



WOLVERHAMPTON PLAYING PITCH STRATEGY ASSESSMENT REPORT

SEPTEMBER 2015 (UPDATED MARCH 2018)

QUALITY, INTEGRITY, PROFESSIONALISM

Knight, Kavanagh & Page Ltd

Company No: 9145032 (England)

MANAGEMENT CONSULTANTS

Registered Office: 1 -2 Frecheville Court, off Knowsley Street, Bury BL9 0UF

T: 0161 764 7040 E: mail@kcp.co.uk www.kcp.co.uk



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ABBREVIATIONS

3G	Third Generation (artificial turf)
AGP	Artificial Grass Pitch
BCFA	Birmingham County Football Association
CAT	Community Asset Transfer
CC	Cricket Club
CFA	County Football Association
ECB	England and Wales Cricket Board
EH	England Hockey
ET	England Touch
FA	Football Association
FC	Football club
FE	Further Education
FIT	Fields in Trust
FPM	Facilities Planning Model
GIS	Geographical Information Systems
HC	Hockey Club
HE	Higher Education
IOG	Institute of Groundsmanship
KKP	Knight, Kavanagh and Page
PIP	Pitch Improvement Programme
SCFA	Staffordshire County Football Association
SCB	Staffordshire Cricket Board
NGB	National Governing Body
NPPF	National Planning Policy Framework
NTP	Non-turf pitch (cricket)
PPS	Playing Pitch Strategy
RFL	Rugby Football League
RFU	Rugby Football Union
RUFC	Rugby union football club
S106	Section 106
TGR	Team generation rate
TC	Tennis Club
CoWC	City of Wolverhampton Council
WR	World Rugby

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PART 1: INTRODUCTION AND METHODOLOGY

This is the Wolverhampton Playing Pitch Strategy (PPS) Assessment Report prepared by Knight Kavanagh & Page (KKP) for City of Wolverhampton Council (CoWC).

The assessment was originally delivered in September 2015 and has been updated (as part of the Stage E process) through a combination of desk-based research as well as consultation with the Council, Sport England and National Governing Bodies of Sport (NGBs). It was carried out in order to update the supply and demand data whilst validating and adding new context to reflect key changes since the initial data was recorded. Further to this a golf section has also been added as a new section in 2018.

It is important that there is regular monitoring and review against the actions identified in the original Strategy (Stage E). As a guide, if no review and subsequent update has been carried out within three years of the PPS being signed off, Sport England and NGBs will consider it to be out of date. If the PPS is used as a 'live' document and kept up to date, its lifespan can be extended.

Site assessments and consultation referred to throughout the report (unless otherwise stated) refers to data collated in 2015 from the original study (i.e. sites have not been revisited to review quality and clubs have not been re-interviewed as part of this update).

The update features changes to the following elements:

- ◀ Updated demand information provided by the Council and NGB feedback from the 2018 seasons for all pitch sports with the exception of cricket where 2017 season data has been used.
- ◀ Updated supply information provided by the Council (i.e. pitch configuration changes to existing sites or new sites added).
- ◀ New population projections applied based on midpoint 2015 ONS projections (previously midpoint 2013).
- ◀ Use of the latest FA model to determine the number of 3G pitches required to accommodate football club training demand in Wolverhampton.
- ◀ Golf has been added to this update as a new assessment.

The report presents a supply and demand analysis of playing pitch facilities in accordance with Sport England's Playing Pitch Strategy Guidance: An approach to developing and delivering a playing pitch strategy. The guidance details a stepped approach to developing a PPS, separated into five distinct sections:

- ◀ Stage A: Prepare and tailor the approach
- ◀ Stage B: Gather information and views on the supply of and demand for provision
- ◀ Stage C: Assess the supply and demand information and views
- ◀ Stage D: Develop the strategy
- ◀ Stage E: Deliver the strategy and keep it robust and up to date

Stages A to C are covered in this report, with Stage D covered in the strategy document and Stage E ongoing.

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Stage A: Prepare and tailor the approach

The primary purpose of the updated PPS is to continue to provide a strategic framework which ensures that the provision of outdoor playing pitches meet the local needs of existing and future residents across Wolverhampton. The Strategy is produced in accordance with Sport England PPS Guidance and the national planning guidance and provides robust and objective justification for future outdoor sport provision throughout the City.

One of the core planning principles of the National Planning Policy Framework (NPPF) is to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs. Section 8 of the NPPF deals specifically with the topic of healthy communities. Paragraph 73 discusses the importance of access to high quality open spaces and opportunities for sport and recreation that can make an important contribution to the health and well-being of communities.

The Wolverhampton Local Plan needs to be based upon a robust evidence base. Paragraphs 73 and 74 of the NPPF discuss assessments and the protection of “existing open space, sports and recreational buildings and land, including playing fields”.

Why the PPS is being updated

In order for the Wolverhampton Playing Pitch Strategy (2015) to remain up to date there is a need to update it within three years of its completion (as detailed as part of Stage E of the Sport England’s latest guidance *Playing Pitch Strategy Guidance - An approach to developing and delivering a playing pitch strategy* October 2013).

The update of this document is classed as good practice to undertake between partners and enables the document to be live and used as key evidence for all partners. It also extends its timeframe to five years.

Further to this, golf courses have been added to the scope as part of the 2018 update. This is because there is likely to be growing pressure on the provision for golf (due to housing growth) as part of the emerging Black Country Core Strategy. As such, a new section has been added to this report to reflect a new assessment of supply and demand for golf in Wolverhampton.

The Wolverhampton PPS will continue to offer a strategic approach to the provision and protection of sports facilities. It will, through the protection of existing open space, sports and recreational land and buildings protect existing sites from development unless an assessment has been undertaken which has clearly shown them to be surplus to requirements. It will also include a playing pitch analysis, which will guide the future provision and management of new and existing sports pitches in the Wolverhampton area in the context of national policy and local sport development criteria.

At strategic level, it will link and underpin in more detail the City’s approach as a Core City towards fulfilling our national and corporate targets and also inform Sport England with long term regional planning.

It will assist in positioning the City locally, regionally, and nationally in attempting to secure relevant funding and help address identified priorities.

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This updated Wolverhampton PPS will also continue to determine clear priorities and pathways for the future of playing pitches across the City. It will identify its future contribution and ambition in its support, promotion and delivery of outdoor sport, physical activity & active recreation.

Planning Policy and other relevant sport related corporate strategies must be based upon a robust evidence base in order to ensure planning and sports development policy can be implemented efficiently and effectively.

Corporate and strategic:

- ◀ It ensures a strategic approach to playing pitch provision. The PPS will continue to act as a tool for the City of Wolverhampton Council and partner organisations to guide resource allocation and set priorities for pitch sports in the future.
- ◀ It will continue to provide a robust evidence for capital funding. As well as proving the need for developer contributions towards pitches and facilities a playing pitch strategy can provide evidence of need for a range of capital grants. Current funding examples include the Sport England Funding Programmes, Heritage Lottery Fund (for park improvements), the Football Foundation and the Big Lottery. The site-specific action plan that will form an integral part of this PPS will identify and prioritise sites that require improvements, new facilities/sites or surplus sites and where the funding should be secured from.

Planning:

- ◀ The Playing Pitch Strategy will provide important evidence to support the Black Country Core Strategy Review.
- ◀ It will support strategic policies on green infrastructure, leisure, outdoor sports facilities and health and well-being in the Black Country Core Strategy.
- ◀ Evidence for S106 contributions

Operational:

- ◀ It can help improve management of assets management, which should result in more efficient use of resources and reduced overheads.
- ◀ The Action Plan will identify sites where quality of provision can be enhanced, protected, new provision provided and any surplus provision as relevant.
- ◀ An assessment of all pitches (in use and lapsed) was undertaken (2015) to understand how pitches are used and whether the current maintenance and management regimes are appropriate or require change.

Sports development:

- ◀ It helps identify which sites have community use and whether that use is secure or not.
- ◀ It helps identify where community use of school sports pitches is most needed to address any identified deficits in pitch provision.
- ◀ It provides better information to residents and other users of sports pitches available for use. This includes information about both pitches and sports teams/user groups.
- ◀ It promotes sport development and can help unlock latent demand by identifying where the lack of facilities might be suppressing the formation of teams/community needs.

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Aims and objectives

The key drivers for updating the PPS include:

- ◀ Aims and objectives for improving health and well-being and increasing participation in sport.
- ◀ Sports development programmes and changes in how the sports are played.
- ◀ The need for evidence to help protect and enhance existing provision.
- ◀ The need to inform the development and implementation of planning policy.
- ◀ The need to inform the assessment of planning applications.
- ◀ Potential changes to the supply of provision due to capital programmes e.g. for educational sites.
- ◀ Budgetary pressures to ensure the most efficient management and maintenance of playing pitch provision.
- ◀ The need to develop a priority list of deliverable projects which will help to meet any current deficiencies provide for future demands and feed into wider infrastructure planning work.
- ◀ Prioritisation of internal capital and revenue investment.
- ◀ The need to provide evidence to help secure internal and external funding.
- ◀ Growing pressure on provision (in particular on golf) due to housing growth as part of the emerging Black Country Core Strategy.

The objectives of the project are to:

- ◀ Provide a carefully quantified and documented assessment of current and future needs for playing pitches;
- ◀ Provide information to assist performance management and asset management,
- ◀ Provide information to underpin:
 - the protection, enhancement, and improvement of the existing pitch stock,
 - improvements in community access to educational and non-local authority pitches;
- ◀ To provide a basis for establishing new pitch requirements arising from new housing developments or improvements to existing where demand can be satisfied by increasing capacity.
- ◀ To provide a framework for delivering government policies for social inclusion, environmental protection, community involvement and healthy living;
- ◀ To provide good-quality information and evidence of need for funding bids for new and improved provision;
- ◀ To ensure that the NCC strategy has strong links to all NGB facilities strategies;
- ◀ To provide the context for sport development of pitch sports which aims to develop the range of opportunities available.

Management arrangements

A project team from the Council has worked with KKP to ensure that all relevant information is readily available and to support the consultants as necessary to ensure that project stages and milestones are delivered on time. This applies to both the original PPS in 2015 and this update.

Although there was a Steering Group in place at the time of the 2015 Wolverhampton PPS (made up of representatives from the City of Wolverhampton Council, Sport England the County Sports Partnership (CSP) and NGBs) this is now not the case in 2018.

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Although NGBs have been consulted as part of this update and have provided data and commented on reports, Sport England is working with the CSP to set up a Black Country wide PPS Steering Group covering all four local authorities as NGBs are unable to support four individual groups.

The steering group should be responsible for the direction of the PPS from a strategic perspective and for supporting, checking, and challenging the work of the project team. It will be important for a Steering Group to continue for several reasons, including a continuing responsibility to:

- ◀ Be a champion for playing pitch provision in the area and promote the value and importance of the PPS.
- ◀ Ensure implementation of the PPS's recommendations and action plan.
- ◀ Monitor and evaluate the outcomes of the PPS.
- ◀ Ensure that the PPS is kept up to date and refreshed.

Agreed scope

The following types of outdoor sports facilities were agreed for inclusion in the PPS in 2015.

- ◀ Football pitches
- ◀ Cricket pitches
- ◀ Rugby union pitches
- ◀ Rugby league pitches
- ◀ Hockey/artificial grass pitches (AGPs)
- ◀ Athletics
- ◀ Bowling greens
- ◀ Tennis/netball courts
- ◀ Cycling facilities

Furthermore, golf courses have been added to the scope in 2018. This is because there is likely to be growing pressure on the provision for golf (due to housing growth) as part of the emerging Black Country Core Strategy.

Pitch sports (i.e. football, cricket, rugby and hockey) were assessed using the guidance set out in Sport England's Playing Pitch Strategy Guidance: An approach to developing and delivering a playing pitch strategy. Where appropriate, non-pitch sports (i.e. athletics, bowls, tennis) were assessed using Sport England's Assessing Needs and Opportunities Guidance (2014).

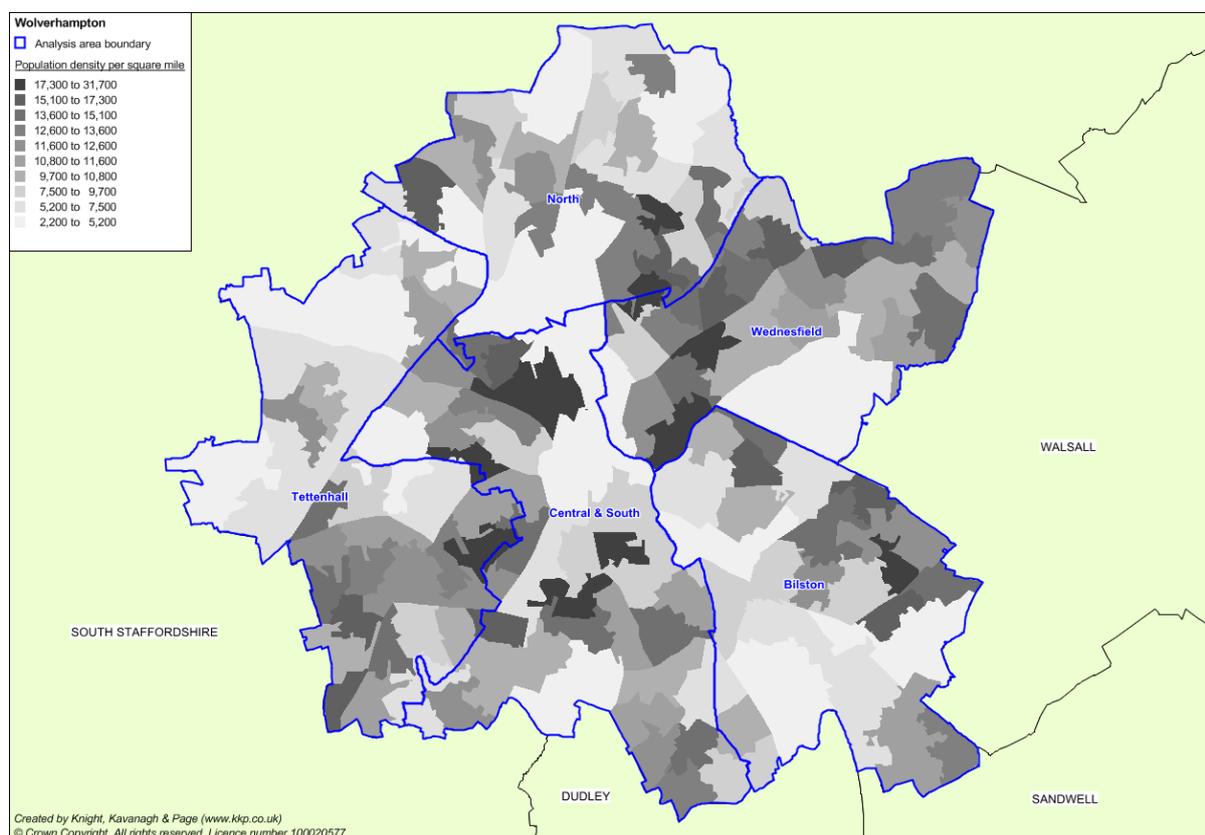
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Study area

The study area covered by the PPS is the City of Wolverhampton Council boundary. Further to this, sub areas or analysis areas are used to allow a more localised assessment of provision and examination of playing pitch surplus and deficiencies at a local level. Use of analysis areas also allows local circumstances and issues to be considered. As such, Wolverhampton is divided into the following five analysis areas for the purposes of the PPS:

- ◀ Bilston
- ◀ Central & South
- ◀ North
- ◀ Tettenhall
- ◀ Wednesfield

Figure 1.1: Map of the Wolverhampton Study Area (including analysis areas)



NB: A number of pitches that fall just outside of the Wolverhampton City boundaries have also been included in the analysis as they form part of the supply that services Wolverhampton residents. This also allows for cross boundary issues to be highlighted and potential for co-ordinated working with neighbouring authorities. These issues are explored within the sport by sport sections of this report.

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Local context

Black Country Core Strategy (up to 2036)

The Black Country Core Strategy is a planning and regeneration plan for the whole of the Black Country (including Wolverhampton). The Strategy is currently being updated to meet the new challenges and opportunities for the coming years, up to 2036. The purpose of the review is to provide a clear and robust strategy for future housing requirements to meet the needs of an increasing population as well as plan for future development needs and ensure the necessary services are in place to meet local needs, along with making sure that necessary levels of investment is attracted to create jobs and wealth throughout the Black Country.

There are ten key issues that the Strategy aims to deal with:

- ◀ Meeting housing needs
- ◀ Supporting the economy
- ◀ Supporting town centres
- ◀ Protecting the environment
- ◀ Reviewing the green belt
- ◀ Keeping the Black Country connected
- ◀ Providing community facilities to support growth
- ◀ People's health and wellbeing
- ◀ Working with neighbours
- ◀ Regeneration across the Black Country

This review relates to this study as it is considered that an up-to-date PPS should inform policies within the emerging Black Country Core Strategy, whilst it is also likely that the Strategy will have an impact on the supply of and demand for outdoor sports facilities. Increasing pressures to develop more homes throughout the Black Country are consequentially putting pressure on playing field land, as such, there is a requirement to ensure an up to date and robust playing pitch strategy is in place to protect playing field land where it is needed.

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

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

For the purposes of the 2018 update, all outdoor sport provision (with the exception of golf as new section) has been reviewed via desktop research and consultation with CoWC and the relevant NGB. Unless specifically highlighted by either CoWC or NGBs quality assessment scores are carried through from 2015. Any assessments that have been revised (due to investment since 2015 for example, are clearly identified).

Gather supply information and views – an audit of playing pitches

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

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

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- ◀ **Playing pitch** – a delineated area which is used for association football, rugby, cricket, hockey, lacrosse, rounders, baseball, softball, American football, Australian football, Gaelic football, shinty, hurling, polo, or cycle polo.
- ◀ **Playing field** – the whole of a site of at least 0.2ha or more that encompasses at least one playing pitch.

It should be noted that the reference to five years within the Order is purely in relation to whether Sport England should be consulted in a statutory capacity. The fact that a playing field may not have been marked out for pitch sport in the last five years does not mean that it is no longer a playing field. That remains its lawful planning use whether marked out or not.

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

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

Quantity

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

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

For the purposes of the 2018 update, both the CoWC and NGBs have supported the process by informing the assessment report with all known changes to outdoor sport provision.

