	95%	No	No
61	White Wickets Sports Field	Franche Road, Kidderminster	DY11 5AL	KW	Yes	A(iii)	2	1									LEA	89%	Yes	68%	No	No
62	Wilden Village Cricket Club	Wilden Top Road, Stourport on Severn	DY13 9JF	SP	Yes	A(ii)	1		1								Voluntary Sports Club	86%	Yes	71%	Yes	No
63	Winterfold House School Cricket	Nr Mustow Green, Chaddesley Corbett, Kidderminster	DY10 4PW	RE	Yes	A(iii)				1								85%	Yes	73%	No	No
63a	Winterfold House School Rugby	Nr Mustow Green, Chaddesley Corbett, Kidderminster	DY10 4PW	RE	No	C					3							83%	Yes	73%	No	No
64	Wolverley High School Football	Blakeshall Lane, Wolverley, Kidderminster	DY11 5XQ	RE	Yes	A(ii)	1										LEA	84%	No	N/A	No	No
64a	Wolverley High School Rugby & Cricket	Blakeshall Lane, Wolverley, Kidderminster	DY11 5XQ	RE	Yes	C			1	1				2			LEA	73%	Yes	73%	No	No
65	Wolverley Sebright Primary School	Franche Road, Wolverley, Kidderminster	DY11 5TP	RE	No	C		1									LEA	55%	No	N/A	No	No
66	Stourminster Special School	Comberton Road, Kidderminster	DY10 3DX	KE	No	C		1									LEA	58%	No	N/A	No	No

APPENDIX 6

Sport England Market Segmentation Summaries

Ben - 1

Competitive Male Urbanites

- Mainly aged 18-25
- Single
- Graduate professional

Male, recent graduates, with a 'work-hard, play-hard' attitude

5% of all adults; 10% of adult men



About Ben

Ben, 22, has recently graduated and is now working as a trainee accountant. Loving his single life, which is just an extension of university days, he is certainly in no hurry to settle down. His 'work-hard, play-hard' attitude to life sees him putting in long hours at the office, doing a lot of sport and enjoying plenty of socialising with friends. Ben is also more likely to be a student than other groups.

Currently renting with ex-university friends, he is contemplating the housing ladder, but will probably move back into the parental home. Whatever he chooses, little time is spent at home.

Image and brand conscious, Ben tries to keep a healthy diet, but with little success. Post-work and post-exercise fast foods are almost daily regimes.

Ethnic origin

Individuals in this segment are predominantly of White British (74%), or Other White (12%) origin; or may also be Asian/Asian British (7%), of Irish heritage (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Josh, Luke, Adam, Matesuz, Kamil

Ben: Sports Overview

- Ben is a very active type that takes part in sport on a regular basis: he is the most sporty of the 19 segments.
- The top sports that Ben participates in are shown in the chart opposite: 33% of Bens play football, compared to 4% of all adults; 24% of this segment take part in 'keep fit and gym' compared to 17% of all adults; 18% of this segment take part in cycling, and 15% take part in athletics or running.
- Swimming is also popular with Ben, with his participation in this sport being in line with all adults. He may also take part in tennis, golf, badminton, squash/racketball and cricket.

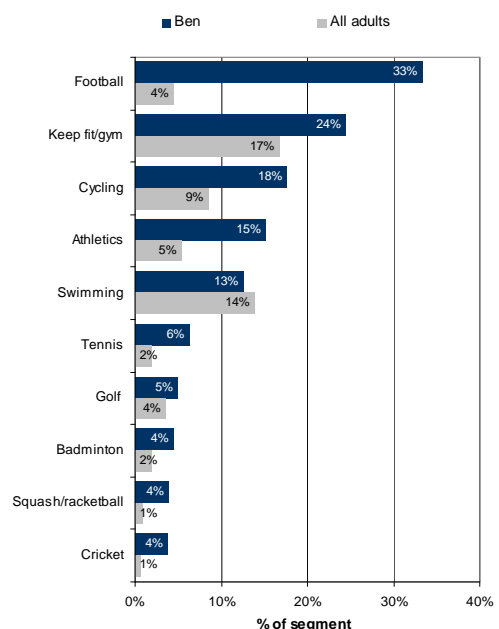
Ben is similar to/lives near:

Chloe (segment 3), other Bens (segment 1)

Ben is likely to live in towns/areas such as:

Maidenhead, Putney, High Wycombe, Wimbledon, Richmond-upon-Thames

Top sports that Ben participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

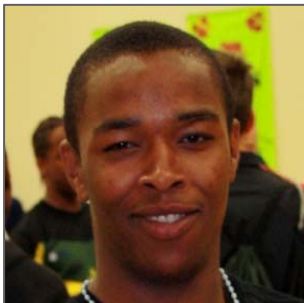
Jamie - 2

Sports Team Lads

- Mainly aged 18-25
- Single
- Vocational Student

Young blokes enjoying football, pints and pool

5% of all adults; 11% of adult men



About Jamie

Jamie is 20 and has just finished studying for an HND at his local college. Since leaving college he's been unable to find a related job and currently works at the local supermarket, but hopes to find something better soon. Jamie lives with his parents in the family home, and still hangs out with his old school-mates.

Jamie plays football in the local youth league, and often plays computer games with his mates from the team. Tight finances mean that Jamie puts a lot on his credit card. His spare cash goes on nights in the sports bar with the boys, either drinking or playing late night pool.

Jamie isn't fussed about his health or diet. He may smoke, and enjoys fast food and takeaways.

Ethnic origin

Individuals in this segment are predominantly of White British (60%), or Other White (15%) origin; or may also be Asian/Asian British (14%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (2%).

Alternative names

Ryan, Nathan, Ashley, Adeel, Pawel

Jamie: Sports Overview

- Jamie is a very active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Jamie participates in are shown in the chart opposite: 28% of this group play football, compared to 4% of all adults; 22% take part in 'keep fit and gym' compared to 17% of all adults; 12% take part in both athletics (running) and cycling, and 10% go swimming.
- Jamie may also take part in badminton, tennis, cricket, basketball and golf.

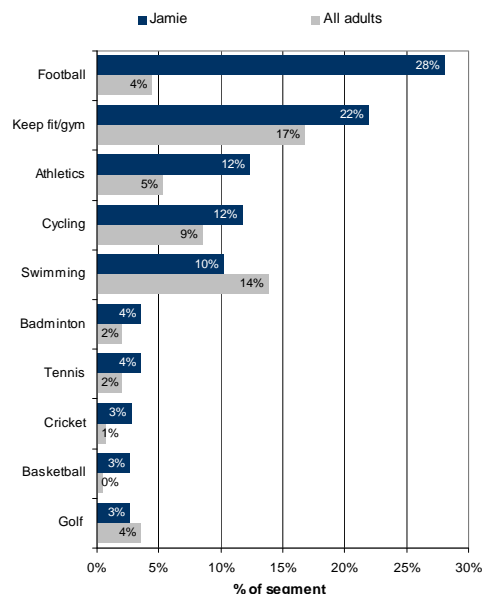
Jamie is similar to/lives near:

Jackie (segment 8), other Jamies (segment 2)

Jamie is likely to live in towns/areas such as:

Hounslow, Croydon, Slough, Leeds, Coventry

Top sports that Jamie participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Chloe - 3

Fitness class friends

- Mainly aged 18-25
- Single
- Graduate professional

Young image-conscious females keeping fit and trim

5% of all adults; 9% of adult women



About Chloe

Chloe is 23 and works in HR for a large firm. She shares a house with ex-university friends who are also on graduate schemes. Without the pressures of family or a mortgage, Chloe isn't worried about her student loan, she likes to spend her income on clothes, nights out and holidays with friends.

Chloe and her housemates go to classes at their local gym a couple of times a week, and like to swim afterwards. At weekends, Chloe likes to go for a big night out, including a nice meal and a few drinks with her friends.

Chloe is reasonably health conscious, watching what she eats and exercising to stay trim. She isn't fanatical though, wanting to live a fun packed life while she's young, free and single.

Ethnic origin

Individuals in this segment are predominantly of White British (75%), or Other White (12%) origin; or may also be Asian/Asian British (6%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (2%).

Alternative names

Nisha, Sophie, Lauren, Charlotte, Lucy



Chloe: Sports Overview

- Chloe is an active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Chloe participates in are shown in the chart opposite: 28% of this group take part in 'keep fit and gym' compared to 17% of all adults; 24% take part in swimming compared to 14% of all adults; and 14% take part in athletics or running.
- She may also take part in horse riding, tennis, badminton, football, netball and hockey.