Accessibility

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

- ◀ **Community use** – outdoor sports facilities in public, voluntary, private or commercial ownership or management (including education sites) recorded as being available for hire and currently in use by teams playing in community leagues.

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- ◀ **Available but unused** – outdoor sports facilities that are available for hire but are not currently used by teams which play in community leagues; this most often applies to school sites but can also apply to sites which are expensive to hire.
- ◀ **No community use** – outdoor sports facilities which as a matter of policy or practice are not available for hire or used by teams playing in community leagues. This should include professional club pitches along with some semi-professional club pitches, where play is restricted to the first or second team.
- ◀ **Disused** – provision that is not being used at all by any users and is not available for community hire either. Once these sites are disused for five or more years they will then be categorised as 'lapsed sites'.
- ◀ **Lapsed** - last known use was more than five years ago (these fall outside of Sport England's statutory remit but still have to be assessed using the criteria in paragraph 74 of the National Planning Policy Framework).

In addition, there should be a good degree of certainty that provision will be available to the community for at least the following three years (except for disused/lapsed sites). If this is not the case, the provision is still included within the report but is noted as having unsecure tenure.

A judgement is made based on the information gathered and a record of secured or unsecured community use put against each site.

Quality

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

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

With the exception of golf (covered in 2018 only), the quality of all outdoor sports facilities is identified from the 2015 audit and the ancillary facilities supporting them are assessed regardless of ownership, management, or availability. Along with capturing any details specific to the individual facilities and sites, a quality rating is recorded within the audit for each outdoor sports facility. These ratings are used to help estimate the capacity of each facility to accommodate competitive and other play within the supply and demand assessment.

For the 2018 update, the non-technical assessments that took place across 2014 and 2015 were used; however, where either the CoWC or NGBs have highlighted significant and clear changes in pitch quality (i.e. due to investment), ratings have been adjusted accordingly. It is considered that where new pitches are provided or where investment has taken place and the relevant NGB has confirmed an improvement in quality has occurred as a result that there was no requirement for an actual site visit to take place. The following sites/pitches have improved in quality (all remaining sites/pitches have retained the quality assessments from 2014/15:

- ◀ Perry Hall Park
- ◀ Barnhurst Lane Playing Field
- ◀ Our Lady St Chads Catholic Academy

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In contrast, one site, Claregate Playing Fields, has been identified by the ECB as reducing in quality.

The original assessments used the templates provided within the PPS Guidance and as determined by pitch sport NGBs, whilst partners and local stakeholders were also consulted on the quality and in some instances the quality ratings were adjusted to reflect this.

In relation to golf, England Golf confirms that there is no specific requirement to carry out non-technical assessments of golf courses and advises that quality of courses can be determined through a combination of consultation with golf course providers/clubs and England Golf regional managers. In Wolverhampton, quality information was gained through consultation (carried out via survey and telephone interviews) with clubs and where no response was generated through consultation with the Club Support Officer and Regional Manager.

Gather demand information and views

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

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

For the 2018 update, all current demand data has been fully updated and has been provided by a combination of CoWC from its pitch booking information and/or the relevant NGB from its affiliation data. With the exception of golf, no new or additional consultation has been carried out with clubs/leagues.

Therefore, as indicated earlier, consultation referred to throughout the report (unless otherwise stated) refers to data collated in 2015 from the original study. This relates to, for example, unmet and exported demand for provision which is also identified on a sport-by-sport basis. Unmet demand is defined as the number of additional teams that could be fielded if access to a sufficient number of pitches (and ancillary facilities) was available. Exported demand refers to teams that are generated from residents of the area but due to any number of factors do not currently play within the area.

Consultation

This report builds upon the initial 2015 Wolverhampton PPS, acting as a Stage E update (and new assessment for Golf) of supply and demand data as well as highlighting any key changes. For the purposes of the 2018 update, further consultation has been carried out with both the CoWC and NGBs to inform where changes to both supply/demand have occurred. As detailed earlier, sites have not been revisited to review quality and clubs have not been re-interviewed as part of this update.

A variety of consultation methods were used to collate demand information across 2014 and 2015 relating to leagues, clubs, county associations and NGBs. This included face-to-face consultation with key clubs and an online survey being sent to the majority of other stakeholders that responded. This allowed for the collection of detailed demand information and an exploration of key issues to be interrogated and more accurately assessed.

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Local sport development officers, county associations and regional governing body officers advised which of the clubs to include in the 2015 face-to-face consultation. Sport England was also included within the consultation process prior to the project commencing. Issues identified by clubs returning questionnaires were followed up by telephone or face to face interview.

In relation to golf, consultation with the three golf clubs in Wolverhampton was carried out via survey and telephone interviews. This was further supported by consultation with England Golf Club Support Officer and Regional Manager.

Table 1.1: Initial PPS consultation response rates (2015 with the exception of golf in 2018)

Type of club	Number of clubs	Response rate	Methods of consultation
Football clubs	108	68%	Survey, face to face and telephone
Football teams	323	84%	
Cricket clubs	6	100%	Survey, face to face and telephone
Rugby union clubs	1	100%	Face to face and telephone
Hockey clubs	7	100%	Survey, face to face and telephone
Tennis clubs	6	33%	Survey and telephone
Bowls clubs	17	82%	Survey and telephone
Golf clubs	15	60%	Survey and telephone
Secondary schools	17	84%	Survey, face to face and telephone
Primary schools	75	81%	Survey and telephone
Golf clubs	3	67%	Survey and telephone

Future demand

Alongside current demand, it is important for a PPS to assess whether the future demand for outdoor sports facilities can be met. Using population projections from ONS data, likely participation growth can be made of the likely future demand for access to provision.

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

Population growth

Team generation rates (up to 2036, in line with the Black Country Core Strategy Review) provide an indication of how many people it may take to generate a team (by gender and age group), in order to help estimate the change in demand for outdoor sports that may arise from any population change in the study area. Future demand for pitches is calculated by adding the percentage increases to the ONS population increases in each analysis area. This figure is then applied to the team generation rates and presented on a sport-by-sport basis within relevant sections.

In 2015, ONS midpoint 2013 data was used to forecast TGR figures. As agreed with CoWC, for the purposes of the 2018 update, ONS midpoint 2015 data is used as it was the latest and most up to date data at the point of report creation.

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Participation growth

In 2015, clubs that responded to consultation requests were asked whether they are likely to field more teams over the lifespan of the PPS and, if so, what level of growth is likely to be achieved. Each sport by sport section within this report highlights the level of future demand based on this as well as determining the impact that this will have on provision.

The PPS provides an estimate of demand for pitch sport based on population forecasts and club consultation. This future demand is translated into teams likely to be generated, rather than actual provision required.

Please note that the figures noted in each section are taken from consultation that took place across 2015; however, amendments have been made where initial demand is known to have been realised by 2018.

Housing growth

Sport England's new Playing Pitch Development Calculator provides a tool to help local authorities determine the likely demand generated for pitch sports based on housing increases and converts the demand into match equivalent sessions and the number of pitches required. This is achieved via application of the team generation rates to determine how many new teams would be generated from an increase in population derived from housing growth (assuming that local population projections can be accommodated within Wolverhampton – this will be tested through the Black Country Core Strategy review) and gives the associated costs of supplying the increased pitch provision.

In the 2018 updated strategy document that proceeds this report, housing growth scenarios will be rerun.

Stage C: Assess the supply and demand information and views

Supply and demand information gathered within Stage B in 2015 (and subsequent updated findings for 2018) was used to assess the adequacy of outdoor sports provision in Wolverhampton. It focused on how much use each site could potentially accommodate (on an area by area basis) compared to how much use is currently taking place.

Understand the situation at individual sites

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

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

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Develop the current picture of provision

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

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

Develop the future picture of provision - scenario testing

Modelling scenarios to assess whether existing provision can cater for unmet, exported, and future demand is made after the capacity analysis. This will also include, for example, removing sites with unsecured community use to demonstrate the impact this would have if these sites were to be decommissioned in the future. Scenario testing occurs in the updated strategy report and therefore does not form part of the updated assessment report.

Identify the key findings and issues

By completing the above steps, it is possible to identify and update several findings and issues relating to the supply, demand, and adequacy of outdoor sports provision in Wolverhampton. This report seeks to identify and present the key findings and issues prior to updating the Strategy.

The following sections summarise the local administration of the main grass pitch sports in Wolverhampton. Each provides a quantitative summary of provision and a map showing the distribution of facilities. Information is also provided relating to the availability of facilities to/for the local community and key issues for each sport are summarised.

Gather demand information and views

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

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

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

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

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PART 2: FOOTBALL

2.1: Introduction

Staffordshire FA and the Birmingham FA are the primary organisations responsible for the development (and some elements of administration) of football in Wolverhampton. They are also responsible for the administration, in terms of discipline, rules and regulations, cup competitions and representative matches, development of clubs and facilities, volunteers, referees, coaching courses and delivering national football schemes.

This section of the report focuses on the supply and demand for grass football pitches. Part 3 captures supply and demand for 3G artificial grass pitches (AGPs). In the future it is anticipated that there will be a growing demand to use AGPs for competitive fixtures, especially to accommodate mini and youth football.

Consultation (2015)

Consultation with football clubs took place in 2015 through face to face meetings or an electronic survey. Contact details were provided by the City Council, Staffordshire FA and Birmingham FA and the invitation to complete the consultation was distributed via email.

In total, 57 clubs were consulted, equating to a club response rate of 49% and a team response rate of 69%. This includes the following large clubs that were identified as being suitable for a face to face consultation:

- ◀ AFC Wulfrunians
- ◀ Bilston Town FC
- ◀ NPV Football Academy FC
- ◀ Old Wulfrunians FC
- ◀ Penn Colts FC
- ◀ Springvale Steelers Academy FC
- ◀ Wednesfield FC
- ◀ Wolverhampton Olympic FC

There has been no further consultation with clubs or leagues as part of this updated assessment. However, demand data has been updated to the 2017/18 season as supplied by Staffordshire FA/Birmingham FA and pitch bookings supplied by the Council.

2.2: Supply (2018)

The 2018 updated audit identifies a total of 207 grass football pitches within Wolverhampton across 99 sites. Of these, 161 are available across 70 sites, at some level, for community use, as identified in the table below.

Table 2.1: Summary of grass football pitches available to the community 2018

Analysis area	Available for community use					Totals
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Bilston	12	2	7	2	2	25
Central & South	10	2	1	4	2	19
North	16	2	11	3	1	34
Tettenhall	30	1	6	5	3	45
Wednesfield	22	3	10	2	1	38
Wolverhampton	90	10	35	16	9	161

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Most community available pitches are, in 2018, located in the Tettenhall Analysis Area, whereas the least are located in the Central South Analysis Area. The spread of pitches has generally remained the same since 2015.

Previously (2015) the audit identified a total of 172 football pitches across 84 sites. Of these 129 were available across 62 sites, at some level, for community use, as identified in the table below.

Table 2.2: Summary of grass football pitches available to the community 2015

Analysis area	Available for community use					Totals
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Bilston	12	2	2	1	2	19
Central & South	9	2	-	3	-	14
North	16	1	8	2	1	28
Tettenhall	27	1	5	2	1	36
Wednesfield	18	3	8	2	1	32
Wolverhampton	82	9	23	10	5	129

There is an overall total increase of 36 pitches and 15 sites in Wolverhampton since 2015. Of those available for community use, there is an increase of 32 pitches and an increase of eight sites (please note that some additional pitches are identified on sites already with community use). The additional eight sites available for community use are made up of seven sites previously not identified (see below) and one new site, Perry Hall Park (this does not include Barnhurst Lane Playing Fields, see explanation overleaf).

The greatest increase in available pitch types can be seen in youth 9v9 pitches, where there has been an increase of 12 pitches since 2015. However, as explored below this is not solely due to creation of new pitches but also reconfiguration at local authority sites and where schools have been made available to community use for example.

The 2018 PPS update has identified (through desk-based research) pitches at the following sites which were not previously identified in 2015 (mainly due to schools not responding to the consultation process):

- ◀ Castlecroft Primary School*
- ◀ St Mattias School*
- ◀ Fallings Park Primary*
- ◀ Lawn Road/Rooker Avenue Playing Field*
- ◀ Stow Heath Junior School*
- ◀ Trinity C of E School
- ◀ West Park Primary School
- ◀ Woden Primary School
- ◀ Springdale Junior School
- ◀ Whitegreave Infant School
- ◀ Whites Playing Field*
- ◀ Graiseley Recreation Ground*
- ◀ Wilkinson Primary School
- ◀ St Luke's C of E Primary School

*Seven of the above sites have been classified as available for community use. In addition, the following existing sites are identified as accommodating more pitches than in 2015:

- ◀ Bantock Park
- ◀ Bee Lane Playing Fields
- ◀ Fowlers Park
- ◀ Our Lady St Chads Academy
- ◀ Giffard Roman Catholic Primary
- ◀ Parkfields School
- ◀ Colton High Hills School
- ◀ Dixon Street
- ◀ Heath Town Park
- ◀ Prouds Lane
- ◀ Windsor Avenue Playing Field

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New sites

There are two new sites which have been created in Wolverhampton since the 2015 PPS; Perry Hall Park (previously called Colman Avenue Open Space) and Barnhurst Lane Playing Fields.

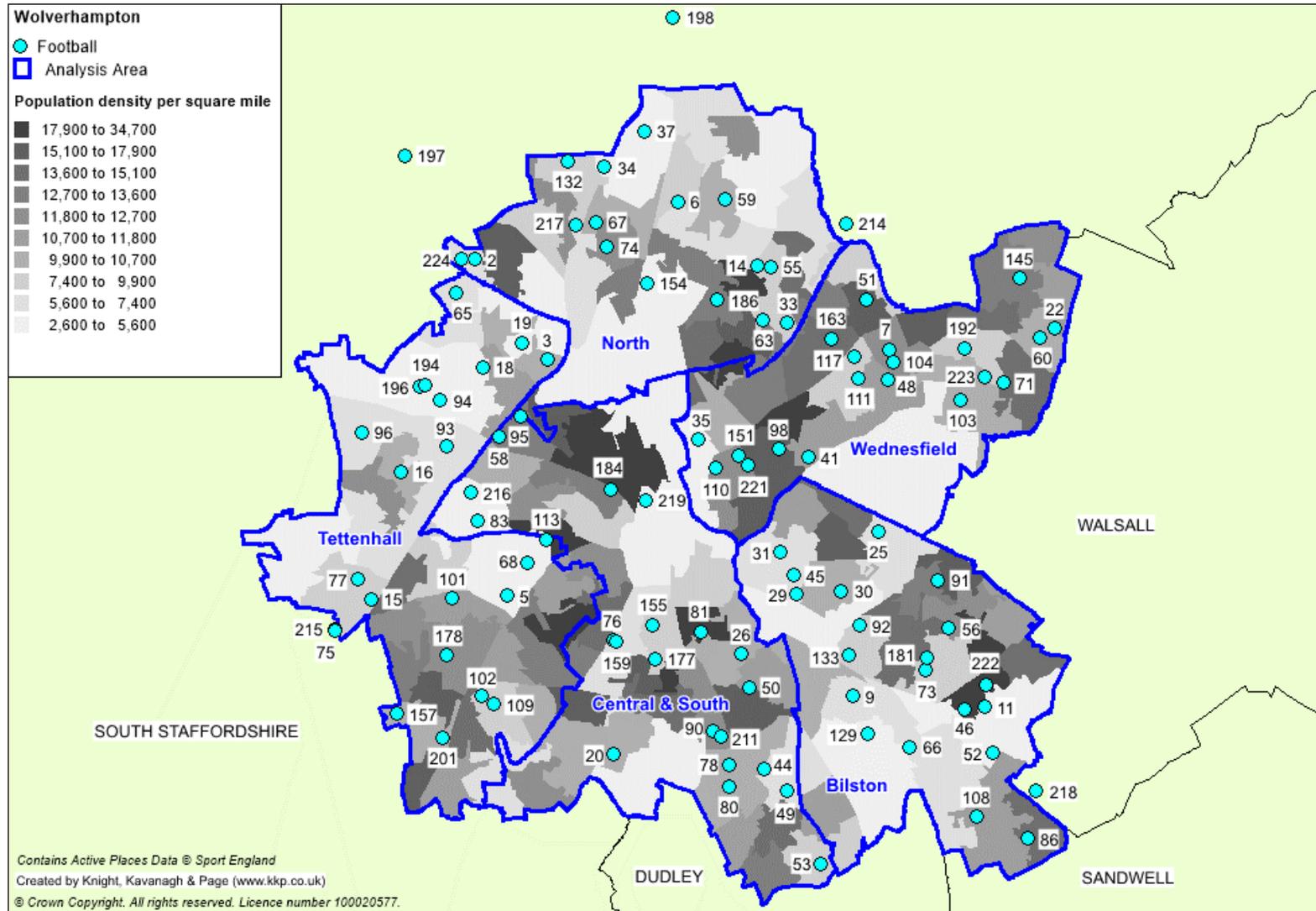
Perry Hall Park is located in Wednesfield Analysis Area and contains two youth 9v9 pitches. These pitches are managed by CoWC and have only recently (2018) been made available for use.

Barnhurst Lane Playing Fields is technically located just outside of the Study Area in South Staffordshire, however, for the purpose of the Wolverhampton PPS it has been factored into the capacity analysis as pitches are managed and maintained by CoWC and will accommodate Wolverhampton based teams. However, these pitches have not been included within the total supply in Table 2.1. The site contains nine football pitches broken down as three adult, two youth 11v11, three youth 9v9 and one mini 5v5 pitches.

Figure 2.1 overleaf identifies all grass football pitches within Wolverhampton regardless of community use (see tables 2.9, 2.10 and 2.11 for a key to the map).

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Figure 2.1: Summary of sites with football pitch provision within Wolverhampton



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Of those pitches available for community use in 2018, 53 are identified as being available but have no regular competitive club use throughout the traditional winter football season. However, in some cases, these pitches may serve a wider benefit in terms of informal play and training.

Most available pitches in Wolverhampton (56%) remain as adult sized which is in part due to youth 11v11 teams playing on adult pitches. This is not ideal for youth players and is not in line with the recent FA Youth Review. Just four available pitches are youth 11v11 size, representing 7% of the available supply in Wolverhampton, which is significantly low in relation to the proportion of youth teams in existence. Where sites accommodate both adult and youth 11v11 football, or where adult pitches accommodate only youth 11v11 play, reconfiguration of pitch sizes is recommended to optimally accommodate each format.