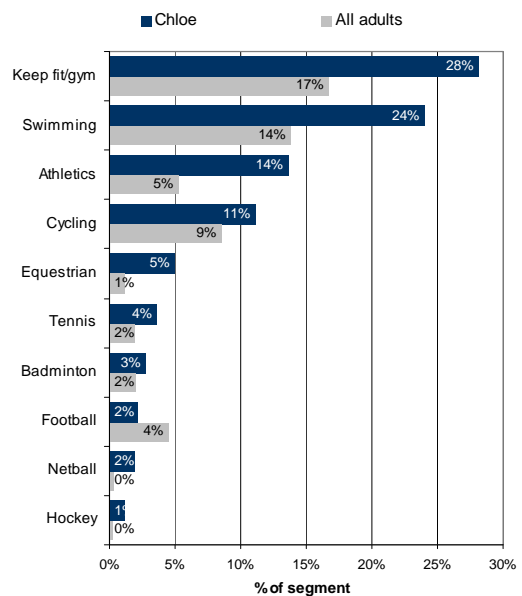
Chloe is similar to/lives near:

Ben (1), other Chloes (3)

Chloe is likely to live in towns/areas such as:

Kingston upon Thames, Guildford, Cambridge, St Albans, Chiswick

Top sports that Chloe participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Leanne - 4

Supportive Singles

- Mainly aged 18-25
- Likely to have children
- Student/part time vocational

Young busy mums and their supportive college mates

4% of all adults; 8% of adult women



About Leanne

Leanne is 23 and lives with her parents and her daughter, Carly, in a small terraced house. Leanne is studying beauty therapy part-time at college, and does the odd cleaning job when her mum can look after Carly.

Leanne doesn't get much time to herself. Juggling Carly, college and her cleaning shifts is demanding, and childcare is a difficult expense. A couple of times a week though Leanne treats herself to a night out with the girls, at bingo or maybe in the local pub.

Leanne relies on her mum and girlfriends helping her out. Her mates often come with her to the swimming pool at the weekend and are really good with Carly. Sometimes it's hard to miss out on the fun though, when they go off to a dance class or bowling afterwards and she has to take Carly home.

Ethnic origin

Individuals in this segment are predominantly of White British (65%), or Other White (14%) origin; or may also be Asian/Asian British (12%), of Irish heritage (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Hayley, Kerry, Danielle, Nisha, Saima

Leanne: Sports Overview

- Leanne is the least active segment of her age group (more details overleaf).
- The top sports that Leanne participates in are shown in the chart opposite: 23% of this group take part in 'keep fit' and gym compared to 17% of all adults; 18% of this group take part in swimming compared to 14% of all adults; 9% take part in athletics or running, and 6% take part in cycling
- Leanne may also take part in football, badminton, netball, horse-riding, tennis and volleyball.

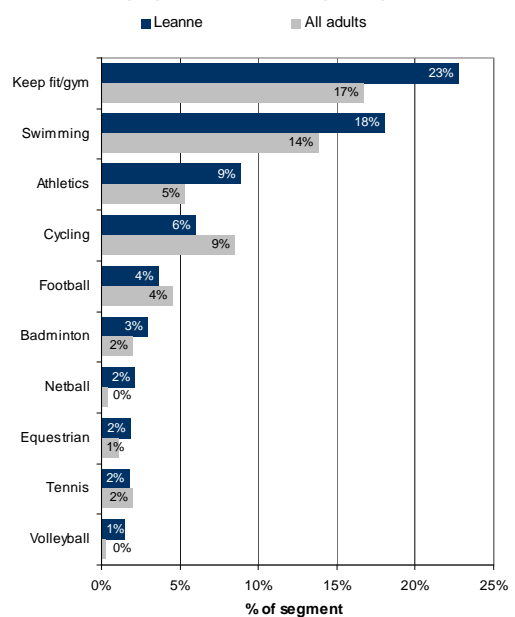
Leanne is similar to/lives near:

Jamie (segment 2), Brenda (segment 14)

Leanne is likely to live in towns/areas such as:

Blackburn, Ilford, Harrow, Leicester, Chatham

Top sports that Leanne participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

Helena - 5

Career-Focussed Females

- Mainly aged 26-45
- Single
- Full time professional

Single professional women, enjoying life in the fast lane

5% of all adults; 9% of adult women



About Helena

Helena is 30 and lives in a small, stylish flat on her own. She's working her way up the career ladder and is now starting to enjoy the financial freedoms her salary affords her. In the future Helena may buy a larger house, but at the moment she prefers having more disposable income to enjoy designer clothes, meals out and holidays.

After a long train commute home, Helena prepares herself a quick, healthy meal before heading out to the gym. If she's not worked too late at the office she might catch a class, otherwise opting for a long workout on the machines. Helena likes to keep in shape; she is very image conscious and her healthy diet and exercise regime is an important part of her social and career life.

Ethnic origin

Individuals in this segment are predominantly of White British (76%), or Other White (11%) origin; or may also be of Irish heritage (6%), Asian/Asian British (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Claire, Tamsin, Fiona, Sara, Joanne

Helena: Sports Overview

- Helena is a fairly active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Helena participates in are shown in the chart opposite: 26% of this segment take part in keep fit/gym compared to 17% of all adults; 22% take part in swimming compared to 14% of all adults; 11% of this segment take part in cycling and 9% in athletics or running.
- Helena may also take part in horse-riding, tennis, badminton, netball, football and golf.

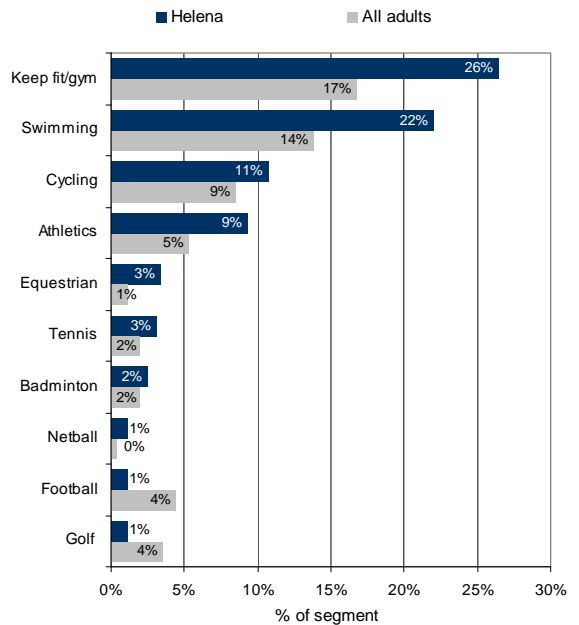
Helena is similar to/lives near:

Chloe (segment 3), Tim (segment 6)

Helena is likely to live in towns/areas such as:

Chelsea, Cheltenham, Harrogate, Reading, Brighton

Top sports that Helena participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Tim - 6

Settling Down Males

- Mainly aged 26-45
- Married or single
- May have children
- Professional

Sporty male professionals, buying a house and settling down with partner
9% of all adults; 18% of adult men



About Tim

Tim is 33 and works in IT. He lives with his wife Lorna in a semi-detached house they own in a desirable suburb. At the moment it's just the two of them, but Lorna is expecting their first baby in a few months' time.

Tim loves sport. Since his job has got busier he doesn't do as much as he used to, but he still manages trips to the gym and the odd mid-week game of squash. He hopes things won't change too much when the baby arrives, but knows they may not be able to enjoy such regular holidays in the future.

Tim's healthy diet is due to Lorna cooking most nights, but he's not particularly health conscious himself. He enjoys a burger and maybe a pint after playing sport, and he may drink at home, albeit lightly.



Ethnic origin

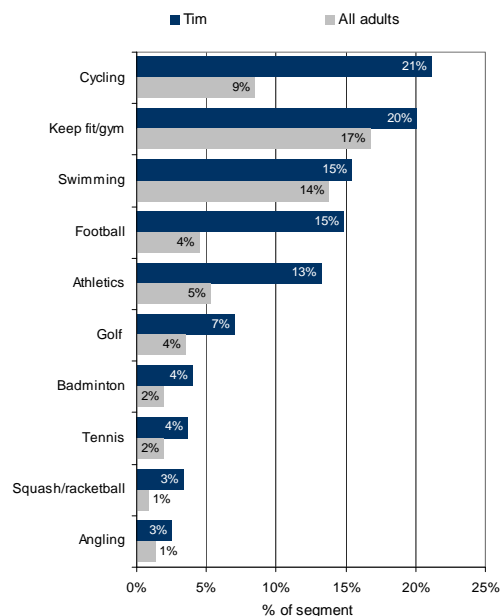
Individuals in this segment are predominantly of White British (77%), or Other White (10%) origin; or may also be Asian/Asian British (6%), of Irish heritage (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Simon, Jonathan, Jeremy, Adrian, Marcus



Top sports that Tim participates in



Tim: Sports Overview

- Tim is an active type that takes part in sport on a regular basis (more details overleaf).
- The top sports that Tim participates in are shown in the chart opposite: 21% of this segment take part in cycling compared to 9% of all adults; 20% of this segment take part in keep fit/gym, compared to 17% of all adults.
- Swimming, football and athletics or running are also popular sports for Tim. His participation in swimming is in line with that of all adults, however Tim is more likely than all adults to take part in football and athletics.

Tim is similar to/lives near:

Helena (segment 5), Alison (segment 7)

Tim is likely to live in towns/areas such as:

Camberley, Tunbridge Wells, Banbury, Haywards Heath, Milton Keynes

Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

Alison - 7

Stay at Home Mums

- Mainly aged 36-45
- Married
- Stay-at-home mum
- Children

Mums with a comfortable, but busy, lifestyle

4% of all adults; 9% of adult women



About Alison

Alison is 38 and married with two children, aged 6, and 3. As a stay-at-home mum her career is temporarily on hold, whilst her husband works as an accountant. Alison's life is busy. She does the school or playschool run, takes the children to music and horse-riding lessons and keeps the house in order. After putting the children to bed, Alison often spends an evening at PTA meetings. This year she is involved in organising the school fete.

Alison manages to attend a few exercise classes each week whilst her youngest is at playschool, and the family go swimming at the weekend. Concerned about a healthy diet for her family, Alison gets organic vegetables delivered each week. She may enjoy a well-deserved glass of wine while she's cooking dinner.

Ethnic origin

Individuals in this segment are predominantly of White British (78%), or Other White (9%) origin; or may also be of Irish heritage (6%), Asian/Asian British (5%), Black/Black British (1%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Justine, Karen, Suzanne, Tamsin, Siobhan

Alison: Sports Overview

- Alison is a fairly active segment with above average levels of participation in sport.
- The top sports that Alison participates in are shown in the chart opposite: 27% of this segment take part in keep fit/gym compared to 17% of all adults; 25% of this group take part in 'swimming' compared to 14% of all adults; 12% of this segment take part in cycling, and 11% take part in athletics (including running).
- Alison may also take part in horse-riding, tennis, badminton, netball, rounders and football.

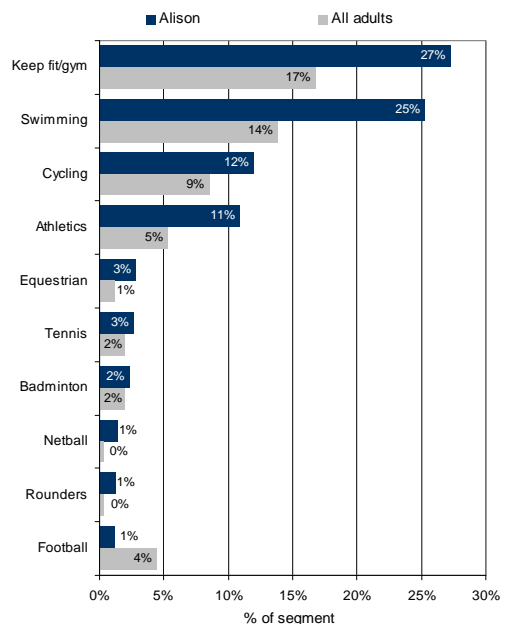
Alison is similar to/lives near:

Tim (segment 6)

Alison is likely to live in towns/areas such as:

Orpington, Bromsgrove, Maidstone, Newbury, Horsham

Top sports that Alison participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

Jackie - 8

Middle England Mums

Mums juggling work, family and finance

5% of all adults; 10% of adult women

- **Mainly aged 36-45**
- **Married**
- **Part-time skilled worker or stay-at-home mum**
- **Children**



About Jackie

Jackie, 43, is married with three school age children. She works part time at a call centre and her husband Dave is a salesman.

Life is hectic for Jackie. She doesn't get much time for herself, being busy taking the children to school and after school activities, grocery shopping, working, and getting dinner on the table. She feels like a taxi service for the kids these days, forever taking them to one activity or another both during the week and at weekends.

Jackie goes to an aerobics class one evening a week and tries to take the kids swimming or ice skating on Saturdays. Dave bought her an exercise bike last Christmas, but it is just gathering dust in the garage. Healthy eating isn't high on Jackie's list of priorities. Dinners just have to be quick, easy and something the kids will eat.

Ethnic origin

Individuals in this segment are predominantly of White British (79%), or Other White (8%) origin; or may also be of Irish heritage (6%), Asian/Asian British (5%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Andrea, Cheryl, Deborah, Jane, Louise

Jackie: Sports Overview

- Jackie has above average participation in sport, although is less active than others in her age group. (more details overleaf).
- The top sports that Jackie participates in are shown in the chart opposite: 22% of this group take part in keep fit/gym compared to 17% of all adults; 20% of this group take part in swimming compared to 14% of all adults.
- In line with the general adult population, 9% of this segment take part in cycling; and 6% take part in athletics or running (compared to 5% of all adults).
- Jackie may also play badminton, go horse-riding, play tennis, football, rounders or netball.

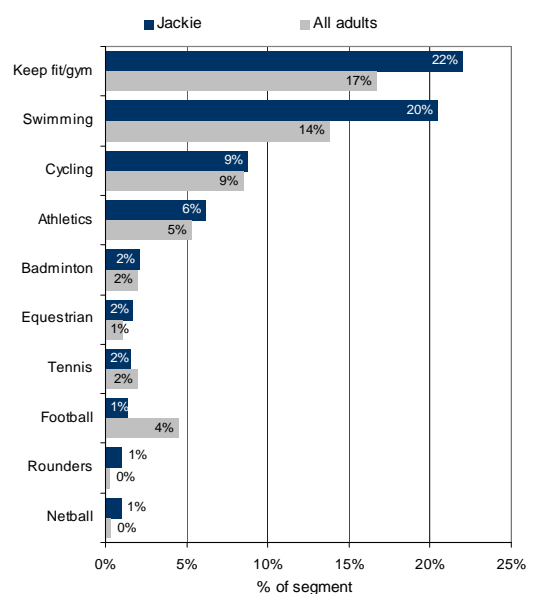
Jackie is similar to/lives near:

Kev (segment 9), Philip (segment 11)

Jackie is likely to live in towns/areas such as:

Dover, Aldershot, Wigan, Uxbridge, Chesterfield

Top sports that Jackie participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Kev - 9

Pub League Team Mates

- Mainly aged 36-45
- Married or single
- May have children
- Vocational job

Blokes who enjoy pub league games and watching live sport

6% of all adults; 12% of adult men



About Kev

Kev, 40, lives with his long-term partner and stepson, working as a self-employed plumber.

On Saturday mornings Kev occasionally trains with the pub football team, and sometimes makes the Sunday side – although he’s struggling more and more to keep up with the lads in the team. Alternatively Kev may spend his weekends doing DIY at home and watching TV. Evenings and weekends may see him down the local pub, smoking, drinking and watching sport, or taking part in other social activities, when work allows.

Kev used to enjoy lifting weights or using his punch bag at home, but lately his shoulder has been playing him up, so instead it is a few games of snooker or darts. He can’t understand healthy eating fads - salads just don’t seem like a proper meal to him, so he tends to stick to a relatively unhealthy processed food diet.

Ethnic origin

Individuals in this segment are predominantly of White British heritage (67%), or Asian/Asian British heritage (12%); or may be of Other White origin (11%), of Irish heritage (6%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Lee, Craig, Steven, Tariq, Dariusz.



Kev: Sports Overview

- Kev has average levels of sports participation (more details overleaf).
- The sports that Kev participates in most are shown in the chart opposite: 14% of this segment take part in keep fit/gym compared to 17% of all adults; 12% of this segment take part in football compared to 4% of all adults. In addition, 11% of people in this segment take part in cycling, and 10% go swimming.
- Kev may also take part in athletics or running, golf, angling, badminton, archery or martial arts/combat sports.

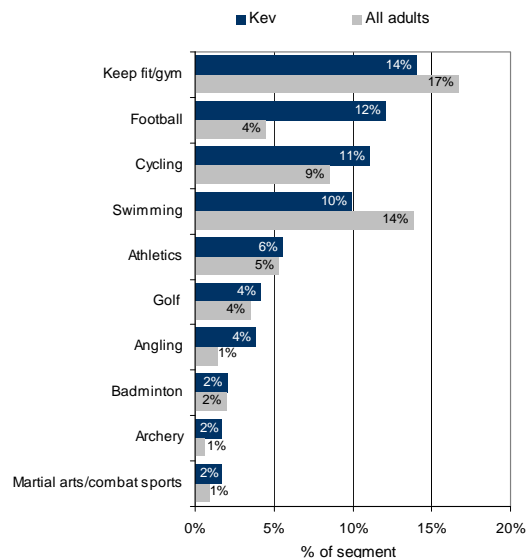
Kev is similar to/lives near:

Jackie (segment 8), Paula (segment 10)

Kev is likely to live in towns/areas such as:

Walthamstow, Walsall, Rotherham, Bradford, Wakefield

Top sports that Kev participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

Paula - 10

Stretched Single Mums

- Mainly aged 26-45
- Single
- Job seeker or part time low skilled

Single mums with financial pressures, childcare issues and little time for pleasure

4% of all adults; 7% of adult women



About Paula

Paula, 33, lives in a council owned property with her three children. Jade and Kyle are at school now, but Ruby is still at home. Paula receives some state benefits, but things are still very difficult. Her debt has built up over the last few years and she hasn't been able to work because of the children.