In accordance with the FA Youth Review, U17 and U18 teams can play on adult pitches. The FA's recommended pitch size for adult football is 100x64 metres, whereas for youth 11v11 football it is either 91x55 metres (U15s and U16s) or 82x50 metres (U13s and U14s). Please refer to the table below for more detail:

Table 2.3: FA recommended grass/3G pitch sizes

Age group	Playing format	Recommended pitch dimensions (metres excluding run offs)	Recommended pitch dimensions (metres including run offs)
Mini-Soccer U7/U8	5v5	37x27	43x33
Mini-Soccer U9/U10	7v7	55x37	61x43
Youth U11/U12	9v9	73x46	79x52
Youth U13/U14	11v11	82x50	88x56
Youth U15/U16	11v11	91x55	97x61
Youth U17/U18	11v11	100x64	106x70
Over 18/Adult	11v11	100x64	106x70

Additional supply

In addition to the pitches within Wolverhampton, there are a number of pitches located just outside of the Wolverhampton land boundary which should be recognised as accommodating Wolverhampton based teams and clubs. Such pitches are located at the following sites:

- ◀ Great Bridge Road Playing Fields
- ◀ Twentyman Field
- ◀ Barnhurst Lane Playing Fields
- ◀ Wolverhampton Casuals
- ◀ Old Wulfrunians Football Club

Of the sites listed above, only pitches located at Barnhurst Lane Playing Fields are factored into the capacity analysis as the pitches are managed and maintained by CoWC and in the main, service football for Wolverhampton clubs. The remaining sites listed above are in the main, are not factored into the overall supply of pitches or capacity analysis.

Old Wulfrunians FC, Castlecroft Stadium and Wolverhampton Casuals are leased by clubs that consider themselves to be Wolverhampton based. Conversely, pitches at Great Bridge Playing Field are managed by Walsall Council but the site is located just outside of the Bilston Analysis Area and service numerous Wolverhampton teams. Similarly, pitches at Twentyman Field are managed by a playing field association but are located just outside of the Bilbrook land boundary.

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Losses

There are no identified losses of pitch provision since 2015.

Pitch quality (2015)

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

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

As such, each pitch within Wolverhampton has a quality rating of good, standard, or poor.

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

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

The table below summarises the quality of pitches in Wolverhampton from non-technical assessments carried out in 2014/15. All sites were assessed regardless of management, ownership or availability. In total, 28 pitches were considered to be good quality, 113 to be standard quality and 20 to be poor quality.

*Table 2.4: Summary of quality of pitches available for community use (from non-technical assessments carried out in 2014/15) **

Pitch type	Good	Standard	Poor
Adult	13	72	5
Youth 11v11	1	9	1
Youth 9v9	12	19	4
Mini 7v7	2	8	6
Mini 5v5	-	5	4
Total	28	113	20

*Any additional or new pitches identified in 2018 as available for community use have not received a non-technical assessment. Where new pitches are provided or where investment has taken place, the relevant County FA or the Council has provided the maintenance regime and confirmed an improvement in quality has occurred. Where additional pitches have been identified in 2018 (not previously captured) a basic level of maintenance was applied, together with an average view of remaining pitch quality aspects as agreed with the Council.

In addition, the majority of pitches located outside the Wolverhampton boundary included within this section of the report are assessed as standard quality, with the exception of pitches at Castlecroft Stadium, which were assessed as good.

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Sites containing poor quality pitches (from 2015 non-technical assessments) were as follows:

- ◀ Bee Lane Playing Fields
- ◀ Colton Hills High School
- ◀ Danescourt Road Sports Club
- ◀ Long Knowle Primary School
- ◀ Royal Wolverhampton School (Juniors)
- ◀ Wolverhampton Cricket Club
- ◀ Wodensfield Primary School
- ◀ Westcroft School

As seen, the majority of poor quality pitches are located within educational sites, whereby the norm is for them to receive a basic level of maintenance that is restricted to grass cutting and seeding, with budgets generally limiting any further level of upkeep. There have been no known improvements to these pitches since 2015 and as such remain poor quality.

One of the main reasons cited by clubs in 2015 for poor pitch quality is also related limited pitch maintenance or a lack of available funds to carry out more sophisticated, dedicated regimes. Other reasons include:

- ◀ Over marked pitches
- ◀ Uneven and hard surfaces
- ◀ Overplay in bad weather
- ◀ Casual use
- ◀ Unauthorised usage
- ◀ Quads and motorbikes usage
- ◀ Dog fouling/litter
- ◀ Lack of investment and limited maintenance including infrequent grass cutting
- ◀ Lack of remedial work i.e. seeding
- ◀ Adult matches churning up pitches before afternoon youth games

FA Pitch Improvement Programme (PIP)

With quality of grass pitches becoming one of the biggest influences on participation in football, the FA has made it a priority to work towards improving quality of grass pitches across the country. This has resulted in the creation of the FA Pitch Improvement Programme (PIP). As part of the PIP, grass pitches identified as having quality issues undergo a pitch inspection from a member of the Institute of Groundsmanship (IOG). It is recommended that PIP inspections are undertaken at key sites which are identified as requiring pitch improvements.

Over marked pitches

Over marking can cause notable damage to surface quality and lead to use that is beyond recommended capacity (overuse). In some cases, mini and/or youth pitches are marked onto senior pitches or mini matches are played widthways across adult or youth pitches. This can lead to targeted areas of surface damage because of the large volume of play focused on high traffic areas, particularly the middle third of pitches. Over marking not only influences available capacity, it may also cause logistical issues in respect of kick off times; for example, when two teams of differing age formats are due to play at the same site at the same time.

Furthermore, a number of football pitches in Wolverhampton are marked onto or overlapping cricket outfields, which can create availability issues at multi-sport sites as the cricket season

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begins in April when the football season is still ongoing and the football season begins in August as cricket fixtures are still being played.

This is a case in point at Springvale Sports & Social Club, Wolverhampton Cricket Club and Fordhouses Cricket Club. It is recognised that following planning approval both cricket and football pitches located at Springfield Sport & Social Club will be relocated on site but will however remain overlapping.

Ancillary facilities

During consultation in 2014/15, changing facilities were identified as a key issue at three football sites:

- ◀ Bantock Park
- ◀ East Park
- ◀ Windsor Avenue Playing Fields

It is understood that the above issues remain the same in 2018 at East Park and Windsor Avenue Playing Fields. However, since 2015, Bantock Park has improved with the site no longer identified as being poor quality. While the facilities are now standard quality, it is highlighted that small features such as hangers, benches, and shower heads require updating/replacing. It is also now noted that Fowlers Park needs a new boiler to better service the shower provision at the site with the current boiler not providing adequate hot water on match days.

Furthermore, it is identified that there are seven sites in Wolverhampton which contain adult pitches but do not contain changing facilities (which is still the case in 2018), and, as such, cannot be used to accommodate competitive adult football matches. League requirements for adult football stipulate that there has to be changing facilities on site to accommodate competitive fixtures. The sites fitting this criterion are:

- ◀ Bee lane Playing Field (one adult pitch)
- ◀ Dixon Street Playing Fields (two adult pitches)
- ◀ Heath Town Park (two adult pitches)
- ◀ Northwood Park (two adult pitches)
- ◀ Springvale Park (one adult pitch)
- ◀ Tettenhall Green (one adult pitch)
- ◀ Prouds Lane Playing Field (one adult pitch)

In terms of new pitches, which have been provided since 2015, Perry Hall Park does not have changing provision, whilst Barnhurst Lane is expected to have new changing facilities in operation prior to the 2018/19 season commencing which are therefore expected to be good quality.

Security of tenure

Tenure of sites in Wolverhampton is generally secure i.e. through a long-term lease or a guarantee that the pitch will continue to be provided over the next three years, with most sites ensuring that community use is available. There have been no known changes to tenure since the 2015 PPS. Nevertheless, the tenure of some sites remains unsecure, notably at schools and academies which tend to have their own individualised policies with regard to community use. Some schools allow no community use of their pitches, whilst others have an agreement in place with a club which allows for exclusive access. The following schools are identified as not allowing any form of community use:

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- ◀ Bushbury Hill Primary School
- ◀ Eastfield Primary School
- ◀ Lanesfield Primary School
- ◀ Oak Meadow Primary
- ◀ Springvale Junior School
- ◀ St Edmunds Catholic High
- ◀ St Teresa's Catholic Primary
- ◀ Trinity C of E Primary
- ◀ Warstones Primary School
- ◀ St Michaels Catholic Primary
- ◀ West Park Primary
- ◀ Edward the Elder Primary
- ◀ Parkfields School
- ◀ St Lukes C of E Primary
- ◀ Christ Church Junior School
- ◀ Holy Trinity Catholic Primary
- ◀ Manor Primary School
- ◀ Perry Hall Primary
- ◀ St Mary & Johns Primary
- ◀ St Martins Primary
- ◀ The Giffard Catholic Primary
- ◀ Uplands Junior School
- ◀ Wilkinson Primary School
- ◀ Villers Primary
- ◀ Whitegreave Infant School
- ◀ Springdale Junior School
- ◀ Woden Primary School
- ◀ Field View Primary School

It is also noted that Carillion PLC manages the community use aspects at several school sites in Wolverhampton. Given the current uncertainty over the future of the Company, pitches at such schools may be affected in the future. This is the case at Highfields Secondary School, Heath Park Business Academy, St Mattias School and Penn Fields Special School, with the two of these currently providing football pitches that are in use by the community.

Penn Colts FC reports a desire to acquire land currently owned by Highfields Secondary School on a long-term lease. The Club currently has exclusive access to the land (located just outside the Wolverhampton boundary) but would allow for continued school use should an asset transfer take place. The area is fenced off and the Club is a key holder.

Away from school sites, AFC Wulfrunians is ten years into a 15 year lease from the RFU, at Castlecroft Stadium and its lease is, thus, due to expire in five years' time. Wednesfield Town FC have 13 years left on its lease agreement. As with AFC Wulfrunians, an agreement which extends beyond 25 years would be more advantageous to the clubs.

In terms of new pitches which have been provided since 2015, both are managed by the CoWC and therefore have secure tenure.

Community Asset Transfer

A community asset transfer (CAT) is a sports association or trust-based model of management at multi-sport sites. For example, by formation of a Community Interest Company (CIC) or a Charitable Incorporated Organisation (CIO). By transferring management to such an organisation, representing all sporting user groups and clubs playing onsite rather than just the interests of one, it offers equal responsibility for all sports. This would help to protect against sudden threat of loss, where sporting users may have little or no influence over the management of the site but access provision on it.

This could present opportunities for clubs to take on greater responsibility for maintenance and to develop playing provision. However, clubs looking to do so should contact Birmingham/Staffordshire FA before approaching the landowner, as a club would need to be considered to have a robust infrastructure, sufficient personnel resource, be financially sound and able to realistically sustain and take responsibility for such an asset, whilst fully understanding the financial and legal implications of doing so.

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Football pyramid

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

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

There remain nine clubs in Wolverhampton playing within the football pyramid in 2018, whilst one is a professional club playing above the pyramid. This is a relatively high number when compared to the majority of other local authorities:

- ◀ Wolverhampton Wanderers FC (Championship)
- ◀ AFC Wulfrunians (Step 5)
- ◀ Bilston Town FC (Step 6)
- ◀ Willenhall Town FC (Step 6)
- ◀ Wolverhampton Casuals FC (Step 6)
- ◀ Wolverhampton Sporting Community (Step 6)
- ◀ Trysull Tigers FC (Step 7)
- ◀ Wednesfield Town FC (Step 7)
- ◀ Old Wulfrunians FC (Step 7)

Additionally, three clubs play in West Midlands Regional Division Two, which is just one promotion short of joining the football pyramid:

- ◀ Bilbrook FC
- ◀ Warstone Wanderers FC
- ◀ Wolverhampton United FC

All clubs are currently able to meet their league requirements, although improvements may be needed in some instances for clubs to progress. A common issue for clubs entering the pyramid is changing facilities, whilst other problems often relate to the number of turnstiles and level of floodlighting. For Step 7 football (ground grading H), changing rooms must be a minimum size of 18-square metres, exclusive of shower and toilet areas. The general principle for clubs in the football pyramid is that they have to achieve the appropriate grade by March 31st of their first season after promotion, which therefore allows a short grace period for facilities to be brought up to standard. This, however, does not apply to clubs being promoted to Step 7 (as they must meet requirements immediately).

Stadia pitches should be protected where possible as they are expensive to create and therefore replace. The sites are a requirement for teams wishing to climb the football pyramid and are an asset to the City.

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2.3: Demand (2018)

The audit identifies a total of 178 football teams playing their home games on pitches within Wolverhampton for the 2017/18 season. As a break down, this consists of 60 adult men's teams, three adult women's teams, 78 youth teams and 37 mini teams.

Table 2.5: Summary of competitive teams playing in Wolverhampton (2017/2018)

Analysis Area	Adult		Youth		Mini soccer		Total
	Men	Women	11v11	9v9	7v7	5v5	
Bilston	11	-	12	4	6	2	35
Central & South	4	1	13	4	2	-	24
North	15	1	7	11	9	6	49
Tettenhall	12	-	10	5	7	3	37
Wednesfield	18	1	9	3	-	2	33
Wolverhampton	60	3	51	27	24	13	178

The majority of teams play in the North Analysis Area (28%), whilst the Central & South Analysis Area has the lowest number of registered teams (13%). The most prevalent playing format is adult (41%), which correlates to there being more adult pitches within Wolverhampton compared to other pitch types.

See Table 2.6 which highlights the teams by analysis area from 2014/15. Since then there has been an overall decrease in participation of 52 teams in Wolverhampton which equates to a 23% fall.

The most significant decrease can be seen in adult football (reduction of 35 teams) and it is important to note that there has been a recent decrease nationally in participation at adult level and that the number of FA affiliated adult teams playing competitive football has dropped. Similarly, there has been a decline in the number of youth players making the transition from youth football to adult leagues. However, interestingly it is also worth noting that although there has been a decline in adult participation in Wolverhampton, there has been also been an increase in the number of identified adult pitches (by eight). Although it is likely that in reality there has not been an increase in adult pitches only the availability or identification of these within the audit.

It is also noted that there has been growth in youth 11v11 (by 16 teams) and women's football teams, and other youth teams have generally remained stable. Again, this is not reflective of the increases in supply as there has been an increase of just one available youth 11v11 pitch but a greater increase of youth 9v9 pitches (by 12).

Table 2.6: Football demand (2014/2015)

Analysis area	No. of teams playing					Total
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5	
Bilston	19	9	4	5	1	38
Central & South	8	10	3	2	2	25
North	27	12	6	7	6	58
Tettenhall	21	18	9	4	2	54
Wednesfield	20	18	9	6	2	55
Wolverhampton	95	67	31	24	13	230

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Unmet demand

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

In 2015, no clubs reported this as being the case in Wolverhampton, although, many did report unmet demand for access to training facilities (see Part 3).

Exported/imported demand (2018)

Exported demand refers to teams that are currently accessing pitches outside of Wolverhampton for their home fixtures despite being Wolverhampton based, whereas imported demand refers to teams based in other local authorities that access provision within Wolverhampton. This is normally because their pitch requirements cannot be met, or because teams are accessing central venue facilities to accommodate mini and youth match demand (e.g. the Walsall Youth League).

Given the fluid cross boundary movement in Wolverhampton in relation to South Staffordshire, Walsall and Sandwell, there are a number of Wolverhampton based clubs which play just over the Wolverhampton land boundary and vice versa, a number of clubs play in Wolverhampton despite being based outside of the City. This criterion applies to the following clubs:

- ◀ Wyrley FC
- ◀ AFC Willenhall
- ◀ Castlecroft Rangers FC
- ◀ Four Oaks FC
- ◀ Sporting Khalsa FC
- ◀ Lodge Farm FC
- ◀ Wolverhampton Casuals FC

Nevertheless, none of the clubs listed above report a demand to return to the local authority that they consider themselves to be based in. As a result, there is no perceived need to consider relocating the demand.

Future demand

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

Population increases

Team generation rates have been updated and are used below as the basis for calculating the number of teams likely to be generated in the future based on population growth (up to 2036)². The way in which team generation rates have been categorised has changed since the previous 2015 PPS (particularly in relation to youth and mini football) and there is now a greater breakdown as advised by the FA. Therefore, a full comparison is not presented below.

However, in general there is a similar number of predicted youth and mini teams as there was in 2015. For adult teams, there now (2018) shows a predicted increase of two teams compared to no additional teams in 2015. Given the decline in adult teams in Wolverhampton this increase has been purely driven by a much greater predicted population increase of senior men aged between 16-45 using 2036 figures.

² TGRs are based on population forecasts to 2036 in line with the Black Country Core Strategy.

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Table 2.7: Team generation rates (City-wide)

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Men's (16-45)	49,980	66	1:757	51,504	68.0	2
Senior Women (16-45)	48,666	3	1:16222	52,760	3.3	0
Youth Boys (12-15)	4,249	44	1:97	5,422	56.1	12
Youth Girls (12-15)	4,087	1	1:4087	5,288	1.3	0
Youth Boys (10-11)	1,622	26	1:62	1,915	30.7	4
Youth Girls (10-11)	1,459	1	1:1459	1,794	1.2	0
Mini-Soccer Mixed (8-9)	3,244	24	1:135	3,711	27.5	3
Mini-Soccer Mixed (6-7)	3,290	13	1:253	3,589	14.2	1

Population increases are likely to result in 22 additional teams in Wolverhampton, which as a breakdown consists of two senior men's, 16 youth boys' and four mini teams. This, however, is when team generation rates are applied City-wide.

These figures are generally considered to be realistic given that there has been a recorded growth in youth 11v11 and women's football teams, and other youth teams have generally remained stable.

Once TGRs are applied to individual analysis areas a more detailed representation of where exactly the predicated growth will occur emerges.

Table 2.8: Team generation rates (by analysis area)

Age group	Additional teams that may be generated from the increased population (by Analysis Area)					
	Bilston	Central & South	North	Tettenhall	Wednesfield	Total
Senior Men (16-45)	-	-	-	-	-	0
Senior Women (16-45)	-	-	-	-	-	0
Youth Boys (12-15)	3	3	1	2	1	10
Youth Girls (12-15)	-	-	-	-	-	0
Youth Boys (10-11)	-	-	1	-	-	1
Youth Girls (10-11)	-	-	-	-	-	0
Mini-Soccer Mixed (8-9)	-	-	1	1	-	2
Mini-Soccer Mixed (6-7)	-	-	-	-	-	0
Total	3	3	3	3	1	13

Using the above table, it is forecast that a total of 13 teams will be created, which equates to a need to accommodate 7.5 match equivalent sessions per week.

Participation increases

In 2014/15, a number of clubs reported plans to increase the number of teams they provide. Of those which quantified the potential increase, there was a predicted growth of 30 teams, which translates to 15 match equivalent sessions.

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Please note that two clubs have been removed from the table (All Star Wanderers predicting one adult, four youth and two mini teams and Punjab Sports FC which predicted one adult and two mini teams) as both clubs are identified as playing home fixtures outside of the Wolverhampton authoritative boundary.

Table 2.9: Potential team increases identified by clubs (2015)

Club	Analysis area	Future demand	Match equivalent sessions	Pitch type
AFC Bilston	Bilston	1 x Adult	0.5	Adult
AFC Woodcross	Bilston	1 x Youth 2 x Mini	0.5 0.5 0.5	11v11 7v7 5v5
FC Reedswood	North	1 x Youth	0.5	11v11
Smestow Football Academy FC	OUTSIDE	1 x Adult	0.5	Adult
Springvale Steelers FC	Bilston	4 x Youth 2 x Mini	1 1 0.5 0.5	11v11 9v9 7v7 5v5
Wednesfield Town FC	Wednesfield	3 x Youth	1.5	11v11
Whitmore Reans FC	Tettenhall	2 x Youth 2 x Mini	1 0.5 0.5	11v11 7v7 5v5
Wolverhampton Casuals FC	OUTSIDE	1 x Adult 1 x Youth	0.5 0.5	Adult 11v11
Wolverhampton Olympic FC	Tettenhall	2 x Mini	0.5 0.5	7v7 5v5

2.3: Capacity analysis

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

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

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

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Table 2.10 applies the above pitch ratings against the actual level of weekly play recorded to determine a capacity rating as follows:

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

There may be situations where, although a site is highlighted as potentially able to accommodate some additional play, this should not be recorded as spare capacity against the site. For example, a site may be managed to operate slightly below full capacity to ensure that it can cater for regular friendly matches and activities that take place but are difficult to quantify on a weekly basis. A pitch is only said to have 'actual spare capacity' if it is available for community use and available at the peak time for that format of the game.

Pitches that are of a poor quality are not deemed to have actual spare capacity due to the already low carrying capacity of the pitches. Any identified spare capacity should be retained to relieve the pitches of use, which in turn will aid the improvement of pitch quality and attract increased demand. Similarly, any sites with unsecure tenure are not considered to have actual spare capacity as future usage cannot be guaranteed.

Peak time

Based on current demand from the 2017/2018 football season, peak times for each pitch type in Wolverhampton is considered to be Sunday AM.

Informal use

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

Education sites

To account for curricular/extra-curricular use of education pitches it is likely that the carrying capacity at such sites will need to be adjusted. This adjustment is generally dependent on the amount of play carried out and also the number of pitches on site. The only time this would not happen is when a school does not use its pitches at all and the sole use is community use, although this is not the case for any sites in Wolverhampton. As such, current play across education sites has been increased by one match equivalent session per pitch.

For the purposes of capacity analysis only education sites with regular known and recorded community use have been included. All other available schools with no recorded community use are instead shown in tables 2.10 and 2.11. In many cases, where there is no identified community use, there is little capacity to accommodate further play due to a combination of curricular and extra-curricular activity and quality issues.

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Table 2.10: Football pitch capacity analysis (community available and used - 2018)

Site ID	Site name	Analysis area	Management	Tenure ³	Pitch type	Pitch size	No. of pitches	Agreed quality rating	Current play (match sessions)	Site capacity ⁴ (match sessions)	Overused, at Capacity or potential to accommodate additional play	Match sessions available in the peak period	Comments
2	Aldersley High School	North	School	Unsecure	Adult		2	Standard	2	4	2	-	No spare capacity in the peak period due to unsecure tenure.
					Youth	(9v9)	1	Standard	1.5	2	0.5	-	No spare capacity in the peak period due to unsecure tenure.
3	Aldersley Leisure Village Sports Pitches	Tettenhall	Council	Secure	Adult		1	Good	0.5	3	2.5	0.5	Spare capacity in the peak period.
					Adult		2	Standard	1	4	3	1	Spare capacity in the peak period.
145	Ashmore Park	Wednesfield	Council	Secure	Adult		2	Good	0.5	6	5.5	1.5	Spare capacity in the peak period.
5	Bantock Park***	Tettenhall	Council	Secure	Adult		3	Standard	1.5	6	5.5	2	Spare capacity in the peak period.
9	Bilston C of E Primary School	Bilston	School	Unsecure	Youth	(9v9)	2	Standard	2.5	4	1.5	-	Spare capacity discounted due to unsecure tenure.
11	Bilston Town Football Ground, Queen Street	Bilston	Sports Club	Secure	Adult		1	Good	1	3	2	1	Spare capacity in the peak period.
132	Bilbrook Junior Football Club, Wobaston Road	North	Sports Club	Secure	Adult		2	Standard	3.5	4	0.5	0.5	Spare capacity in the peak period.
					Mini	(5v5)	1	Standard	3	4	1	-	No spare capacity in the peak period.
					Mini	(7v7)	1	Standard	3.5	4	0.5	-	No spare capacity in the peak period.
					Youth	(9v9)	2	Standard	0.5	4	3.5	2	Spare capacity in the peak period.
133	City of Wolverhampton (Wellington Road Campus)	Bilston	School	Unsecure	Mini	(7v7)	1	Standard	2.5	4	1.5	-	Spare capacity discounted due to unsecure tenure.
18	Claregate Playing Fields	Tettenhall	Council	Secure	Adult		1	Good	0.5	3	2.5	0.5	Spare capacity in the peak period.
20	Colton Hills High School	Central & South	School	Unsecure	Adult		2	Poor	0.5	2	1.5	-	No spare capacity in the peak period/unsecure tenure.
22	Coppice Performing Arts School	Wednesfield	School	Unsecure	Adult		1	Standard	0.5	2	1.5	-	Spare capacity in the peak period/unsecure tenure.
194	Danescourt Road Sports Club	Tettenhall	Council	Secure	Mini	(7v7)	1	Poor	1	2	1	1	Spare capacity in the peak period.
					Youth	(9v9)	1	Poor	2	1	1	-	Pitch overplayed.
26	Dixon Street Playing Fields	Central & South	Council	Secure	Youth	(9v9)	1	Standard	0.5	2	1.5	0.5	Spare capacity in the peak period.
29	East Park (Football pitches)	Bilston	Council	Secure	Adult		3	Standard	2.5	6	3.5	0.5	Spare capacity in the peak period.
35	Fowlers Park***	Wednesfield	Council	Secure	Adult		7	Standard	2	14	12	5.5	Spare capacity in the peak period.
68	Gamesfield Green Playing Field	Tettenhall	Council	Secure	Adult		1	Standard	0.5	2	1.5	0.5	Spare capacity in the peak period.
154	Goodyear Sports and Social Club Sports Pitches	North	Sports Club	Secure	Adult		1	Standard	0.5	2	1.5	0.5	Spare capacity in the peak period.
157	Highfields Secondary School - Penn Colts FC	Tettenhall	School	Unsecure	Adult		1	Standard	2	2	-		
					Mini	(5v5)	2	Standard	0.5	8	7.5	-	Spare capacity discounted due to unsecure tenure.
					Mini	(7v7)	2	Standard	1.5	8	6.5	-	Spare capacity discounted due to unsecure tenure.
					Youth	(9v9)	1	Standard	0.5	2	1.5	-	Spare capacity discounted due to unsecure tenure.
44	Hilton Road Playing Fields	Central & South	Council	Secure	Adult		2	Standard	4.5	4	0.5	-	Pitches overplayed.
48	King George V Playing Field (Wednesfield Park)	Wednesfield	Council	Secure	Adult		3	Standard	3	6	3	-	No spare capacity in the peak period.
58	Newbridge Playing Fields	Central & South	Council	Secure	Adult		1	Standard	0.5	2	1.5	0.5	Spare capacity in the peak period.
63	Our Lady & St Chads Catholic Academy***	North	School	Secure	Youth	(9v9)	1	Standard	1	2	1	1	Spare capacity in the peak period.

³ Unless local information suggests otherwise it can be assumed that the availability of all pitches in Council, town and parish Council and sports club ownership will be secure.

⁴ Based on pitch quality The FA recommends a maximum number of match equivalent sessions to be accommodate per pitch type. Please refer to Section 2.4 for the full breakdown.

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Site ID	Site name	Analysis area	Management	Tenure ³	Pitch type	Pitch size	No. of pitches	Agreed quality rating	Current play (match sessions)	Site capacity ⁴ (match sessions)	Overused, at Capacity or potential to accommodate additional play	Match sessions available in the peak period	Comments
66	Ormiston SWB Academy (Prosser Street)	Bilston	School	Unsecure	Adult		2	Standard	4	4	-	-	No spare capacity in the peak period due to unsecure tenure.
67	Ormiston New Academy (Pendeford Site)	North	School	Unsecure	Adult		3	Good	5	9	4	-	No spare capacity in the peak period due to unsecure tenure.
					Youth	(9v9)	4	Good	1.5	16	14.5	-	Spare capacity discounted due to unsecure tenure.
211	Parkfields School	Central & South	School	Unsecure	Youth	(11v11)	1	Standard	0.5	2	1.5	-	Spare capacity discounted due to unsecure tenure.
77	Smestow School	Tettenhall	School	Unsecure	Adult		2	Standard	0.5	4	3.5	-	Spare capacity discounted due to unsecure tenure.
80	Springvale Park	Central & South	Council	Secure	Adult		1	Standard	0.5	2	1.5	0.5	Spare capacity in the peak period.
93	Tettenhall College	Tettenhall	School	Unsecure	Adult		1	Standard	0.5	2	1.5	-	Spare capacity discounted due to unsecure tenure.
96	The Kings CE (High) School	Tettenhall	School	Unsecure	Adult		2	Standard	0.5	4	3.5	-	Spare capacity discounted due to unsecure tenure.
103	Wednesfield High School	Wednesfield	School	Unsecure	Youth	(11v11)	1	Good	1.5	4	2.5	-	No spare capacity in the peak period.
					Youth	(9v9)	4	Good	0.5	16	15.5	3.5	Spare capacity discounted due to unsecure tenure.
104	Wednesfield Town Football Ground, Amos Lane	Wednesfield	Sports Club	Secure	Adult		1	Standard	2.5	2	0.5	-	Pitch overplayed.
109	Windsor Avenue Playing Fields***	Tettenhall	Council	Secure	Adult		7	Standard	2.5	14	11.5	4.5	Spare capacity in the peak period.
113	Wolverhampton Grammar School	Tettenhall	School	Unsecure	Adult		3	Standard	0.5	6	5.5	-	Spare capacity discounted due to unsecure tenure.
117	Wolverhampton United Ground, Prestwood Road West	Wednesfield	Sports Club	Secure	Adult		1	Standard	1	2	1	0.5	Spare capacity in the peak period.
					Adult		1	Good	1	3	2	-	No spare capacity in the peak period.
					Youth	(11v11)	1	Standard	2	2	-	-	Pitch played to capacity.
196	Wolverhampton Cricket Club (Football pitches)	Tettenhall	Sports Club	Secure	Adult		1	Poor	1.5	1	0.5	-	Pitch overplayed.
					Mini	(7v7)	1	Poor	1.5	2	0.5	0.5	Spare capacity in the peak period.

Table 2.11: Football pitch capacity analysis (community available but unused - 2018)

Site ID	Site name	Analysis area	Management	Tenure	Pitch type	Pitch size	Number of pitches	Agreed quality ⁵	Match sessions available during the peak period ⁶
6	Bee Lane Playing Fields***	North	Council	Secure	Adult		1	Poor	-
6	Bee Lane Playing Fields***	North	Council	Secure	Mini	(7v7)	1	Poor	-
6	Bee Lane Playing Fields***	North	Council	Secure	Youth	(9v9)	1	Poor	-
7	Bellamy Lane Playing Fields, Wednesfield	Wednesfield	Council	Secure	Youth	(11v11)	1	Standard	1
15	Castlecroft Primary School*	Tettenhall	School	Unsecure	Mini	(7v7)	1	Standard	-
19	Claregate Primary School	Tettenhall	School	Unsecure	Youth	(9v9)	1	Good	-
20	Colton Hills High School***	Central & South	School	Unsecure	Mini	(5v5)	2	Poor	-
25	St Mattias School*	Bilston	School	Unsecure	Adult		3	Standard	-
26	Dixon Street Playing Fields***	Central & South	Council	Secure	Adult		2	Good	2
29	East Park Primary School	Bilston	School	Unsecure	Mini	(7v7)	1	Standard	-
29	East Park Primary School	Bilston	School	Unsecure	Youth	(9v9)	1	Standard	-
33	Fallings Park Primary School*	North	School	Unsecure	Youth	(9v9)	1	Standard	-

⁵ Capacity discounted at sites with poor quality pitches to protect quality

⁶ For the purpose of analysis, only pitches with security of tenure are able to be utilised during the peak period for competitive match play

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Site ID	Site name	Analysis area	Management	Tenure	Pitch type	Pitch size	Number of pitches	Agreed quality ⁵	Match sessions available during the peak period ⁶
34	Fordhouses Cricket Club	North	Sports Club	Secure	Adult		1	Standard	1
37	Goodrich Sports Ground, Wobaston Road	North	Sports Club	Secure	Adult		2	Standard	2
41	Heath Town Park***	Wednesfield	Council	Secure	Adult		3	Standard	3
43	Highfields Secondary School	Tettenhall	School	Unsecure	Adult		4	Standard	-
45	Holy Rosary Catholic School	Bilston	School	Unsecure	Youth	(9v9)	1	Standard	-
50	Lawn Road/Rooker Avenue Playing Field	Central & South	Council	Secure	Adult		1	Standard	1
51	Long Knowle Primary School	Wednesfield	School	Unsecure	Mini	(5v5)	1	Poor	-
51	Long Knowle Primary School	Wednesfield	School	Unsecure	Youth	(9v9)	1	Poor	-
55	Moreton Community High School	North	School	Unsecure	Adult		1	Standard	-
56	Moseley Park School	Bilston	School	Unsecure	Adult		1	Standard	-
56	Moseley Park School	Bilston	School	Unsecure	Youth	(11v11)	1	Standard	-
58	Newbridge Playing Fields	Central & South	Council	Secure	Mini	(7v7)	1	Standard	1
59	Northwood Park	North	Council	Secure	Adult		2	Standard	2
65	Palmers Cross Primary School	Tettenhall	School	Unsecure	Youth	(9v9)	1	Standard	-
66	Ormiston SWB Academy (Prosser Street)	Bilston	School	Unsecure	Youth	(9v9)	1	Standard	-
73	Prouds Lane Playing Fields***	Bilston	Council	Secure	Adult		1	Standard	1
73	Prouds Lane Playing Fields***	Bilston	Council	Secure	Youth	(9v9)	1	Standard	1
74	Rakegate Primary School	North	School	Unsecure	Youth	(11v11)	2	Standard	-
76	Royal Wolverhampton School (Senior School playing fields)	Central & South	School	Unsecure	Adult		1	Standard	-
77	Smestow School	Tettenhall	School	Unsecure	Youth	(11v11)	1	Standard	-
91	Stow Heath Junior School	Bilston	School	Unsecure	Youth	(9v9)	1	Standard	-
92	Stowlawn Primary School	Bilston	School	Unsecure	Mini	(5v5)	2	Standard	-
93	Tettenhall College	Tettenhall	School	Unsecure	Youth	(9v9)	1	Standard	-
94	Tettenhall Upper Green	Tettenhall	Council	Secure	Adult		1	Standard	1
95	The Giffard Roman Catholic Primary School	Central & South	School	Unsecure	Youth	(11v11)	1	Standard	-
96	The Kings CE (High) School	Tettenhall	School	Unsecure	Youth	(9v9)	1	Standard	-
103	Wednesfield High School	Wednesfield	School	Unsecure	Adult		2	Good	-
103	Wednesfield High School	Wednesfield	School	Unsecure	Mini	(7v7)	2	Good	-
111	Wodensfield Primary School	Wednesfield	School	Unsecure	Youth	(9v9)	1	Poor	-
129	Springvale Sports & Social Club	Bilston	Sports Club	Secure	Adult		1	Standard	1
129	Springvale Sports & Social Club	Bilston	Sports Club	Secure	Youth	(11v11)	1	Standard	1
151	Whites Playing Field*	Wednesfield	Council	Secure	Adult		1	Standard	1
155	Graiseley Recreation Ground*	Central & South	Council	Secure	Mini	(7v7)	1	Standard	1
159	Royal Wolverhampton School (Junior School Playing Fields)	Central & South	School	Unsecure	Mini	(7v7)	2	Poor	-
163	D'eyncourt Primary School	Wednesfield	School	Unsecure	Youth	(9v9)	1	Standard	-
196	Wolverhampton Cricket Club (Football pitches)	Tettenhall	Sports Club	Secure	Mini	(5v5)	1	Poor	-
214	Westcroft School	North	School	Unsecure	Adult		1	Poor	-
214	Westcroft School	North	School	Unsecure	Mini	(7v7)	1	Poor	-
217	St Pauls Primary School	North	School	Unsecure	Youth	(9v9)	1	Good	-
221	St Stephens CE Primary	Wednesfield	School	Unsecure	Youth	(9v9)	1	Standard	-
223	Perry Hall Park**	Wednesfield	Council	Secure	Youth	(9v9)	2	Good	2
224	Barnhurst Lane Playing Fields**	Outside	Council	Secure	Adult		3	Good	3
					Youth	(11v11)	2	Good	2
					Youth	(9v9)	3	Good	3
					Mini	(5v5)	1	Good	1

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Table 2.12: Football pitch capacity analysis (unavailable for community use - 2018)