A couple of times a week a friend looks after Ruby so Paula can get a break at afternoon bingo. At the weekend she sometimes takes the kids swimming or ice skating. It's not cheap, but they need entertaining.

Paula can't afford much fresh healthy food; instead she buys convenience meals from the discount freezer store. Given her stress-filled life she feels it's understandable she needs to smoke and enjoy the odd drink.



Ethnic origin

Individuals in this segment are predominantly of White British (70%), or Other White (10%) origin; or may also be Asian/Asian British (10%), of Irish heritage (6%), Black/Black British (3%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Donna, Gemma, Shelley, Tina, Tammy

Paula: Sports Overview

- Paula is not a very active type and her participation levels are slightly below those of the general adult population (more details overleaf).
- The top sports that Paula participates in are shown in the chart opposite: 18% of people in this segment participate in keep fit/gym compared to 17% of all adults; 17% of people in this segment take part in swimming compared to 14% of all adults; 5% of this segment take part in cycling, and 4% in athletics or running.
- Paula may also take part in football, badminton, tennis, rounders, horse riding and netball.

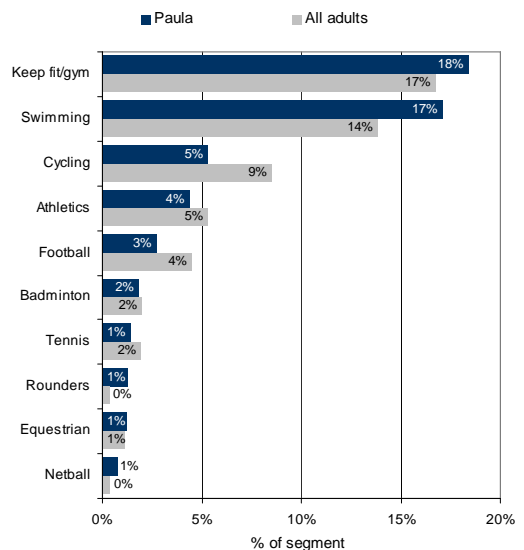
Paula is similar to/lives near:

Kev (segment 9), Brenda (segment 14)

Paula is likely to live in towns/areas such as:

Bootle, Stratford (east London), Widnes, Bolton, Altrincham

Top sports that Paula participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010): based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running.

Philip - 11

Comfortable Mid-Life Males

Mid-life professional, sporty males with older children and more time for themselves

9% of all adults; 18% of adult men

- Mainly aged 46-55
- Married with Children
- Full time employment and owner occupier



About Philip

Philip is 48, an owner-occupier, and married with two older children. One recently graduated and left home, the other is on a gap year before starting university next autumn. Whilst there are still some university fees to pay, Philip is at the height of his career, enjoying a comfortable salary at an established firm.

Philip still keeps up his love of sport, hindered only by office pressures. He plays badminton in a local team, and if he gets home early enough, enjoys a swim at the health club. He shares football season tickets with his son, and together they play cricket for the local Sunday side – alas, his rugby days are over.

Reasonably health conscious, Philip wants to stay healthy for later in life so he can keep playing sport for as long as possible. He's not in any hurry to hang up his pads, and anyway, he'd keep up his involvement in the club as fixture secretary.



Ethnic origin

Individuals in this segment are predominantly of White British (82%), or Other White (7%) origin; or may also be of Irish heritage (6%), Asian/Asian British (4%), Black/Black British (1%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Graham, Colin, Keith, Stuart, Clive



Philip: Sports Overview

- Philip's sporting activity levels are above the national average (more details overleaf).
- The top sports that Philip participates in are shown in the chart opposite: Cycling is the top sport, and 16% of this segment do this at least once a month, almost double the national average.
- Philip also enjoys keep fit/gym, swimming, football, golf and athletics (running). His participation in most of his top sports is above the national average, which is indicative of the priority he places on sport.

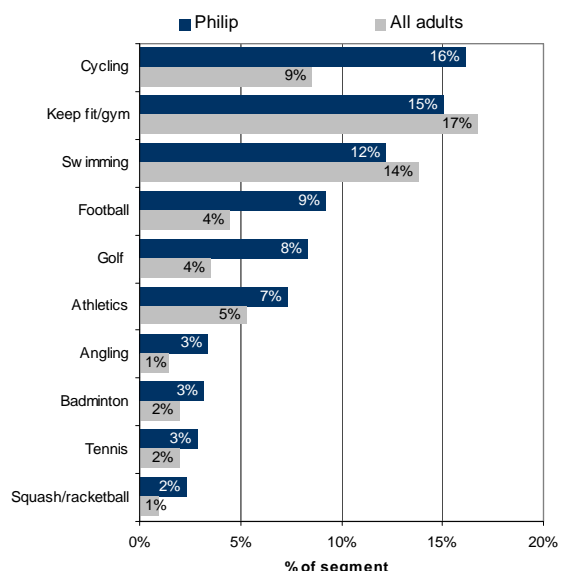
Philip is similar to/lives near:

Jackie (segment 8), Elaine (segment 12)

Philip are likely to live in towns such as:

Chippenham, Eastleigh, Aylesbury, Andover, Southport

Top sports that Philip participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Elaine - 12

Empty Nest Career Ladies

Mid-life professionals who have more time for themselves since their children left home

6% of all adults; 12% of adult women

- Mainly aged 46-55
- Married
- Full time employment and owner occupier



About Elaine

Elaine is 53 and married with two children who have now left home. Having picked up her career again after the children went to school, Elaine is now a full time senior teacher. In a few years' time she'll consider dropping her hours ready for retirement, but for now she's enjoying the career opportunities and chance to stretch herself.



When Elaine gets home from work she enjoys a glass of wine while making a healthy dinner for herself and her husband. They chat over dinner and might even call their son who is away at university, though inevitably they'll be talking to his voicemail.



Elaine goes to a class at the gym one evening a week and enjoys watching dramas or reading a book other nights. Weekends see her going to the stables, gardening or going for a long walk with her husband.

Ethnic origin

Individuals in this segment are predominantly of White British (83%), or Other White (7%) origin; or may also be of Irish heritage (6%), Asian/Asian British (3%), Black/Black British (1%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Carole, Sandra, Penelope, Julie, Jacqueline

Elaine: Sports Overview

- Elaine's sporting activity levels are consistent with the national average, and slightly above average for some indicators (more detail overleaf).
- The top sports that Elaine participates in are shown in the chart opposite: Keep fit/gym and swimming are the most popular sports with around a fifth of the segment doing these, followed by cycling (7%), athletics or running (3%), tennis (2%), badminton (2%) and horse riding (2%).
- Her participation levels are above average for keep fit/gym and swimming.

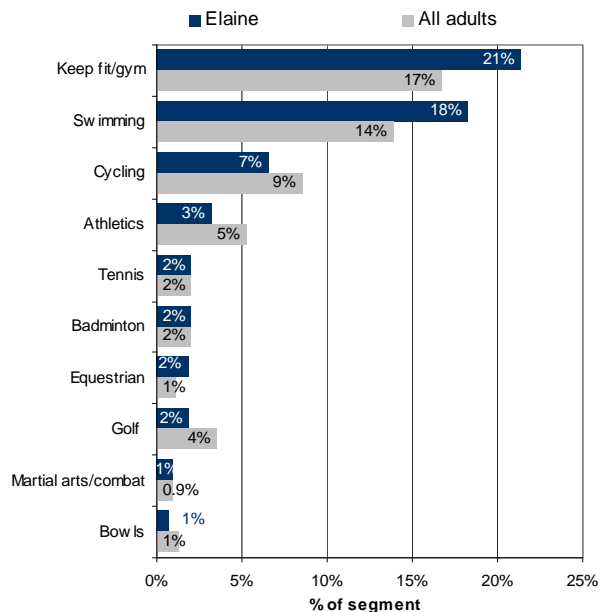
Elaine is similar to/lives near:

Philip (segment 11), Roger & Joy (segment 13)

Elaine are likely to live in towns such as:

Bishop's Stortford, Camberley, Dorchester, Stafford, Shrewsbury

Top sports that Elaine participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Roger & Joy - 13

Early Retirement Couples

Free-time couples nearing the end of their careers

7% of all adults; 6% of adult women, 8% of adult men

- Mainly aged 56 – 65
- Married
- Full time employment or retired



About Roger & Joy

Roger is 57 and Joy is 56. Last year Roger’s accountancy firm made cutbacks and he was offered a generous long-service redundancy payment with which to take early retirement. Joy has always worked mornings as a receptionist in the local GP surgery, but is planning to retire herself late next year.

Having paid off the mortgage on their semi-detached house, Roger and Joy may not have a large income, but also haven’t many financial responsibilities. If they need to they can always downsize, possibly to be nearer the grandchildren.

Roger walks the dog to the paper-shop each morning, and often plays golf. When Joy’s around, they often go for a walk together or help out with childcare.