Site ID	Site name	Analysis Area	Management	Tenure ⁷	Pitch type	Pitch size	Number of pitches	Agreed quality rating	Potential capacity ⁸ (match sessions)
14	Bushbury Hill Primary School	North	School	Unsecure	Adult		1	Poor	1
16	Christ Church Junior School	Tettenhall	School	Unsecure	Youth	(9v9)	1	Standard	2
216	Compton Park - Wolverhampton Wanderers FC Training Ground	Central & South	Sports Club	Secure	Adult		4	Good	12
216	Compton Park - Wolverhampton Wanderers FC Training Ground	Central & South	Sports Club	Secure	Mini	(5v5)	2	Good	12
216	Compton Park - Wolverhampton Wanderers FC Training Ground	Central & South	Sports Club	Secure	Mini	(7v7)	1	Good	6
216	Compton Park - Wolverhampton Wanderers FC Training Ground	Central & South	Sports Club	Secure	Youth	(11v11)	2	Good	8
216	Compton Park - Wolverhampton Wanderers FC Training Ground	Central & South	Sports Club	Secure	Youth	(9v9)	2	Good	8
31	Eastfield Primary School	Bilston	School	Unsecure	Mini	(7v7)	1	Good	6
192	Edward the Elder Primary School	Wednesfield	School	Unsecure	Mini	(7v7)	1	poor	2
222	Field View Primary	Bilston	School	Unsecure	Youth	(9v9)	1	Standard	2
46	Holy Trinity Catholic Primary	Bilston	School	Unsecure	Youth	(9v9)	1	Good	4
49	Lanesfield Primary School	Central & South	School	Unsecure	Youth	(9v9)	1	Standard	2
52	Loxdale Primary School	Bilston	School	Unsecure	Youth	(9v9)	1	Standard	2
53	Manor Primary School	Central & South	School	Unsecure	Mini	(5v5)	1	Standard	4
219	Molineux Stadium	Central & South	Sports Club	Secure	Adult		1	Good	3
60	Oak Meadow Primary School	Wednesfield	School	Unsecure	Youth	(9v9)	1	Standard	2
211	Parkfields School***	Central & South	School	Unsecure	Mini	(7v7)	1	Standard	4
71	Perry Hall Primary School	Wednesfield	School	Unsecure	Youth	(9v9)	1	Standard	2
201	Springdale Junior School*	Tettenhall	School	Unsecure	Youth	(9v9)	1	Standard	2
78	Springvale Junior School*	Central & South	School	Unsecure	Youth	(9v9)	1	Poor	1
83	St Edmunds Catholic High School	Central & South	School	Unsecure	Adult		3	Standard	6
83	St Edmunds Catholic High School	Central & South	School	Unsecure	Youth	(11v11)	2	Standard	4
177	St Lukes C of E Primary School**	Central & South	School	Unsecure	Youth	(9v9)	1	Standard	2
86	St Martin's CE Primary School	Bilston	School	Unsecure	Youth	(9v9)	1	Standard	2
81	St Mary & John's Catholic Primary School	Central & South	School	Unsecure	Mini	(7v7)	1	Standard	4
178	St Michaels Catholic Primary School	Tettenhall	School	Unsecure	Youth	(9v9)	1	Standard	2
90	St Teresa's Catholic Primary School	Central & South	School	Unsecure	Youth	(9v9)	1	Poor	1
95	The Giffard Roman Catholic Primary School***	Central & South	School	Unsecure	Youth	(9v9)	1	Standard	2
98	Trinity C of E (Primary) School*	Wednesfield	School	Unsecure	Adult		1	Standard	2
101	Uplands Junior School	Tettenhall	School	Unsecure	Mini	(5v5)	1	Poor	4
101	Uplands Junior School	Tettenhall	School	Unsecure	Youth	(9v9)	1	Poor	1
181	Villers Primary School	Bilston	School	Unsecure	Youth	(9v9)	1	Standard	2
102	Warstones Primary School	Tettenhall	School	Unsecure	Youth	(11v11)	1	Poor	1
184	West Park Primary School*	Central & South	School	Unsecure	Mini	(7v7)	1	Standard	4
186	Whitegreave Infant School*	North	School	Unsecure	Mini	(7v7)	1	Standard	4
108	Wilkinson Primary School*	Bilston	School	Unsecure	Youth	(9v9)	1	Standard	2
110	Woden Primary School*	Wednesfield	School	Unsecure	Youth	(9v9)	1	Standard	2

*Sites previously not identified

**New sites since 2015

***Sites where more pitches are now marked out

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

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

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Actual spare capacity

The table below highlights the pitches that are available at peak time and that are considered to have actual spare capacity in Wolverhampton.

Table 2.13: Actual Spare capacity summary (including unused sites - 2018)

Analysis Area	Actual spare capacity (match equivalent sessions per week)				
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
Bilston	3.5	1	1	-	-
Central & South	4	1	0.5	1	-
North	9	2	6	-	1
Tettenhall	10	-	-	1.5	-
Wednesfield	11.5	1	2	-	-
Total	38	5	9.5	2.5	1

There are 56 match equivalent sessions of actual spare capacity spread across Wolverhampton, with the most existing in the Wednesfield Analysis Area and on adult pitches.

Overplay

Overplay occurs when there is more play accommodated on a site than it is able to sustain (which can often be due to the low carrying capacity of the pitches). Overplay on football pitches in Wolverhampton amounts to 2.5 match equivalent sessions per week and is evident at Hilton Road Playing Fields, Wednesfield Town Football Ground, Danescourt Road Sports Club and Wolverhampton Cricket Club.

Table 2.14: Overplay summary (2018)

Analysis Area	Overplay (match equivalent sessions per week)				
	Adult	Youth 11v11	Youth 9v9	Mini 7v7	Mini 5v5
Bilston	-	-	-	-	-
Central & South	0.5	-	-	-	-
North	-	-	-	-	-
Tettenhall	0.5	-	1	-	-
Wednesfield	0.5	-	-	-	-
Total	1.5	-	1	-	-

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2.4: Supply and demand analysis 2018

Having considered 2018 supply and demand data, the tables below identify the overall spare capacity in each of the Analysis Areas for the different pitch types, based on match equivalent sessions. Future demand is based on club aspirational growth and analysis area team generation rates which are driven by population increases.

Table 2.15: Supply and demand balance of adult pitches

Analysis Area	Actual spare capacity ⁹	Demand (match equivalent sessions)				
		Overplay	Current total	Latent demand	Future demand	Future total
Bilston	3.5	-	3.5	-	0.5	3
Central & South	4	0.5	3.5	-	-	3.5
North	9	-	9	-	-	9
Tettenhall	10	0.5	9.5	-	0.5	9
Wednesfield	11.5	0.5	11	-	-	11
Total	38	1.5	36.5	-	1	35.5

The table above shows that there is overall spare capacity on adult pitches throughout Wolverhampton. This is evident in each analysis area both currently and when taking into account future demand.

Given that more adult pitches are available in Wolverhampton in 2018 and yet there has been a decrease in the number of adult teams playing, the above increased level of spare capacity (14 match sessions more) is considered to accurately reflect the current situation.

Despite overall spare capacity, there remains a need to eradicate overplay on sites identified as accommodating too much demand. Spare capacity is considered to provide more than enough scope for this to occur through the transfer of play.

Table 2.16: Supply/demand balance of youth 11v11 pitches

Analysis Area	Actual spare capacity ¹⁹	Demand (match equivalent sessions)				
		Overplay	Current total	Latent demand	Future demand	Future total
Bilston	1	-	1	-	1.5	0.5
Central & South	1	-	1	-	1.5	0.5
North	2	-	2	-	0.5	1.5
Tettenhall	-	-	-	-	1	1
Wednesfield	1	-	1	-	2	1
Total	5	-	5	-	6.5	1.5

Currently, there is spare capacity on youth 11v11 pitches totalling five match equivalent sessions; however, a shortfall is evident when factoring in future demand equating to 1.5 match equivalent sessions. This shortfall exists in each of the analysis areas (with the exception of the North analysis area) and is at a similar, minimal level.

In comparison to 2015, there is now some spare capacity recorded on youth 11v11 pitches even though there has been a large increase in teams compared to supply. Previously there was a small shortfall of one match session overall, however, this was as a result of specific

⁹ In match equivalent sessions per week

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overplay recorded in North Analysis Area (4.5 match sessions) which has now been eradicated due to Bilbrook JFC now having six youth 11v11 teams which all play on adult sized pitches.

Table 2.17: Supply/demand balance of youth 9v9 pitches

Analysis Area	Actual spare capacity ¹⁰	Demand (match equivalent sessions)				
		Overplay	Current total	Latent demand	Future demand	Future total
Bilston	1	-	1	-	1	
Central & South	0.5	-	0.5	-	-	0.5
North	6	-	6	-	0.5	5.5
Tettenhall	-	1	1	-	-	1
Wednesfield	2	-	2	-	-	2
Total	9.5	1	8.5	-	1.5	7

Overall, the current picture shows overall spare capacity of 8.5 match equivalent sessions per week across youth 9v9 pitches, although there is an identified shortfall in the Tettenhall Analysis Area. When accounting for future demand, the picture remains similar although overall spare capacity reduces to seven match equivalent sessions.

In comparison to 2015, there is no significant difference in the current spare capacity levels recorded. Although there has been an increase of youth 9v9 pitches (12 pitches since 2015) available for community use, most of this spare capacity has been discounted as it is on school sites where security of tenure is deemed unsecure.

Table 2.18: Supply/demand balance of mini 7v7 pitches

Analysis Area	Actual spare capacity ²⁰	Demand (match equivalent sessions)				
		Overplay	Current total	Latent demand	Future demand	Future total
Bilston	-	-		-	1	1
Central & South	1	-	1	-	-	1
North	-	-		-	0.5	0.5
Tettenhall	1.5	-	1.5	-	2	0.5
Wednesfield	-	-		-	-	-
Total	2.5	-	2.5	-	3.5	1

Across Wolverhampton there is currently an overall sufficient supply of mini 7v7 pitches which equates to 2.5 match equivalent sessions of spare capacity per week. When accounting for future demand, however, an overall shortfall of one match equivalent session is identified. This deficit can be attributed to shortfalls in the Bilston, North and Tettenhall analysis areas.

In comparison to 2015, there is no significant difference in the current spare capacity levels recorded which is reflective of the fact that supply and demand has also generally remained the same.

¹⁰ In match equivalent sessions per week

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Table 2.19: Supply/demand balance of mini 5v5 pitches

Analysis Area	Actual spare capacity ²⁰	Demand (match equivalent sessions)				
		Overplay	Current total	Latent demand	Future demand	Future total
Bilston	-	-		-	1	1
Central & South	-	-		-	-	
North	1	-	1	-	-	1
Tettenhall	-	-		-	1	1
Wednesfield	-	-		-	-	
Total	1	-	1	-	2	1

Currently there is an adequate supply of mini 5v5 pitches across Wolverhampton, with no actual spare capacity or overplay identified. In the future, given demand identified in the Bilston and North analysis areas, a shortfall of one match equivalent session is predicted.

In comparison to 2015, there is no significant difference in the current spare capacity levels recorded which is reflective of the fact that supply and demand has also generally remained the same.

Football – grass pitch summary

- ◀ In 2018, there are 207 pitches identified across Wolverhampton across 99 sites, of which, 161 are available for community use across 70 sites.
- ◀ There is an overall total increase of 36 pitches and 15 sites since 2015. Of those available for community use, there is an increase of 32 pitches and eight sites.
- ◀ Additional pitches are attributed to newly identified pitches and additional pitches being marked at pre-existing sites. There are also two new sites which have been created in Wolverhampton since the 2015 PPS; Perry Hall Park and Barnhurst Lane Playing Fields.
- ◀ Of those pitches available for community use in 2018, 53 are identified as being available but have no regular competitive club use throughout the traditional winter football season.
- ◀ Of community available pitches, 28 pitches were considered to be good quality, 113 to be standard quality and 20 to be poor quality (based on non technical assessments from 2014/15, additional or new pitches have been assigned a quality score based on maintenance information).
- ◀ Changing facilities remain a key issue at East Park and Windsor Avenue Playing Fields. Bantock Park has been improved since 2015 and additional issues are now highlighted at Fowlers Park.
- ◀ The audit identifies a total of 178 football teams playing their home games on pitches within Wolverhampton for the 2017/18 season.
- ◀ Since 2015 there has been an overall decrease in participation of 52 teams in Wolverhampton which equates to a 23% fall.
- ◀ The most significant decrease can be seen in adult football (reduction of 35 teams) and it is important to note that there has been a recent decrease nationally in participation at adult level.
- ◀ It is also noted that there has been growth in youth 11v11 (by 16 teams) and women's football teams, and other youth teams have generally remained stable.
- ◀ 2018 population increases, by analysis area, forecast that a total of 13 teams will be created, which equates to a need to accommodate 7.5 match equivalent sessions per week.
- ◀ Future demand expressed by clubs in 2015 equals 30 teams and 15 match equivalent sessions.
- ◀ Actual spare capacity (based on 2018 supply and demand) in Wolverhampton amounts to 56 match equivalent sessions across all pitches types.
- ◀ There are four sites which are identified as containing overplayed pitches by a combined total of 2.5 match equivalent sessions per week.

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- ◀ Based on 2018 supply and demand, the current supply of grass football pitches is sufficient to cater for current demand; however, future demand results in a shortfall of youth 11v11, and mini 7v7 pitches.

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

3.1: Introduction

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

Table 3.1: AGP type and sport suitability

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

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

Competitive football can take place on 3G surfaces that have been FA or FIFA certified¹¹ and a growing number of 3G pitches are now used for competitive match play at mini soccer and youth level. The recommended FA dimensions for a full sized 3G pitch are 100x64 metres with additional run off areas of three metres required on each side. Minimum playing area dimensions to meet performance standard criteria for competitive football are 90x45 metres (or 100x64 metres for FIFA sanctioned international matches), with additional run off areas of three metres required on each side. FIFA 3G pitch certification is required to host competitive adult match play at Step 3 and below, whilst for teams playing at Steps 1 or 2 pitches are required to have FIFA Pro standard certification, further information on which is included later in the section. Football training can take place on sand and water based surfaces but is not the preferred option.

World Rugby produced the 'Performance Specification for Artificial Grass Pitches for Rugby', more commonly known as 'Regulation 22' that provides the necessary technical detail to produce pitch systems that are appropriate for rugby. The artificial surface standards identified in Regulation 22 allows matches to be played on surfaces that meet the standard. Full contact activity, including tackling, rucking, mauling, and lineouts can take place. All full-sized World Rugby compliant 3G pitches feature on the RFU register, including expiry dates of certification¹². Upon registration, World Rugby compliancy is valid for two years before renewal and retesting is required.

¹¹ <http://3g.thefa.me.uk/?countyfa=Wolverhamptonshire>

¹² <http://www.englandrugby.com/governance/club-support/facilities-kit-and-equipment/artificial-surfaces/artificial-grass-pitches>

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Competitive rugby league play and contact practice is permitted to take place on 3G pitches which are deemed by the RFL to meet its Performance Standard for Synthetic Turf Pitches. Pitches fall under two categories; community club pitches which require retesting every two years and elite stadia pitches which require an annual retest. Much of the criteria within the RFL performance standard test also forms part of the World Rugby test, consequently World Rugby certified 3G pitches are considered by the RFL to be able to meet rugby league requirements and are deemed suitable for rugby league use subject to passing an additional exclusive RFL performance standard test.

Many test contractors are able to offer reduced rates through efficiency savings to carry out multiple performance tests in the same session, therefore providers seeking 3G pitch compliancy for a number of sports would be recommended to consider this opportunity.

3.2: Supply (2018)

Within this PPS, full sized 3G pitches are defined as those which meet FA minimum dimension criteria for adult football (90x45 metres). It should be noted that within other external documentation, The FA typically refers to 3G pitches as 3G Football Turf Pitches (FTPs).

There are four full sized 3G outdoor pitches in Wolverhampton, all of which, have floodlighting. Of these, only two offer full community use whilst the pitch located at Jack Hayward Training Ground (also known as Compton Park and is Wolverhampton Wanderers FC Training Ground) and at Heath Park Academy are both unavailable. In addition to this, there is also a full sized, indoor 3G pitch located at Jack Hayward Training Ground (Compton Park), which does not offer any community use.

Since the 2015 PPS there has been the creation of one full sized 3G pitch located at Heath Park Academy. As aforementioned, the pitch is unavailable for community use.

Future supply

Sporting Khalsa FC (located in Walsall) has aspirations to create a stadia 3G pitch and to offer high levels of community use. However, there is some uncertainty with the current sites viability due to the discovery of mineshafts. Located in close proximity to Wednesfield, if successful this pitch will accommodate some demand from Wolverhampton residents.

Certification for competitive use

Football

Of the two-full size 3G pitches in Wolverhampton which offer community use, both are on the FA register and as such are able to accommodate competitive football.