Sometimes Joy goes to over fifties aqua aerobics class at the leisure centre. Her daughter said it might be good exercise and easier on her joints.



Ethnic origin

Individuals in this segment are predominantly of White British (87%), or Other White (5%) origin; or may also be of Irish heritage (5%), Asian/Asian British (2%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Melvyn, Barry, Geoffrey, Linda, Susan, Patricia



Roger & Joy: Sports Overview

- Roger & Joy are slightly less active than the average adult population.
- The top sports that Roger & Joy participate in are shown in the chart opposite: Keep fit/gym and swimming are the most popular sports with 13% of the segment doing these, followed by cycling (8%), golf (6%) and angling (2%).
- Their participation levels are below average for all of these sports, with the exception of bowls, golf and angling.

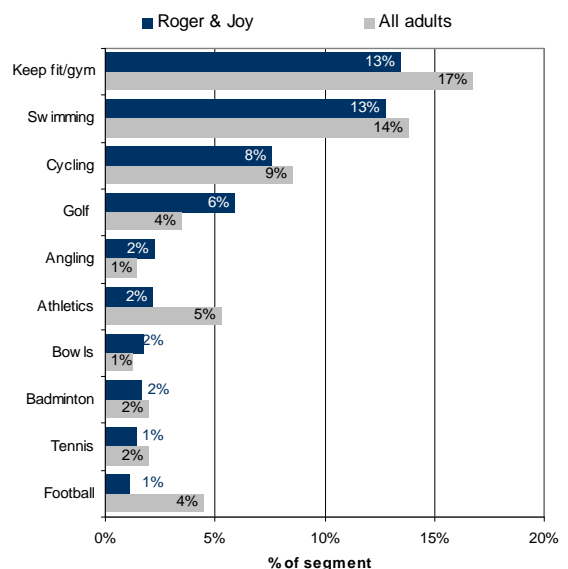
Roger & Joy are similar to/live near:

Roger & Joy (segment 13)

Roger & Joy are likely to live in towns such as:

Newton Abbot, King’s Lynn, Poole, Beverley, Southend

Top sports that Roger & Joy participate in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Brenda - 14

Older Working Women

Middle aged ladies, working to make ends meet

5% of all adults; 10% of adult women

- Mainly aged 46 - 65
- Married
- Part time employee



About Brenda

Brenda is 51 and works in a local food factory on the production line. Her two children have left home now, so it's just Brenda and her husband in the terraced house.

Brenda gets up early and walks to the early shift at the factory. After a long day on her feet and a walk back home again, she's too tired to do much with her evenings. A good dose of TV soaps provide some welcome relaxation, or she might go to the bingo hall instead. Dinner is inevitably oven food – she's too tired to go to any effort.

On Saturdays, Brenda looks after her grandchildren while her daughter works, often taking them swimming. If she doesn't have them she'll go to an exercise class instead, but with the kids in tow, and the adventure playground being pricey, that doesn't happen often.

Ethnic origin

Individuals in this segment are predominantly of White British (76%), or Other White (8%) origin; or may also be Asian/Asian British (7%), of Irish heritage (6%), Black/Black British (2%), Chinese (1%) or belong to another ethnic group (1%).

Alternative names

Shirley, June, Maureen, Janet, Diane



Brenda: Sports Overview

- Brenda is generally less active than the average adult population.
- The top sports that Brenda participates in are shown in the chart opposite: Keep fit/gym is the most popular sport with 15% of the segment doing this, followed by swimming (13%) and cycling (4%).
- Athletics (including running) is enjoyed by 2% of Brendas. In all cases her participation levels are below the national average for all adults.
- Other sports that she may participate in are badminton, horse riding, tennis, martial arts (including Tai Chi), football and golf.

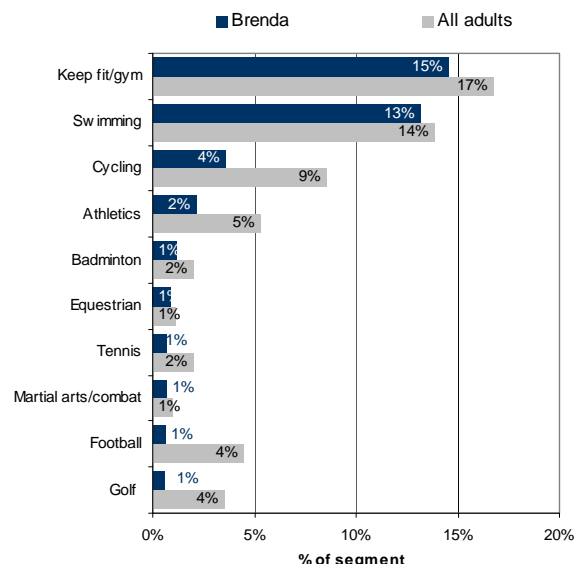
Brenda is similar to/lives near:

Kev (segment 9) and Terry (segment 15)

Brenda are likely to live in towns/areas such as:

Hackney, Rochdale, Lancaster, Corby

Top sports that Brenda participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

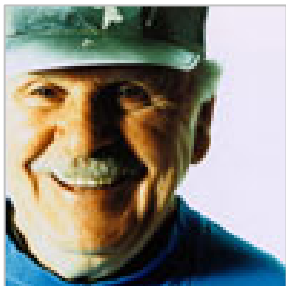
Terry - 15

Local 'Old Boys'

- Mainly aged 56-65
- Single/Married
- Unemployed

Generally inactive older men, low income and little provision for retirement

4% of all adults; 8% of adult men



About Terry

Terry is 59 and lives on his own in a council flat. Having worked on and off as a builder, he has struggled in recent years to get work. At the moment he has a small income as a school caretaker, barely covering the bills.

During the day Terry might do the odd job around the school, but invariably he's not needed until the end of the day once the children have gone home. He spends his mornings watching TV, and afternoons playing darts in the pub, fishing or on the allotment. As part of the local darts team, he plays the occasional competition at weekends, otherwise he goes to the bookies or stays at the pub watching boxing into the early hours. He wishes he still had the fitness to box himself, but those days are a thing of the past.

Terry eats oven food or at the pub most nights. Healthy eating isn't high on his list of concerns – it's expensive and he'd rather have pie and chips.

Ethnic origin

Individuals in this segment are predominantly of White British (79%), or of Irish heritage (7%); or may also be Asian/Asian British (6%), of Other White (6%) origin; Black/Black British (1%), Chinese (0.5%) or belong to another ethnic group (1%).

Alternative names

Derek, Brian, Malcolm, Raymond, Michael



Terry: Sports Overview

- Terry is generally less active than the general adult population.
- The top sports that Terry participate in are shown in the chart opposite: Keep fit/gym is the most popular sport with 8% of the segment doing this, followed by swimming (6%) and cycling (6%). Angling and golf are the next most popular sports, both being played by 4% of this segment.
- Golf, angling and archery are the only sports where a higher proportion of Terrys participate than the national average. In all other cases his participation in his top sports is below average.

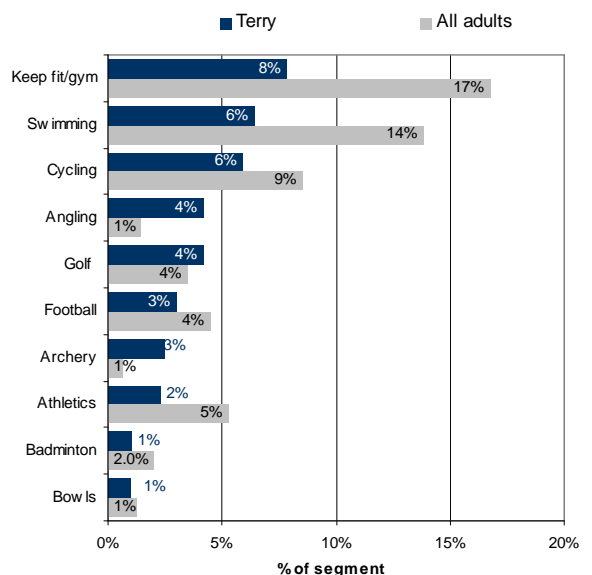
Terry is similar to/lives near:

Brenda (segment 14), Norma (segment 16)

Terry are likely to live in towns such as:

Mansfield, Sunderland, Doncaster, Hull, Dewsbury

Top sports that Terry participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Norma - 16

Later Life Ladies

Older ladies, recently retired, with a basic income to enjoy their lifestyles

2% of all adults; 4% of adult women

- Mainly aged 56-65
- Single
- Unemployed/Retired



About Norma

Norma is 60 and has now retired. Having spent the last few years as a part time cleaner, she has little income now and a basic private pension to subsidise her state allowance. She lives in a small bungalow, although thankfully the small mortgage has been paid off.