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Figure 3.1: Map of 3G pitches within Wolverhampton

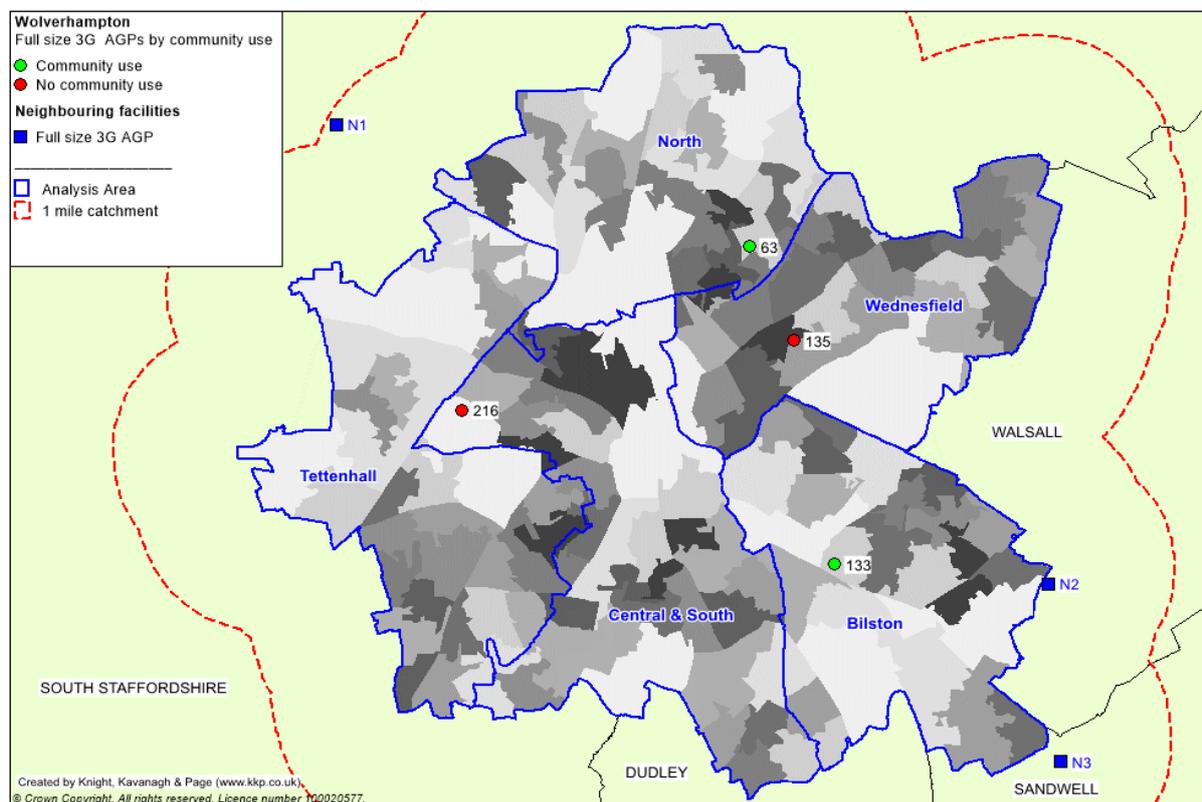


Table 3.2: Full sized outdoor 3G pitches in Wolverhampton (2018)

Site ID	Site name	Analysis area	Pitch type	Availability for community use	Certification
63	Our Lady & St Chads Catholic Academy	North	Medium pile 3G	Available	FA Approved
133	City of Wolverhampton College (Wellington Road Campus)	Bilston	Medium pile 3G	Available	FA Approved
135	Heath Park School	Wednesfield	Medium pile 3G	Unavailable	-
216	Jack Hayward Training Ground (Compton Park)	Central & South	Medium pile 3G	Unavailable	FIFA Approved

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

According to Active Places, there are three full size 3G pitches located within one mile of the Wolverhampton boundary (as identified in Table 3.3 overleaf). All three are fully available for community use, however, only two are FA registered for competitive play. All three are well used by football clubs during the week for training and may be used by Wolverhampton clubs although this most likely applies to Grace Academy Darlaston and RSA Academy due to proximity.

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Table 3.3: Full size 3G pitches within one mile of Wolverhampton

Map ID	AP Ref	Site	Availability	Local authority area	Certification
N1	1005349	Codsall Leisure Centre	Available	South Staffordshire	FIFA Approved
N2	1044812	Grace Academy Darlaston	Available	Walsall	-
N3	1042564	RSA Academy	Available	Sandwell	FA Approved

Table 3.4: FA recommended 3G pitch sizes

Age group	Playing format	Recommended pitch dimensions (metres excluding run offs)	Recommended pitch dimensions (metres including run offs)
Mini-Soccer U7/U8	5v5	37x27	43x33
Mini-Soccer U9/U10	7v7	55x37	61x43
Youth U11/U12	9v9	73x46	79x52
Youth U13/U14	11v11	82x50	88x56
Youth U15/U16	11v11	91x55	97x61
Youth U17/U18	11v11	100x64	106x70
Over 18/Adult	11v11	100x64	106x70

In addition to full size pitches, there are seven small sided 3G pitches servicing Wolverhampton. Although not suitable to accommodate competitive matches (given they are not on the FA register), these pitches serve a wider role in servicing curricular and recreational functions. None of the pitches below are highlighted as accommodating any significant training demand from clubs in Wolverhampton and as such, given these pitches do not serve a purpose for affiliated football demand, are not considered to impact on the overall need for full sized provision discussed further in this section.

Table 3.5: Small sided 3G pitches (2018)

Site ID	Site name	Number of pitches	Analysis area	Pitch type
22	Coppice Performing Arts College	1	Wednesfield	Medium pile 3G
67	Ormiston New Academy	1	North	Medium pile 3G
93	Tettenhall College	1	Tettenhall	Medium pile 3G
144	All Saints Games Area (Southside)	3	Central & South	Medium pile 3G
225	The Way Youth Zone	1	Tettenhall	Medium Pile 3G

Conversion to 3G surfaces

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

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Due to its impact on hockey, it is appropriate to ensure that sufficient sand based AGPs are retained for the playing development of hockey. Further to this, it is worthy of note that all four full size sand AGPs are also in use for some football training in Wolverhampton. This includes Ormiston SWB Academy, for example, which has no hockey use and all community use is midweek football training.

To that end, a change of surface will normally require a planning application and the applicants will need to show that there is sufficient provision available for hockey in the locality. Advice from Sport England and EH should also be sought prior to any planning application being submitted.

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

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

3.3: Quality

Of the two-full sized 3G pitches which offer community use in Wolverhampton, the pitch at Our Lady & St Chads Catholic Academy is good quality and the pitch at City of Wolverhampton College is standard quality. Quality scores are based on 2015 non-technical assessments.

Table 3.6: Summary of quality (community use pitches - 2015)

Site ID	Site name	Community use	Pitches	Surface type	Year built (refurbished)	Quality
63	Our Lady & St Chads Catholic Academy	Yes	1	Medium Pile 3G	2015	Good
133	City of Wolverhampton College (Wellington Road Campus)	Yes	1	Medium Pile 3G	2010	Standard

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

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

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

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

Availability

The following table summarises the availability of full size AGPs for community use in Wolverhampton. In addition, it records the availability of provision within the peak period. Sport England's Facilities Planning Model (FPM) applies an overall peak period for AGPs of 34 hours a week (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00).

Of the 3G pitches which are available for community use, all three are fully available during Sport England's peak period. Conversely, the 3G pitch at Heath Park Academy School is not available for community use at all, whilst the pitch located at Compton Park is used exclusively by Wolverhampton Wanderers FC.

Key trends and changes in demand for pitches

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

A number of leagues around the country now use 3G pitches as central venues where all play takes place. This is not so much the case in Wolverhampton and most matches are played within a traditional home and away format. Mini soccer leagues especially are increasingly adopting a central venue approach either for whole seasons or a number of months throughout the winter because they can continually offer a high quality playing experience, in many cases beyond that of grass pitches which are generally of comparatively poorer quality. It also allows leagues to continue to run throughout the winter, largely unaffected by poor weather which has disrupted the football season over recent years, causing it to run into summer and clash more often with summer sports. This trend is likely to increase in the future and more mini soccer, Flexi and Vets leagues could be played exclusively on 3G pitches.

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3.4: Supply and demand analysis

FA training scenario

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

The FA's long-term ambition is to provide every affiliated team in England the opportunity to train once per week on floodlit 3G surface, together with priority access for every Charter Standard Club through a partnership agreement. The FA standard is calculated by using the latest Sport England research "AGPs State of the Nation March 2012" assuming that 51% of AGP usage is by sports clubs when factoring in the number of training slots available per pitch at peak times. It is estimated that one full sized 3G pitch can service 42 teams.

It is considered that there are 178 teams (2018) which require access to train once per week on a floodlit 3G surface, which equates to a need for four full sized community accessible 3G pitches in Wolverhampton to satisfy all training demand.

On the basis that there are two full size 3G pitches available for community use in Wolverhampton, the model suggests that there is an overall shortfall of access to two 3G full size pitches.

When considering future demand forecasted through team generation rates for football to 2036, the anticipated increase of 13 teams across the City based solely on population change does not exacerbate the current overall shortfall of access to two full sized 3G pitches.

If every team was to remain training within the analysis area in which they play, there would be an increased need of one full size 3G pitch in Wolverhampton. However, given the built-up nature of the area, people will generally drive further to access an AGP as opposed to a grass pitch. Therefore, the City-wide model is considered more appropriate to apply in this instance.

Although there is an FA aspiration for all football teams to train on 3G pitches, in practice it is likely that a proportion of football training will be retained on sand based AGPs (this also helps to maintain financial and commercial sustainability of these pitches) and small sided 3G pitches. As indicated earlier for example, Ormiston SWB Academy has no hockey use and all community use is midweek football training.

Account should also be taken of 3G pitches which fall within close proximity of the Wolverhampton boundary. As can be seen from Figure 3.1 earlier, there are three full size 3G pitches within one mile of Wolverhampton which are all available for community use and well used for football training. Therefore, it is also likely that some Wolverhampton demand will be absorbed by these pitches and this should be factored in when further testing the feasibility for more 3G pitches in Wolverhampton.

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3.5: Conclusion

In conclusion, there is considered to be insufficient access to full sized 3G pitches to meet current and anticipated future demand based on the FA model for affiliated football team training in Wolverhampton. Although the model suggests an overall shortfall of access to two 3G full size pitches, given other factors such as continued access to sand AGPs, use of small sided 3G pitches and use of neighbouring authority 3G pitches, a shortfall of one full size 3G pitch may be considered more sustainable.

As a priority, secured community access to Heath Park Academy in the Wednesfield Analysis Area should be explored before the feasibility of new supply (to meet training demand) is considered.

Further to this, should new 3G provision at Sporting Khalsa FC (in neighbouring Walsall) be successful, this will also help to meet training demand in the Wednesfield analysis area.

3G pitches summary

- ◀ **There is considered to be insufficient access to full sized 3G pitches to meet current and anticipated future demand based on the FA model for affiliated football team training in Wolverhampton.**
- ◀ **Although the model suggests an overall shortfall of access to two 3G full size pitches, given other factors such as continued access to sand AGPs, use of small sided 3G pitches and use of neighbouring authority 3G pitches, a shortfall of one full size 3G pitch may be considered more sustainable.**
- ◀ **As a priority, secured community access to Heath Park Academy in the Wednesfield Analysis Area should be explored before the feasibility of new supply (to meet training demand) is considered.**
- ◀ **Further to this, should new 3G provision at Sporting Khalsa FC (in neighbouring Walsall) be successful, this will also help to meet training demand in Wolverhampton.**
- ◀ There are four outdoor full sized 3G pitches in Wolverhampton, all of which, have floodlighting. Of these, two offer full and unrestricted availability for community use; Our Lady & St Chads Catholic Academy and City of Wolverhampton College (Wellington Road Campus). Both are also on the FA register and can accommodate competitive play.
- ◀ There is no community use at Jack Hayward Training Ground (also known as Compton Park and is Wolverhampton Wanderers FC Training Ground) and at Heath Park Academy.
- ◀ There are a further seven small sized 3G pitches servicing Wolverhampton at school sites.
- ◀ There are also four full size sand AGPs in Wolverhampton, all of which, accommodate some football training demand and in particular, Ormiston SWB Academy has no hockey use and all community use is midweek football training.
- ◀ There are no identified quality issues on 3G pitches in Wolverhampton. Of the community accessible pitches, one is good quality, two are standard quality (based on 2015 assessments).
- ◀ The FA training model estimates that there is a need for four full sized 3G pitches which are fully available for community use to service affiliated football training demand in the City, both presently and in light of future demand from population change.

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PART 4: CRICKET

4.1: Introduction

The Staffordshire County Cricket Board (SCCB) is the governing and representative body for cricket within Wolverhampton. The Board's aim is to promote the game of cricket at all levels through partnerships with professional and recreational cricket clubs as well as appropriate agencies within the County. A Cricket Development Manager, employed by the Staffordshire County Cricket Board, is responsible for all clubs within Wolverhampton.

For senior cricket, there are a number of cricket leagues servicing Wolverhampton, including:

- ◀ Birmingham & District Premier League (BDPL)
- ◀ Staffordshire Cricket Championships (SCC)
- ◀ Worcestershire Sunday Cricket League (WSCL)

The majority of activity occurs on Saturdays, although some play is carried out on Sundays as well as during midweek where shorter formats of the game are more prominent.

The youth league structure also tends to be club-based matches which are played midweek or on Sunday mornings dependant on age group. The main league for junior cricket is the Staffordshire Youth Cricket League (SYCL).

Consultation (2015)

There are eight clubs playing within Wolverhampton, all of which, were consulted in 2015 resulting in a 100% response rate. No further consultation has taken place with clubs. Springvale CC was met with face-to-face, whilst the following clubs completed an online survey:

- ◀ Fordhouses CC
- ◀ Penn CC
- ◀ Old Wulfrunians Tettenhall CC
- ◀ Spring Hill CC
- ◀ Whitmore Reans CC
- ◀ Wightwick & Finchfield CC
- ◀ Wolverhampton CC

4.2: Supply (2018)

In 2018 there are 17 grass wicket squares across 13 sites in Wolverhampton. Of these, 10 are available for community use. There are no grass wicket squares in the Wednesfield Analysis Area.

Four squares are unavailable for community use, located at Tettenhall College and Wolverhampton Grammar School.

In addition to squares within Wolverhampton, there are three squares provided at Old Wulfrunians Tettenhall, Wightwick & Finchfield and Springhill cricket clubs that have also been included within the supply side analysis. Although located just outside the Wolverhampton boundary, all three clubs consider themselves to be Wolverhampton based and service the population of the City.

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Please note that for the purposes of this report, being available for community use refers to pitches in public, voluntary, private or commercial ownership or management (including education sites) recorded as being available for use/hire by teams/clubs.

Table 4.1: Summary of grass wicket squares available for community use (2018)

Analysis Area	Number of squares
Bilston	1
Central & South	2
North	2
Tettenhall	5
Wednesfield	-
OUTSIDE	3
Wolverhampton	13

The majority of community available squares are in the Tettenhall Analysis Area (five), with no squares in the Wednesfield Analysis Area. At present Springvale Sport & Social Club located in the Bilston analysis area is currently unavailable for use because of redevelopment of the site. It is anticipated the square will be operational from 2020 with site user Springvale CC currently displaced at Elford Cricket Club in South Staffordshire.

Disused provision

From the 2015 PPS, there is one main change to the supply of cricket provision in Wolverhampton. The cricket pitch at Goodyear Sports & Social Club is now identified as being disused, having not been used for over three years and has therefore been discounted from the supply of cricket provision. However, the playing field is still in use for football.

Non-turf pitches (NTPs)

NTPs accompany two grass wicket squares at both Fordhouses Cricket Club and Wolverhampton Cricket Club as well as one on the square at Penn Cricket Ground (total five). In addition, there are ten standalone NTPs across the following sites:

- ◀ Colton Hills High School
- ◀ Compton Park (Wolves Academy)
- ◀ Coppice Performing Arts School
- ◀ Highfields Secondary School
- ◀ Royal Wolverhampton (junior) School
- ◀ Ormiston SWB Academy
- ◀ Wednesfield High School
- ◀ Wolverhampton Girls High School
- ◀ Wolverhampton Grammar School
- ◀ St Peters Collegiate School

Of these, only Highfields Secondary School, the Royal Wolverhampton School (Junior) and Ormiston SWB Academy record any regular community use, whilst Wednesfield High School is also available for community use but is currently unused. All remaining standalone NTPs are considered to be unavailable.

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Competitive senior cricket is not generally sanctioned on NTPs by leagues; however, in Wolverhampton, use is recorded by senior teams from Springhill CC at Highfields Secondary School. In addition, the provision is also used for junior cricket and for training purposes with the aid of mobile nets.

The ECB highlights that NTPs which follow its TS6 guidance on performance standards are suitable for high level, senior play and are considered able to take 60 matches per season although this may include training sessions where on occasions mobile nets may be used as a practice facility. Furthermore, the ECB Get the Game On¹³ campaign is focused on increasing participation and reducing the number of matches cancelled in order to keep people interested and playing. Use of NTPs for league cricket may present a way forward to fulfilling more fixtures and use of NTPs for league cricket may increase in future.

In addition to the above, it is noted that the ECB will be funding six new NTPs across six separate sites in Wolverhampton which are likely to be installed and ready for play by May 2018. The aim is to increase the availability for both recreational and social cricket and therefore the initiative is not directedly going to impact on pre-existing clubs (although that's not to say they are exempt from utilising any future provision). The six sites are:

- ◀ East Park
- ◀ Claregate Playing Fields
- ◀ Fowlers Park
- ◀ Newbridge Playing Fields
- ◀ King George V Playing Fields
- ◀ Goodyears Park (Goodyear Sports & Social Club)

Note that the above provision is not included in table 4.2 as each has yet to be created.

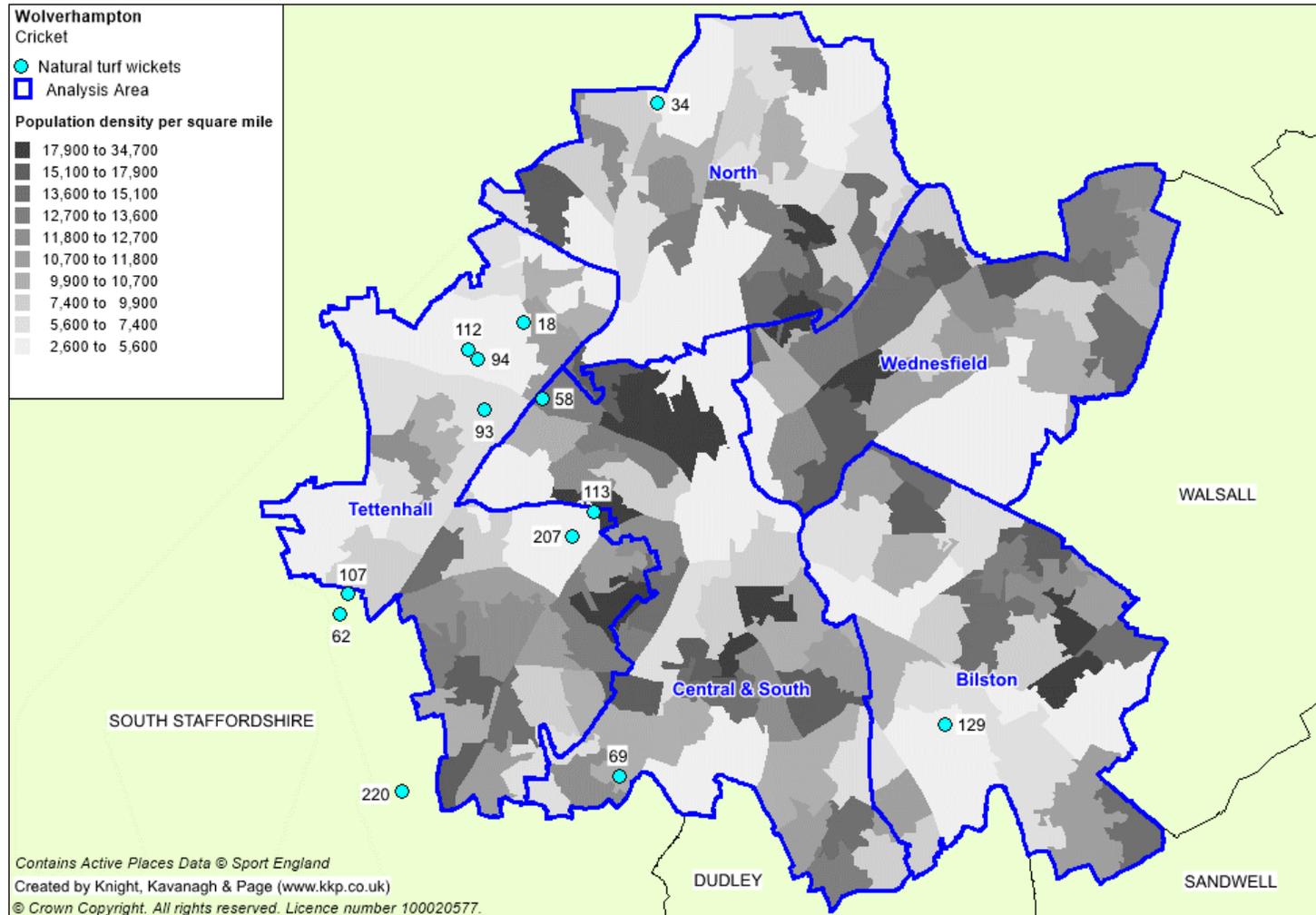
Loss of natural turf provision

As part of the aforementioned development by the ECB to create and install six NTPs there will be a loss of two natural turf cricket squares located at both Claregate Playing Fields and Newbridge Playing Fields.