Norma likes to get out for a bit during the day. She goes to an aqua aerobics class at the leisure centre, which is heavily subsidised for her as a pensioner. She also walks to buy a lottery ticket, go to the library or to afternoon bingo. She has to take her time though, as she's not as well these days, having seen the late onset of diabetes in the last few years. When she gets home, Norma likes to sit and watch TV, knit or do some embroidery. At weekends her family usually visit her.

Norma prefers traditional home cooking, she smokes, but rarely drinks – her health and diet are therefore not a great concern.

Ethnic origin

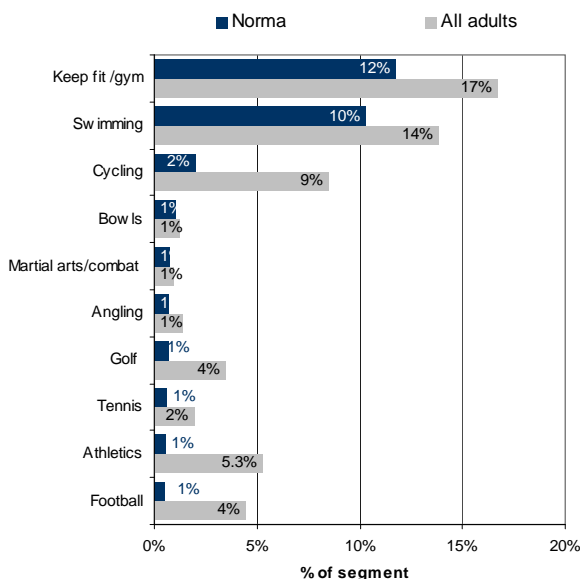
Individuals in this segment are predominantly of White British (79%), or Other White (8%) origin; or may also of Irish heritage (7%), Asian/Asian British (4%), Black/Black British (2%), Chinese (0.5%) or belong to another ethnic group (1%).

Alternative names

Pauline, Angela, Irene, Denise, Jean



Top sports that Norma participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Norma: Sports Overview

- Norma is generally less active than the average adult population.
- She is likely to be doing the same or less sport than 12 months ago, with health the main issue for those doing less.
- The top sports that Norma participate in are shown in the chart opposite: Keep fit/gym is the most popular sport with 12% of Normas doing this, followed by swimming (10%). Other sports are much less popular with cycling the next choice with only 2% of this segment participating.

Norma is similar to/lives near:

Terry (segment 15), Frank (segment 18)

Norma is likely to live in towns/areas such as:

Middlesbrough, East Ham, Barnsley, Newcastle, Sheffield

Ralph & Phyllis - 17

Comfortable Retired Couples

- Mainly aged 66+
- Married/single
- Retired

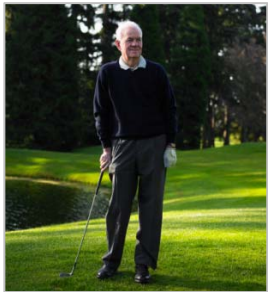
Retired couples, enjoying active and comfortable lifestyles

4% of all adults; 5% of adult men, 4% of adult women



About Ralph & Phyllis

Ralph and Phyllis are in their late 60s and have been retired for some time now. Their children are grown up and have moved out of the family home. Ralph was a successful banker, enabling them to retire early. They've downsized recently, benefiting from Ralph's investment portfolio and comfortable private pension.



Both Ralph and Phyllis feel there is still much of life to live. They enjoy playing golf together, and Ralph competes at weekends sometimes. Phyllis likes to go for the occasional swim while Ralph is out trout fishing, and they also love to go for long walks together. In their earlier years the pace was faster, but they're proud they're still active, enjoying life and can just about keep up with the grandchildren.

Ralph and Phyllis enjoy volunteering in the local community, organising church bazaars and raising money for the local museum.

Ethnic origin

Individuals in this segment are predominantly of White British (89%), or Other White (5%) origin; or may also be of Irish heritage (4%), Asian/Asian British (1%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Lionel, Arthur, Reginald, Beryl, Peggy, Marjorie



Ralph & Phyllis: Sports Overview

- Ralph & Phyllis are generally less active than the average adult population, but their activity levels are higher than others in their age range.
- They are likely to be doing the same or less sport than 12 months ago, with health the main issue for those doing less.
- The top sports that Ralph & Phyllis participate in are shown in the chart opposite: 10% of this group take part in keep fit or gym, 9% swim, 7% play golf and 4% play bowls.

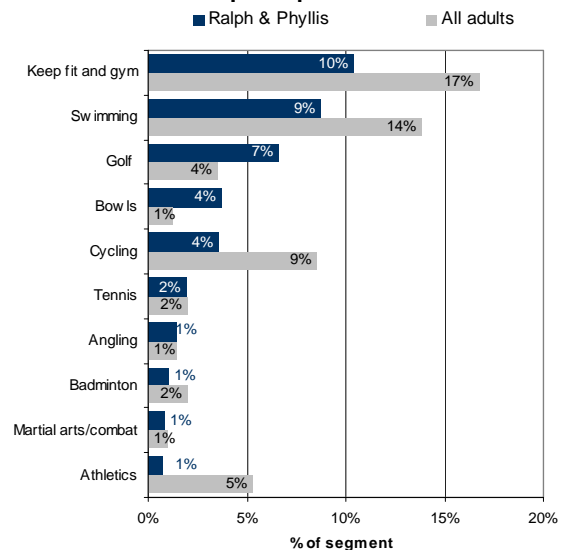
Ralph & Phyllis are similar to/live near:

Other Ralph & Phyllis (segment 17)

Ralph & Phyllis are likely to live in towns such as:

Stratford-upon-Avon, Chichester, Kendal, Farnham, Evesham

Top sports that Ralph & Phyllis participate in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Frank - 18

Twilight Year Gents

Retired men with some pension provision and limited sporting opportunities

4% of all adults; 8% of adult men

- Mainly aged 66+
- Married/single
- Retired



About Frank

Frank is 69 and lives with his wife in a small bungalow. Having put money into a private pension during his years working as a sales manager, Frank has a reasonable income, and though he can't afford luxuries he enjoys a flutter on the horses, the odd scratch card and spoiling the grandchildren.

Frank spends most of his days watching TV or having a pint at his local. He enjoys playing snooker there, and has taken part in mini tournaments occasionally. At weekends he may take his grandson fishing, but he's not sure for how much longer he'll be able to - his eyesight is getting worse and he won't be able to drive for much longer.

Frank is not particularly health conscious, enjoying hearty traditional meals and a good pint at his local. He is also likely to smoke.

Ethnic origin

Individuals in this segment are predominantly of White British (89%), or of Irish heritage (5%); or may also be of Other White (4%) origin, Asian/Asian British (2%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Roy, Harold, Stanley, Alfred, Percy

Frank: Sports Overview

- Frank is generally much less active than the average adult population, but his activity levels are more consistent with other segments in this age range (more details overleaf).
- He is are likely to be doing the same or less sport than 12 months ago, with health the main issue for those doing less.
- The top sports that Frank participates in are shown in the chart opposite: 7% of this group take part in golf, 6% in keep fit/gym and 6% in bowls and swimming.

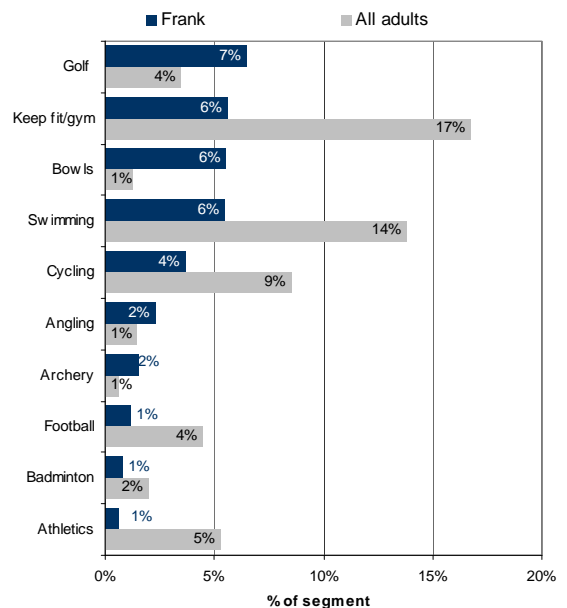
Frank is similar to/lives near:

Elsie (segment 19), Ralph & Phyllis (segment 17)

Frank is likely to live in towns such as:

Eastbourne, Bognor Regis, Skegness, Colchester, Bishop Auckland

Top sports that Frank participates in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

Elsie & Arnold - 19

Retirement Home Singles

- Mainly aged 66+
- Widowed
- Retired

Retired singles or widowers, predominantly female, living in sheltered accommodation

8% of all adults; 2% of adult men, 14% of adult women



About Elsie & Arnold

Elsie and Arnold are aged 81 and live on their own in warden-controlled sheltered accommodation. Their spouses passed away three years ago and they are just about getting used to life on her own, thanks to the support of the other residents.

The sheltered housing is good and the warden checks if anything is needed, and they have card mornings, dance afternoons and bingo evenings in the community lounge each week. Despite this Elsie and Arnold find themselves on their own quite a bit, and like to fill the quiet with TV shows, particularly programmes on the War or black and white films.

They can no longer drive, due to their cataracts. Instead they look forward to a once a week walk to the post office to collect the pension, having a good natter with the lady who works there.

Ethnic origin

Individuals in this segment are predominantly of White British (88%), or of Other White origin (5%); or may also be of Irish heritage (5%), Asian/Asian British (1%), Black/Black British (0.5%), Chinese (0.5%) or belong to another ethnic group (0.5%).

Alternative names

Doris, Ethel, Gladys, Stanley, Walter, Harold



Elsie & Arnold: Sports Overview

- Elsie & Arnold are much less active than the average adult population, but their activity levels are more consistent with other segments in this age range (more details overleaf).
- They are likely to be doing less sport than 12 months ago, mainly due to health or injury.
- The top sports that Elsie & Arnold participate in are shown in the chart opposite: 10% of this group take part in 'keep fit/gym', 7% take part in swimming, and 3% take part in bowls.

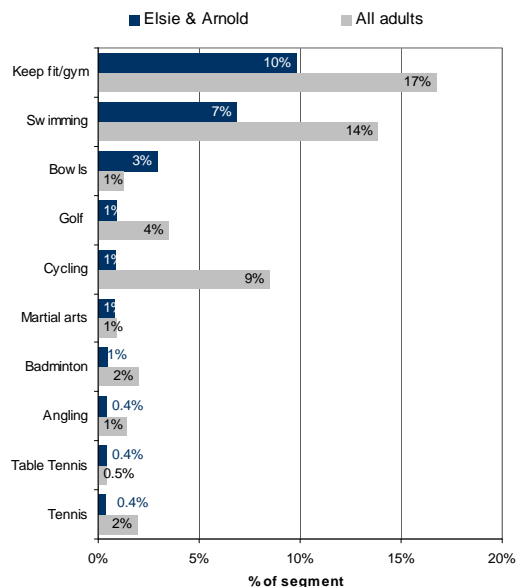
Elsie & Arnold are similar to/live near:

Frank (segment 18), other Elsie & Arnolds (segment 19)

Elsie & Arnold are likely to live in towns such as:

Hartlepool, Pontefract, Durham, Scarborough, West Bromwich

Top sports that Elsie & Arnold participate in



Source: Sport England Market Segmentation 2010. Sporting activity based on Sport England Active People Survey data (for the period April 2009 to April 2010); based on participation levels at once per month. This chart shows the top ten sports (or sport groups) that this segment participates in. Athletics includes jogging and road running

APPENDIX 7

Baxter College Existing and proposed site plans



Notes

KEY
 Conservation Area 

Revisions
 None

worcestershire
 county council
 property services design
 Peter P J Parkes FRICS
 Head of Property Services, County Hall
 Spetchley Road, Worcester WR5 2NP
 Tel. 01905 763763

Property
 Habberley Campus
 Kidderminster

Project
 Wyre Forest Special School and
 Weekly Boarding Unit

Drawing title
 Existing Site Plan

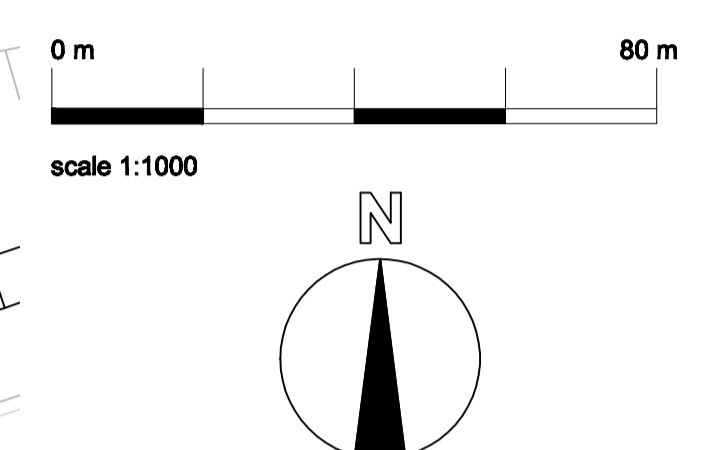
Scale @A1 1:1000 Date Oct 2010
 Drawn DG Checked
 e-mail dgalvin@worcestershires.gov.uk
 Site Ref
 Project No 30099828
 Drawing No SK100
 Drawing status
 FEASIBILITY

property services design



Notes
None

- KEY**
- Principal Vehicular routes
 - Principal Pedestrian routes
 - Conservation Area
 - Site Ownership (WCC)
 - Development site (masterplan area)



- Revisions**
- A 13/07/2011 Possible extension to St. John's Primary relocated.
 - B 19/07/2011 Parking layout added. Traffic direction in access loop reversed. Access to Boarding Unit amended.
 - C 03/08/2011 SEBD moved to Primary and secondary. Covered route to Early Years Hub added. Early Years Hub reconfigured. Science hub remodelled as 2-storey, leaving more space for pedestrian flow to former middle school.
 - D 16/08/2011 Further development of Early Years, Science and Vocational and suggested repositioning of St. John's extension to relate to Early Years Hub. Alternative all-weather pitch sizes shown.
 - E 05/09/2011 Further development of Early Years to retain trees. Detail added to St. John's car park and hard play.
 - F 16/09/2011 All weather pitch increased in size to Senior pitch. Vocational option added to PE block. Special school changes.
 - G 28/09/2011 Revised design of weekly boarding. Revised site drop off to special school.
 - H 14/10/2011 Weekly Boarding changed and re-oriented. Early Years Hub (draft) updated.
 - J 26/01/2011 Early Years Hub plan developed.
 - K 07/11/2011 Early Years Hub moved slightly south out of tree protection zone. Special school block shape changed and moved west to give more space for minibus drop off avoiding tree protection zones.
 - L 14/11/2011 Baxter Mobiles realigned. St. John's car parking amended. Line of Special School to Campus Square cut back for construction access.
 - M 21/07/2011 Early Years Hub increased, Year 1 class moved over from special school.
 - N 29/11/2011 St. John's Games Courts and informal hard play increased. Science block updated.
 - O 10/01/2012 Route round early years updated. St. John's extension added. Mobiles updated. Science block updated. Early Years Updated.
 - P 30/01/2012 Special school parking updated.

worcestershire
county council
property services design
Peter P J Parkes FRICS
Head of Property Services, County Hall
Spinchley Road, Worcester WR5 2NP
Tel. 01905 763763

Property
Habberley Learning Campus
Kidderminster

Project
Wyre Forest Special School and
Weekly Boarding Unit

Drawing title
Site Planning Strategy

Scale @A1 1:1000 **Date** June 2011
Drawn RLJ **Checked** PRELM
e-mail rlew@worcestershire.gov.uk
Site Ref
Project No
30099828
Drawing No
SK105 rev P
Drawing status
FEASIBILITY

property services design

APPENDIX 8

Stourport Relief Road

Stourport Relief Road

Site Allocations and Policies Preferred Options Policy (May 2011)

Policy 16

Major Transport Infrastructure

The lines of the Hoobrook Link Road and the Stourport Relief Road will be safeguarded. Development along or adjacent to the safeguarded routes should not prejudice the future delivery and where practicable will be expected to contribute towards delivery.

Proposals that would impact on or benefit from the infrastructure highlighted in policy CP03 of the Adopted Core Strategy will be required to make a significant contribution towards the implementation of those schemes.

Indicative route (in red)



Adopted Core Strategy Policy

CP03: PROMOTING TRANSPORT CHOICE AND ACCESSIBILITY

Enhancing Accessibility

Development proposals should have full regard to the traffic impact on the local highway network. Major development proposals or those that are likely to have a significant impact on the local transport network will be required to submit a Travel Plan to demonstrate that they have fully considered access by all modes of transport. The Travel Plan should set out targets and measures for addressing travel demand through a package of measures, maximising accessibility by sustainable transport modes, minimising traffic generation and mitigating the effects of additional traffic through a package of multi-modal measures.

Delivering Transport Infrastructure

Where appropriate, new developments will be required to connect into the surrounding infrastructure and contribute towards new or improved walking and cycling facilities within the District and the provision of an integrated public transport network across the District. Future proposals for employment development, particularly along the Stourport Road Employment Corridor, should have regard to the possibility of utilising the existing rail infrastructure for the sustainable movement of freight and to provide sustainable transport links.

Developers must take account of the proposals included within the Wyre Forest Transport Measures Package as set out in the current Worcestershire Local Transport Plan. In appropriate circumstances, new development will be required to contribute towards these schemes. The following strategic transport infrastructure schemes will be sought to support regeneration during the plan period:

- Provision of a new Kidderminster Railway Station building and improved access for all modes of transport to the station facilities.
- Connection of the Severn Valley Railway line to the national rail network at Kidderminster Station to facilitate improved accessibility to the tourism attractions of the West Midlands Safari Park, Bewdley and the Wyre Forest.
- Improvements to facilitate the multi-modal use of Kidderminster Ring Road and to enhance accessibility to the town centre and in particular pedestrian access.
- Provision of a new A451/A449 Hoobrook link road to facilitate the Stourport Road Employment Corridor.
- Provision of a Stourport Relief Road as a longer term scheme for delivery later on in the plan period during 2021-2026.