¹³ <http://getthegameon.co.uk/>

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Figure 4.1: Location of cricket pitches in Wolverhampton



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Table 4.2: Key to map of cricket pitches (2018)

Site ID	Site name	Analysis area	Community use?	No. of grass wicket squares	No. of grass wickets	No. of NTPs
18	Claregate Playing Fields	Tettenhall	Yes - unused	1	10	-
20	Colton Hills High School	Central & South	No		-	1
22	Coppice Performing Arts School	Wednesfield	No		-	1
34	Fordhouses Cricket Club	North	Yes	2	14	1
					8	1
43	Highfields Secondary School	Tettenhall	Yes		-	1
58	Newbridge Playing Fields	Central & South	Yes	1	8	-
62	Old Wulfrunians Tettenhall Cricket Club	OUTSIDE	Yes	1	12	-
66	Ormiston SWB Academy	Bilston	Yes		-	1
69	Penn Cricket Ground	Central & South	Yes	1	10	1
89	St Peters Collegiate High school	Central & South	No		-	1
93	Tettenhall College	Tettenhall	No	2	12	-
					10	-
94	Tettenhall Upper Green	Tettenhall	Yes	1	8	-
103	Wednesfield High School	Wednesfield	No		-	1
107	Wightwick & Finchfield Cricket Club	OUTSIDE	Yes	1	12	-
112	Wolverhampton Cricket Club	Tettenhall	Yes	2	16	1
					11	1
113	Wolverhampton Grammar School	Tettenhall	No	2	12	-
					8	-
					-	1
114	Wolverhampton Girls High School	Central & South	No		-	1
129	Springvale Sports & Social Club	Bilston	Yes	1	11	-
159	Royal Wolverhampton (junior) School	Central & South	Yes		-	1
207	Gamesfield Green Playing Field	Tettenhall	Yes	1	7	-
216	Compton Park (Wolves Academy)	Central & South	No		-	1
220	Springhill Cricket Club	OUTSIDE	Yes	1	8	-

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Security of tenure

The majority of Wolverhampton clubs own or lease their home ground. All clubs which lease their home ground have long-term arrangements in place which are considered to be secure.

Whitmore Reans CC is the only club which does not own or lease its home ground and instead rents Newbridge Playing Fields on a weekly basis from the Council. The Club, however, has aspirations to acquire the square on a 25-year lease in order to secure its future use of the site.

Old Wulfrunians Tettenhall CC and Springhill CC own grounds that are located just outside the Wolverhampton boundary, whilst Wightwick & Finchfield CC leases a ground outside the boundary.

Table 4.3: Summary of club security of tenure

Own	Lease	Rent
Old Wulfrunians Tettenhall CC Wolverhampton CC Springhill CC	Fordhouses CC Penn CC Springvale CC Wightwick & Finchfield CC	Whitmore Reans CC

As well as owning its own ground, Springhill CC also rents a secondary pitch at Highfields Secondary School in order to field a third senior team on a Saturday. Similarly, Old Wulfrunians Tettenhall CC rents Tettenhall Upper Green for its third and fourth Saturday teams, whilst Wightwick & Finchfield CC rents Ormiston SWB Academy for its junior teams. Penn CC rents Gamesfield Green Playing Field for two Saturday teams and one Sunday team.

Pitch quality

Maintaining high pitch quality is the most important aspect of cricket. If the wicket is poor, it can affect the quality of the game and can, in some instances, become dangerous. To obtain a full technical assessment of wicket and pitches, the ECB recommends a Performance Quality Standard Assessment (PQS). The PQS assesses a cricket square to ascertain whether the pitch meets the Performance Quality Standards that are benchmarked by the Institute of Groundsmanship. Of the clubs based in Wolverhampton, just Fordhouses CC and Wolverhampton CC have undertaken a PQS.

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

A desk based update and check of quality has been carried out in 2018 based on information supplied by Staffordshire County Cricket Board. Please note no new non-technical surveys have been carried out in 2018.

The only change that has occurred is that Claregate Playing Fields is now assessed as poor quality (previously standard). This is likely to reflect that the site is also now disused.

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The 2018 audit of community available grass wicket squares in Wolverhampton (including those located just outside of the boundary) assessed two as good quality, nine as standard quality and two as poor quality. This includes the three grass wicket squares which are outside of Wolverhampton.

Table 4.4: Quality of grass wicket squares available for community use (updated 2018)

Good	Standard	Poor
2	9	2

The two good quality squares remain at Fordhouses Cricket Club and Wolverhampton Cricket Club, whereas the poor-quality squares are found at Newbridge Playing Fields (as per 2015) and Claregate Playing Fields. The latter is now considered to be poor quality (standard in 2015) due to an uneven outfield, basic and infrequent maintenance. As such, whilst Claregate Playing Fields is unused, it is not recommended that additional play occurs on the site until quality is approved. The remaining squares have remained as standard quality.

Of the standalone non-turf wicket pitches, these remain the same from 2015 in that three are assessed as good quality, three as standard quality and two as poor quality. The good quality pitches are located at Wednesfield High School, Wolverhampton Girls High School and Highfields Secondary School, whilst the poor quality pitches are at Colton Hills High School and Coppice Performing Arts School.

Penn CC reports that the NTP accompanying its grass wicket square at Penn Cricket Ground will soon need replacing as the quality is beginning to deteriorate.

Ancillary facilities

All clubs in Wolverhampton have access to changing room facilities at their home ground. Whilst the quality varies from site to site, the majority of provision is regarded as fit for purpose; five clubs consider the condition of their clubhouse to be good, whilst the remainder consider theirs to be standard. This still remains the same position in 2018.

Training facilities

Access to cricket nets is important, particularly for pre-season/winter training. In Wolverhampton, Newbridge Playing Fields, Tettenhall Upper Green, Claregate Playing Fields and Gamesfield Green Playing Fields are the only community available squares currently have no training provision on site.

Notwithstanding the above, Penn, Wightwick & Finchfield and Whitmore Reans cricket clubs all state a need for additional training facilities. The former two report a need for mobile nets, whilst the latter reports a need for practice nets.

Wolverhampton CC opened new outdoor training nets in 2017 for a total cost of £70,000 which now can adequately accommodate the clubs in season training demand.

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4.3: Demand (2018)

Cricket clubs in Wolverhampton tend to be large clubs offering several senior and junior teams at different age groups. In total, there are eight clubs servicing the City (as in 2015) generating 61 teams (compared with 68 teams in 2015).

As a breakdown, in 2018 this consists of 35 senior men's teams, one senior ladies team and 25 junior teams. In 2015 this consisted of 29 senior men's teams, one senior ladies team and 23 junior teams.

Table 4.5: Summary of club demand (2018)

Club name	Number of competitive teams		
	Senior men	Senior women	Junior
Fordhouses CC	5	-	5
Old Wulfrunians Tettenhall CC	4	-	3
Penn CC	4	-	-
Springhill CC	5	-	-
Springvale CC	4	-	3
Whitmore Reans CC	2	-	-
Wightwick and Finchfield CC	5	-	7
Wolverhampton CC	6	1	10
Total	35	1	25

The majority of teams are fielded in the Tettenhall Analysis Area, which correlates to it providing the most squares and also large clubs such as Wolverhampton CC.

Table 4.6: Summary of teams by analysis area (2018)

Analysis Area	Number of competitive teams		
	Senior men	Senior women	Junior
Bilston	3	-	6
Central & South	6	-	2
North	5	-	5
Tettenhall	10	1	8
Wednesfield	-	-	-
OUTSIDE	11	-	4
Total	35	1	25

Although in 2015 clubs reported an increase in participation, there has now been a decrease of seven teams playing in Wolverhampton. This consists of a loss of five senior men's teams and two juniors. It is worthy of note that there has not been a decrease in the overall number of clubs.

Last Man Stands (LMS)

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

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LMS does currently not operate in Wolverhampton but did previously function at Springhill Cricket Club. The competition folded in 2015 due to a lack of time able to be offered by volunteers to both manage and operate the league.

Given the population diversity within Wolverhampton, it is considered to be suitable for a new franchise to be created in the future.

Future demand

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

Participation increases

In total, three clubs have plans to increase their number of senior teams and six clubs have plans to increase their number of junior teams, amounting to a total potential increase of four senior teams and 11 junior teams. The table below highlights the future demand expressed by clubs.

Table 4.7: Future demand expressed by clubs (2015)

Club	Analysis area	Senior	Junior
Fordhouses CC	North	-	2
Penn CC	Central & South	-	2
Old Wulfrunians Tettenhall CC	OUTSIDE	-	-
Springhill CC	OUTSIDE	1	-
Springvale CC	Bilston	1	1
Whitmore Reans CC	Central & South	-	2
Wightwick & Finchfield CC	OUTSIDE	1	2
Wolverhampton CC	Tettenhall	-	2
Wolverhampton		3	11

The potential growth in senior teams equates to the need for 1.5 pitches during peak time on the basis that one team can be accommodated on 0.5 of a pitch (playing home and away). There is less need for pitches to accommodate the potential increase in junior teams as junior teams generally play on a variety of days during midweek.

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Population forecasts (updated 2018)

Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future based on population growth (up to 2036).

Table 4.8: Team generation rates (2036)

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Men (18-55)	63,560	32	1:1986	63,641	32.0	0
Senior Women (18-55)	63,025	1	1:63025	66,868	1.1	0
Junior Boys (7-17)	16,991	23	1:739	20,015	27.1	4
Junior Girls (7-17)	16,337	2	1:8169	19,437	2.4	0

Population growth in Wolverhampton forecasts the creation of an additional four junior teams (compared with three in 2015). Although this is an increase of one team there has actually been a reduction in junior teams playing within Wolverhampton by two. However, it is likely that this could be realised particularly with a current emphasis on initiatives such as All Stars Cricket. As in 2015, no other age groups are predicted to increase.

When broken down by analysis area it is clear that the majority of this demand will be focused around the Bilston and Tettenhall analysis areas, with one junior team expected to be created in each. All remaining residual demand is likely to join teams already in operation.

It is important to note that team generation rates are based on population figures and cannot account for specific targeted development work within certain areas or focused towards certain groups, such as NGB initiatives.

Future investment in participation

In June 2017, the ECB announced new five-year media rights deals totalling £1.1 billion for first-class county and international matches played at home, from 2020-2024. The new deals include a continuation of the ECB relationship with Sky Sports, now extending beyond broadcasting as a genuine partnership to secure significant investment and commitment to increase participation and drive engagement, shaped by the Sky Ride initiative model Sky Sports previously developed with British Cycling. The new deals also include a return to free to air television for live cricket, with the BBC to show coverage of international T20 matches, as well as domestic T20 competitions including the women's and new City-based franchise competition proposed for 2020. Together, significant investment in participation and increased free to air media coverage could see future demand increase to levels in excess of those anticipated through the PPS and the impact should be reviewed over coming years.

Unmet demand

Unmet demand is existing demand that is not getting access to pitches. It is usually expressed, for example, when a team is already training but is unable to access a match pitch, or when a league has a waiting list. At present, there is no identified unmet demand in Wolverhampton.

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Latent demand

As with unmet demand, no latent demand is expressed by any clubs within Wolverhampton, although there is likely to be latent demand for Last Man Stands following the previous franchise folding.

All Stars Cricket

All Stars Cricket is a brand-new initiative from the ECB aimed at providing children aged five to eight with a great first experience in cricket. It is predicted that more clubs in the area will register to become an ASC Centre in Wolverhampton over the next year. Subsequently, this may lead to increased interest and demand for junior cricket at clubs and in turn have an effect on the usage and availability of provision.

The programme seeks to achieve the following aims:

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

Peak time demand

An analysis of match play identifies peak time demand for senior cricket as Saturdays. For junior cricket, peak time demand is considered to be mid-week, although some teams do play on a Sunday. It should therefore be noted that mid-week cricket has the potential to be spread across numerous days (Monday-Friday) and as a result squares have greater capacity to carry junior demand (providing the pitches are not overplayed).

4.4: Capacity analysis

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

The capacity of a square to accommodate matches is driven by the number and quality of wickets. This section of the report presents the current pitch stock available for cricket and illustrates the number of competitive matches per season per square.

The number of matches played by each team has been derived from consultation with the clubs. Where consultation was not possible, the assumption has been made that all senior teams play between ten and 12 home matches per year and all junior teams play between four and eight matches per year depending on their age and level of competition.

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To help calculate spare capacity, the ECB suggests that a good quality grass wicket should be able to take five (senior) matches per season.

The above is used to allocate capacity ratings as follows:

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

As only one senior team is recorded as playing on a non-turf wicket, non-turf wickets have been discounted from the table below. No non-turf wicket pitches are recorded as accommodating more than 60 matches per season, therefore, all non-turf wickets are considered to have spare capacity. This translates to actual spare capacity, as peak time for junior cricket is midweek, whereby non-turf wickets are more commonly used and matches can be played on a variety of days.

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Table 4.9: Cricket square capacity (community available square - 2018)

Site ID	Site name	Club accommodated	Community use?	Analysis area	Quality	No. of grass wickets	Actual play (sessions per season)	Capacity (sessions per season)	Capacity rating (sessions per season)
18	Claregate Playing Fields	-	Yes-unused	Tettenhall	Poor	10	-	50	50
34	Fordhouses Cricket Club	Fordhouse CC	Yes	North	Good	14	50	70	20
					Standard	8	16	40	24
58	Newbridge Playing Fields	Whitmore Reans CC	Yes	Central & South	Poor	8	24	40	16
62	Old Wulfrunians Tettenhall Cricket Club	Old Wulfrunians Tettenhall Cricket CC	Yes	OUTSIDE	Standard	12	34	60	24
63	Penn Cricket Ground	Penn CC	Yes	Central & South	Standard	10	22	50	28
94	Tettenhall Upper Green	Old Wulfrunians Tettenhall Cricket CC	Yes	Tettenhall	Standard	8	16	40	24
107	Wightwick & Finchfield Cricket Club	Wightwick & Finchfield CC	Yes	OUTSIDE	Standard	12	57	60	3
112	Wolverhampton Cricket Club	Wolverhampton CC	Yes	Tettenhall	Good	16	60	80	20
					Standard	11	32	55	39
129	Springvale Sports & Social Club	Springvale CC	Yes-unused (due to development on site)	Bilston	Standard	11	-	55	-
207	Gamesfied Green Playing Field	Penn CC	Yes	Tettenhall	Standard	7	22	35	13
220	Springhill Cricket Club	Springhill CC	Yes	OUTSIDE	Standard	8	35	40	5

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Spare capacity

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

There are 14 grass wicket pitches (discounting pitches unavailable to the community) which show potential spare capacity in Wolverhampton totalling 361 match equivalent sessions per season. Where there is a significant amount of potential capacity available, however, this may not represent actual spare capacity, i.e. whether pitch capacity is available at the peak time.

The peak time for playing senior cricket is Saturday. The table below identifies whether any spare capacity is at peak time and can be deemed as 'actual spare capacity'.

Table 4.10: Summary of actual spare capacity

Site ID	Site name	Analysis area	Amount of spare capacity (matches)	Pitches available in peak period	Comments
18	Claregate Playing Fields	Tettenhall	50	-	No capacity due to significant issues with surface quality.
34	Fordhouses Cricket Club	North	20	-	No spare capacity on a Saturday.
			24	-	No spare capacity on a Saturday.
58	Newbridge Playing Fields	Central & South	16	-	No spare capacity on a Saturday.
62	Old Wulfrunians Tettenhall Cricket Club	OUTSIDE	24	-	No spare capacity on a Saturday.
63	Penn Cricket Ground	Central & South	28	-	No spare capacity on a Saturday.
94	Tettenhall Upper Green	Tettenhall	24	-	No spare capacity on a Saturday.
107	Wightwick & Finchfield Cricket Club	OUTSIDE	3	-	No spare capacity on a Saturday.
112	Wolverhampton Cricket Club	Tettenhall	20	-	No spare capacity on a Saturday.
			39	-	No spare capacity on a Saturday.
129	Springvale Sports & Social Club	Bilston	55	-	Square unavailable until 2020 due to reconfiguration of the site.
207	Gamesfied Green Playing Field	Tettenhall	13	-	No spare capacity on a Saturday.
220	Springhill Cricket Club	OUTSIDE	5	-	No spare capacity on a Saturday.

Despite 14 squares showing potential spare capacity, there none are either fit for competitive cricket or are available during peak time for senior cricket.

Overplay

As guidance, all squares receiving more than five matches per wicket per season are adjudged to be overplayed. On this basis, there are no pitches overplayed within Wolverhampton.

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4.5: Supply and demand analysis

Consideration must be given to the extent in which current provision can accommodate current and future demand.