Contributions towards these strategic transport infrastructure schemes will be sought from major development proposals throughout the plan period. Future development proposals that will include part of an identified strategic transport route or transport infrastructure, must be designed to accommodate this provision and reserve the land required for the scheme. Proposals which are likely to prejudice the future development of strategic transport infrastructure will not be permitted.

Taking Account of Air Quality

Proposals for new development should fully consider their impact on air quality, particularly for areas within or adjacent to designated Air Quality Management Areas. Development within or adjacent to an Air Quality Management Area will be required to proactively demonstrate that it has fully considered the promotion of access by alternative modes of transport.

Parking Standards

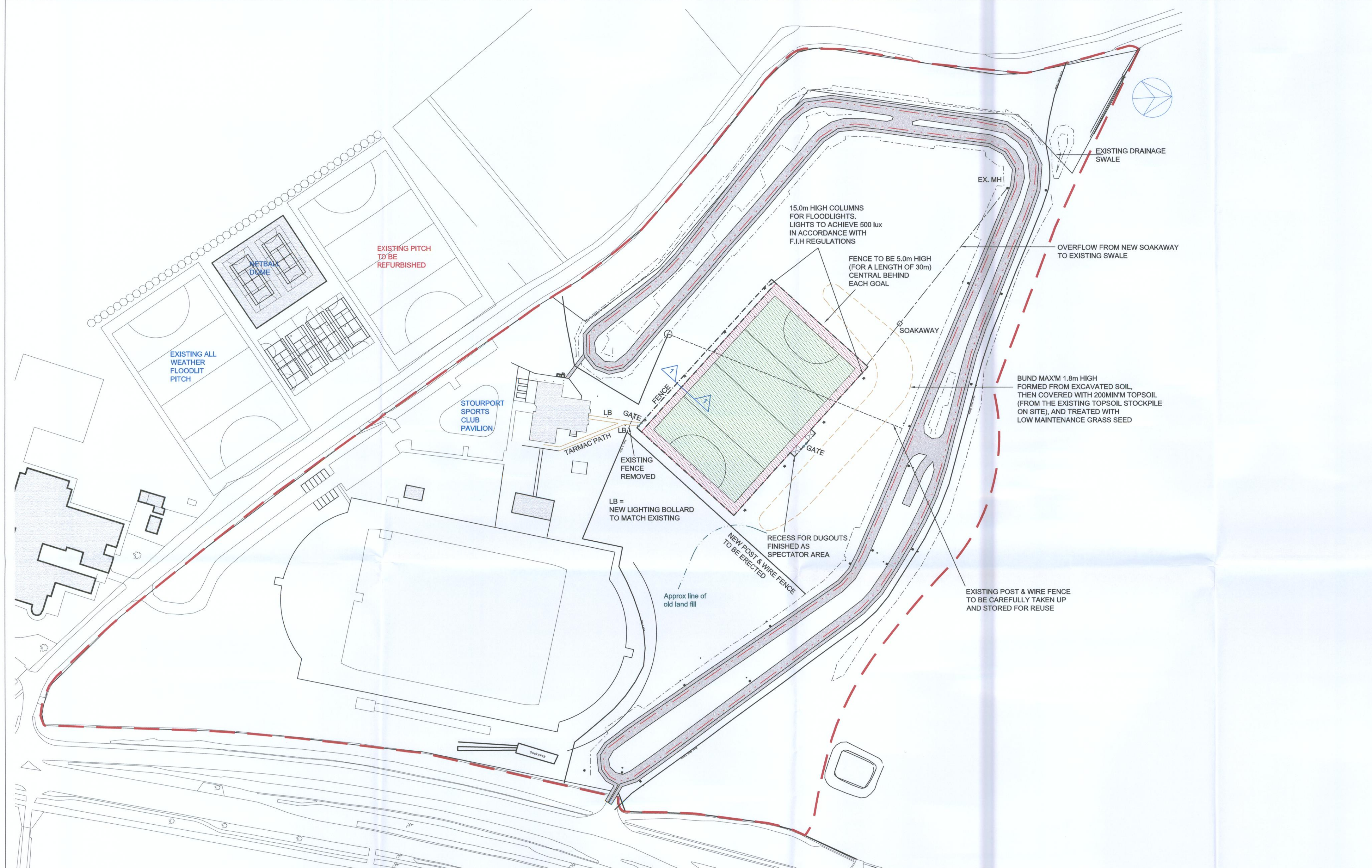
The Site Allocations and Policies and Kidderminster Central Area Action Plan DPDs will consider the specific local circumstances to set out parking standards for the main towns. Prior to the adoption of these Development Plan Documents parking standards for new development should be provided in accordance with national guidance.

APPENDIX 9

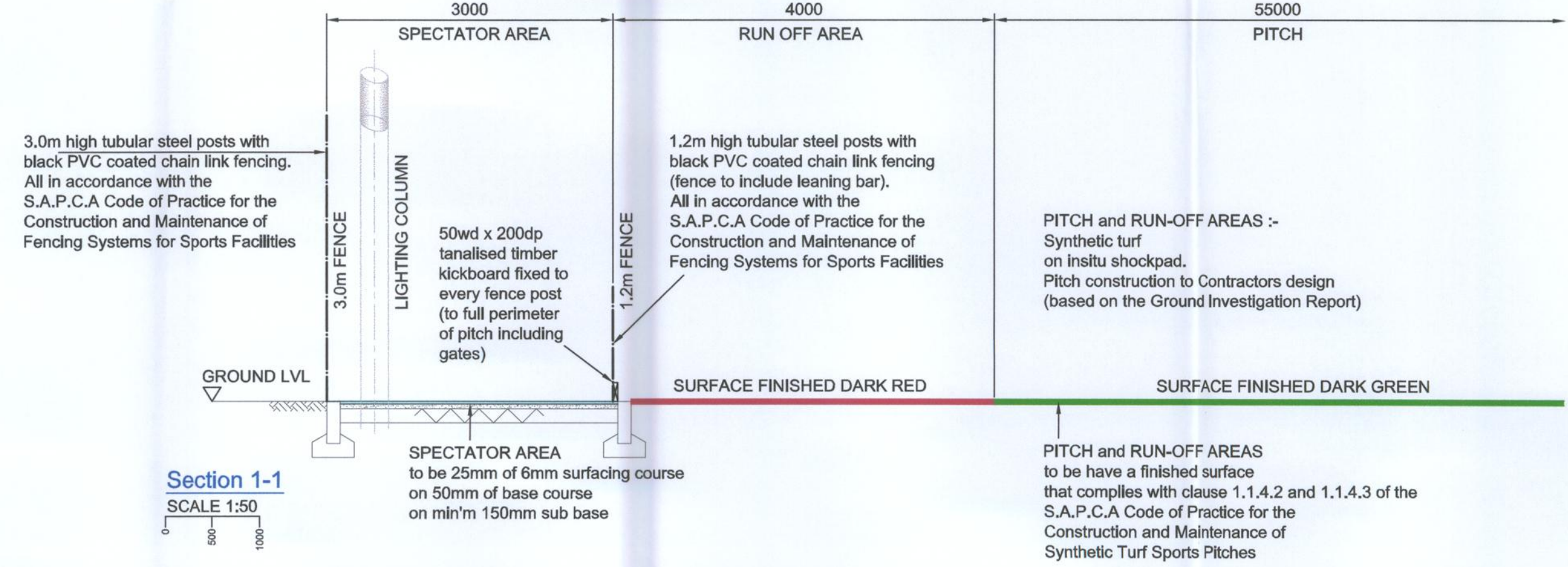
Stourport Sports Club planning application Site Plan

- NOTES:-
- PITCH LAYOUT TO BE AS F.I.H AND ENGLAND HOCKEY REQUIREMENTS.
 - ALL PITCH LINES TO BE WHITE, AND INCLUDING THE BROKEN LINES OUTSIDE OF THE STRIKING CIRCLES.

2012/01011



SITE PLAN
SCALE 1:1000



Section 1-1
SCALE 1:50

REV	AMENDMENT	DATE	BY
-	PLANNING	15.02.12	NP
P1	PITCH REPOSITIONED	13.02.12	NP
P	PRELIMINARY ISSUE	03.02.12	NP

STATUS:- **PLANNING**

CLIENT:- **STOURPORT SPORTS CLUB**

CONTRACT:- **NEW PITCH FACILITY STOURPORT SPORTS CLUB**

TITLE:- **PROPOSED PITCH LAYOUT**

DESIGN:- JDS	DRAWN:- NP	CHKD:-
SCALE:- AS SHOWN @ A1	DATE:- JAN 2012	

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DRAWING No:- **210524-S-04** REV -



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