As previously mentioned, junior teams can play on non-turf wickets and generally play mid-week on a variety of days; consequently, spare capacity is considered to exist for junior matches both now and in the future. Each grass wicket square that is not overplayed is thought to have spare capacity for an increase in mid-week demand and no NTPs are at capacity or overplayed. That said, there is evidence to suggest that an increase in provision of NTPs would further help satisfy junior demand, as well as providing an increase in capacity for senior matches on grass wickets.

For senior cricket, the table below looks at available spare capacity at peak time considered against overplay and future demand highlighted from consultation and derived from team generation rates. For future demand, it is presumed that each additional team will play 12 matches per season (using an average from existing teams).

Table 4.11: Supply and demand analysis of grass wicket squares for senior cricket

Analysis area	Actual spare capacity (match sessions)	Demand (match sessions)			
		Overplay	Current total	Future demand	Total
Bilston	-	-	-	12	12
Central & South	-	-	-	-	-
North	-	-	-	-	-
Tettenhall	-	-	-	-	-
Wednesfield	-	-	-	-	-
Outside	-	-	-	24	24
Total	-	-	-	-	36

As seen in the table above, there is no current overplay or shortfalls identified in Wolverhampton. Nevertheless, future shortfalls are identified in the Bilston Analysis Area as well as on the squares outside of Wolverhampton due to future demand expressed by Springhill, Springvale and Wightwick & Finchfield cricket clubs.

In relation to pitch requirements, the above equates to a need for 0.5 pitches in the Bilston analysis area and one pitch located outside of Wolverhampton to meet demand for Springhill CC and Wightwick & Finchfield CC.

Similarly, in the 2015 PPS shortfalls are identified in the Bilston analysis area. Spare capacity which was identified in 2015 has now been discounted due to quality issues at Claregate Playing Fields and provision at Goodyear Sports & Social Club now being classified as disused.

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Cricket summary

- ◀ In 2018 there are 17 grass wicket squares across 13 sites in Wolverhampton. Of these, 10 are available for community use. There are no grass wicket squares in the Wednesfield Analysis Area.
- ◀ Four squares are unavailable for community use, located at Tettenhall College and Wolverhampton Grammar School.
- ◀ In addition, there are three squares located just outside of the Wolverhampton boundary that accommodate significant demand from the City and as such have been included for analysis.
- ◀ NTPs accompany grass wicket squares at Fordhouses, Wolverhampton CC and Penn cricket clubs (five in total) and there are also ten standalone NTPs.
- ◀ The ECB is set to install six NTPs across Wolverhampton in 2018 to provide facilities for recreational and social cricket. As part of this development there will be the loss of two natural turf cricket squares located at Claregate Playing Field and Newbridge Playing Field.
- ◀ A desk based update and check of quality has been carried out in 2018. Including the squares just outside the Wolverhampton boundary, two are assessed as good quality, nine as standard and two as poor.
- ◀ The only change that has occurred since 2015 is that Claregate Playing Fields is now assessed as poor quality (previously standard). This is likely to reflect that the site is also now disused.
- ◀ All ancillary provision accompanying the squares is considered to be good or adequate quality and this has not changed since 2015.
- ◀ Penn, Wightwick & Finchfield and Whitmore Reans cricket clubs all state a need for additional training facilities.
- ◀ In 2018 total, there are eight clubs servicing Wolverhampton generating 61 teams. Although the number of clubs has remained the same, there has now been a decrease of seven teams playing in Wolverhampton. This consists of a loss of five senior men's teams and two juniors.
- ◀ 2018 team generation rates forecast the creation of two junior teams by 2036, whereas future demand expressed by clubs equates to three senior and 11 junior teams.
- ◀ There are 14 grass wicket squares which show potential spare capacity; however, none are considered to have actual spare capacity.
- ◀ There are no squares with identified overplay.
- ◀ For junior cricket, overall spare capacity is considered to exist both now and in the future.
- ◀ For senior cricket, there is overall spare capacity to accommodate current demand totalling 110 match equivalent sessions, which reduces to 74 match equivalent sessions when accounting for future demand.
- ◀ Nevertheless, future shortfalls are identified in the Bilston Analysis Area as well as on the squares outside of Wolverhampton due to future demand expressed by Springhill, Springvale and Wightwick & Finchfield cricket clubs.

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PART 5: RUGBY UNION

5.1: Introduction

The Rugby Football Union (RFU) is the national governing body for rugby union. It is split into six areas across the Country with a workforce team that covers development, coaching, governance, and competitions. A full-time development officer is responsible for Wolverhampton (as part of the Nottinghamshire, Lincolnshire, Derbyshire, Eastern Counties, Leicestershire, East Midlands, and Warwickshire region) and works closely with all clubs to maximise their potential.

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

Consultation

There is one club servicing Wolverhampton; Wolverhampton RUFC. The Club completed an online survey in 2015 as part of the original PPS. This information has since been checked and challenged with the RFU and the Council in 2018. However, no further consultation has taken place with clubs.

5.2: Supply (2018)

Within Wolverhampton, there is a total of four senior and one junior pitch across five sites. Of these two senior and one junior pitch is available for community use (albeit unused).

All of the pitches are located at schools, with one senior pitch at Smestow School and one senior pitch at Wednesfield High School considered to be unavailable for community use.

There is no rugby union provision in the Bilston analysis area.

Table 5.1: Summary of grass rugby union pitches available for community use (2018)

Analysis area	No. of senior pitches	No. of junior pitches
Bilston	-	-
Central & South	-	1
North	1	-
Tettenhall	1	-
Wednesfield	-	-
Wolverhampton	2	1

Although Wolverhampton Rugby Club is located just outside the border of Wolverhampton, the Club considers itself to be a Wolverhampton club and the majority of users are from Wolverhampton. Therefore, the supply and demand analysis for rugby union includes the site, which contains three full size senior pitches.

There is one change to the 2015 supply of rugby union provision with one additional senior pitch located at Smestow School.

The audit only identifies dedicated, line marked pitches. For rugby union pitch dimension sizes please refer to Table 5.2 below.

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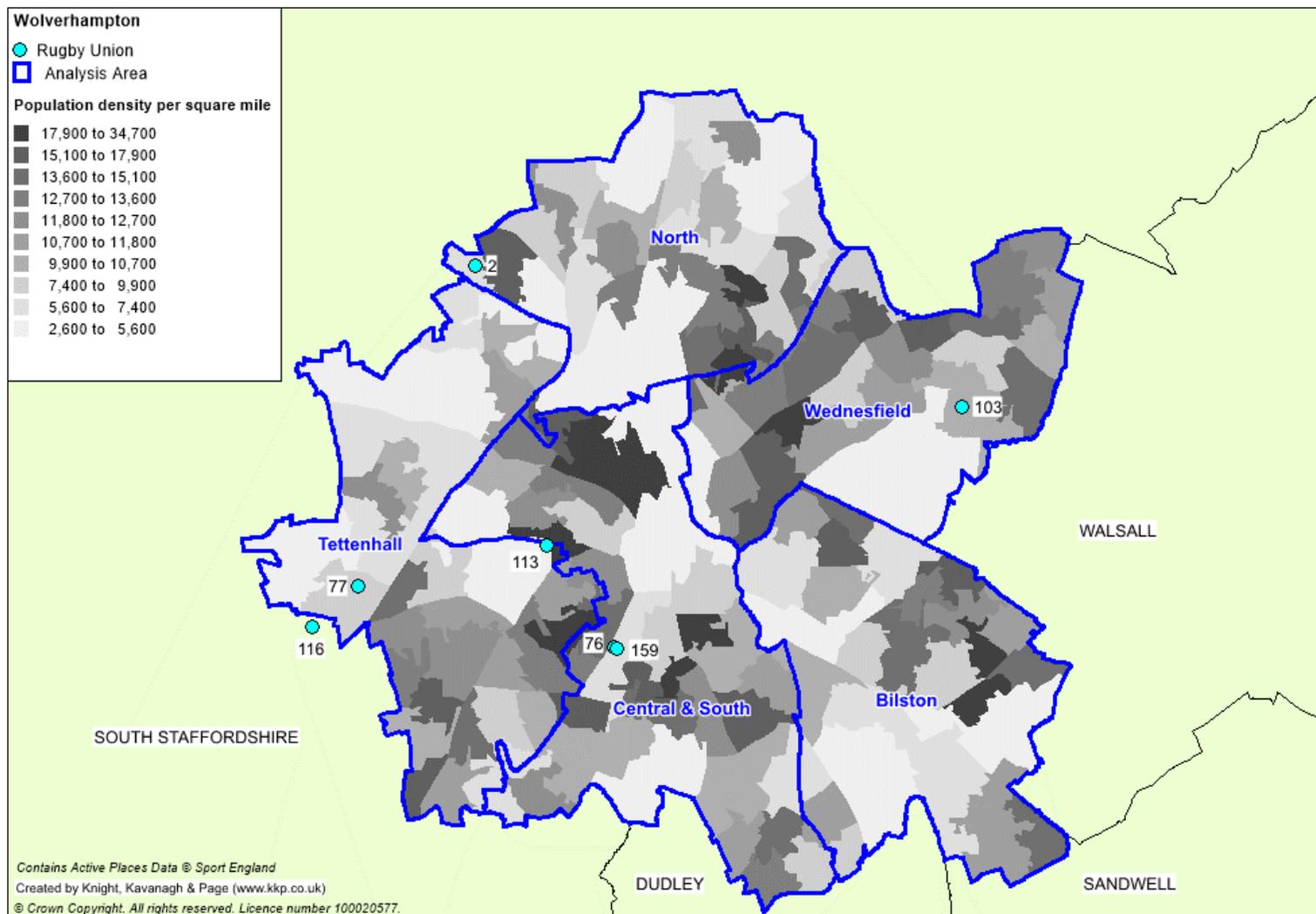
Table 5.2: Summary of RFU recommended pitch sizes by age group

Age	Pitch type	Maximum Pitch Dimensions (Metres)
U7	Mini	20x12
U8	Mini	45x22
U9	Mini	60x30
U10	Mini	60x35
U11	Mini	60x43
U12	Mini	60x43
U13	Junior	90x60 (Girls 60x43)
U14-U18	Senior	100x70 <i>Recommended run off area 5m.</i> <i>Minimum in-goal length 6m.</i>

For the location of the rugby pitches in Wolverhampton, see Figure 5.1 overleaf. For a key to the map, see Table 5.6.

WOLVERHAMPTON CITY PLAYING PITCH STRATEGY ASSESSMENT REPORT

Figure 5.1: Location of rugby union pitches in Wolverhampton



WOLVERHAMPTON CITY PLAYING PITCH STRATEGY ASSESSMENT REPORT

Ownership/management

Wolverhampton RUFC has freehold of its entire site. All remaining pitches are located at education sites.

Pitch quality

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

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

Table 5.3: Definition of maintenance categories

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

Table 5.4: Definition of drainage categories

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

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

Table 5.5: Quality ratings based on maintenance and drainage scores:

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

All pitches within Wolverhampton are identified as being poor quality (2015). It is common at education sites for management to undertake basic maintenance regimes which generally consist of cutting and lining pitches on a semi regular basis with occasional reseeding during the summer. This is the case at each education site in Wolverhampton and therefore each pitch is deemed to have ascertained an M0 maintenance score. In addition, the pitch at Royal Wolverhampton Junior School is considered to have inadequate natural drainage (D0).

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All pitches at Wolverhampton Rugby Club are rated as M1/D1, equivalent to standard quality. The Club has a group of dedicated volunteer groundsmen which undertake regular remedial work on the pitches at the site, whilst there are no drainage issues reported despite no system being in place.

Please see the table overleaf for a site by site breakdown of quality.

WOLVERHAMPTON PLAYING PITCH STRATEGY ASSESSMENT REPORT

Table 5.6: Summary of rugby union pitch quality

Site ID	Site name	Analysis area	No. of pitches	Community use?	Pitch type	Floodlit?	Non-tech score	Quality rating
2	Aldersley High School	North	1	Yes – unused	Senior	No	M0/D1	Poor
77	Smestow School	Tettenhall	1	No	Senior	No	M0/D1	Poor
103	Wednesfield High School	Wednesfield	1	No	Senior	No	M0/D1	Poor
113	Wolverhampton Grammar School	Tettenhall	1	Yes – unused	Senior	No	M0/D0	Poor
116	Wolverhampton Rugby Club	OUTSIDE	2	Yes	Senior	Yes	M1/D1	Standard
			1	Yes	Senior	No	M1/D1	Standard
159	Royal Wolverhampton Junior School	Central & South	1	Yes – unused	Junior	No	M0/D0	Poor

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Ancillary provision

All rugby pitches in Wolverhampton are serviced with changing rooms. No issues regarding ancillary provision were cited during consultation at any of the education sites.

Following the 2015 PPS, Wolverhampton RUFC has had significant investment into its ancillary provision on its home site in South Staffordshire (in 2016). The Club now has access to six fully RFU compliant changing rooms (each with dedicated shower provision), two official's rooms and a physio room. As a result, the Club is now able to fully accommodate both its male and female membership base without issues with changing room segregation.

5.3: Demand

There are no clubs playing rugby within Wolverhampton; however, Wolverhampton RUFC considers itself to be a club from within the City, despite playing in South Staffordshire. The Club consists of four senior men's teams, one senior women's team, two colt's teams, six junior teams (including a U15 girls team) and six mini teams.

Training

Training on match pitches reduces the capacity for match play on these pitches and means they are more likely to be overplayed. Wolverhampton RUFC trains at its site for an average of six hours per week (four match equivalent sessions), the vast majority of which is on the Club's second floodlit pitch (known as the training pitch by the Club).

Additional usage

In addition to regular competitive play and training, Wolverhampton Rugby Club is also used by St Marys Gaelic Football Club for matches.

Displaced demand

Teams from the University of Wolverhampton (which play BUCS fixtures) are currently displaced outside of Wolverhampton. The teams use Walsall Rugby Club for competitive matches, with this preferred by the University as they have a partnership with Walsall RUFC.

Future demand

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

Participation increases

In 2015, Wolverhampton RUFC reported plans to increase its number of teams by one senior women's team and states that the new team will be accommodated at Wolverhampton Rugby Club. This growth has now been achieved. In addition, The Club also reported that it cannot quantify any further growth, especially in junior and mini teams, due to a lack of available capacity on pitches.

WOLVERHAMPTON CITY PLAYING PITCH STRATEGY ASSESSMENT REPORT

Population forecasts

Team generation rates are used below as the basis for calculating the number of teams likely to be generated in the future based on population growth (up to 2036). Using this, it is predicted that there will be an increase of one mini team.

Table 5.7: Team generation rates (2036)

Age group	Current population within age group	Current no. of teams	Team Generation Rate	Future population within age group (2036)	Predicted future number of teams	Additional teams that may be generated from the increased population
Senior Men (19-45)	45,230	4	1:11308	46,238	4.1	0.1
Senior Women (19-45)	44,150	1	1:44150	47,677	1.1	0.1
Junior Boys (13-18)	7,534	7	1:1076	8,929	8.3	1.3
Junior Girls (13-18)	7,169	1	1:7169	8,628	1.2	0.2
Mini rugby mixed (7-12)	15,848	5	1:3170	18,602	5.9	0.9

When studying team generation rates on an analysis area basis, there is not considered to be enough demand to warrant the creation of an additional team. Furthermore, given that there are no rugby clubs within Wolverhampton, it is likely that any future interest will need to export to play at Wolverhampton RUFC.

5.4: Capacity analysis

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

- ◀ All sites that are used for competitive rugby matches (regardless of whether this is secured community use) are included on the supply side.
- ◀ All competitive play is on senior sized pitches (except for where mini pitches are provided).
- ◀ From U13 upwards, teams play 15 v15 and use a full pitch.
- ◀ Mini teams (U6-12) play on half of a senior pitch i.e. two teams per senior pitch.
- ◀ For senior and youth teams the current level of play per week is set at 0.5 for each match played based on all teams operating on a traditional home and away basis (assumes half of matches will be played away).
- ◀ For mini teams, play per week is set at 0.25 for each match played based on all teams operating on a traditional home and away basis and playing across half of one adult team.
- ◀ All male adult club rugby takes place on a Saturday afternoon.
- ◀ All U13-18 rugby takes place on a Sunday morning.
- ◀ Training that takes place on club pitches is reflected by the addition of team equivalents.
- ◀ Team equivalents have been calculated on the basis that 30 players (two teams) train on the pitch for 90 minutes (team equivalent of one) per night.

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

Table 5.8: Pitch capacity (matches per week) based on quality assessments

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

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

Peak time demand

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

WOLVERHAMPTON CITY PLAYING PITCH STRATEGY ASSESSMENT REPORT

Table 5.9: Rugby union capacity (sites available for community use - 2018)

ID	Site name	Analysis Area	Community use	Tenure	Pitch type	Number of pitches	Non-technical assessment rating	Quality rating	Floodlighting	Usage (match equivalent sessions per week)	Recommended capacity (match equivalent sessions per week)	Capacity rating (match equivalent sessions per week)	Comments
2	Aldersley High School	North	Yes – unused	Unsecure	Senior	1	M0/D1	Poor	No	-	1.5	1.5	Potential spare capacity discounted due to unsecure tenure.
113	Wolverhampton Grammar School	Tettenhall	Yes – unused	Unsecure	Senior	1	M0/D1	Standard	Yes	-	1.5	1.5	Potential spare capacity discounted due to unsecure tenure.
116	Wolverhampton Rugby Club	Outside	Yes	Secure	Senior	1	M1/D1	Standard	Yes	2.5	2	0.5	Pitch One - used mostly by senior teams within Wolverhampton RUFC. Spare capacity of 0.5 match equivalent sessions exist after factoring in rugby union use, however, use by rugby league and Gaelic clubs result in the pitch being overused.
						1	M1/D1	Standard	Yes	5	2	3	Pitch Two - used as a training pitch by Wolverhampton RUFC. Due to high training demand, the pitch is overplayed by three match equivalent sessions.
						1	M1/D1	Standard	No	4.5	2	2.5	Pitch Three - used mostly by junior and mini teams from Wolverhampton RUFC. The pitch is overplayed by 2.5 match equivalent sessions.
159	Royal Wolverhampton Junior School	Central & South	Yes	Unsecure	Junior	1	M0/D0	Poor	No	-	0.5	0.5	Potential spare capacity discounted due to unsecure tenure.

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Spare capacity

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

Whilst there are three sites across the City which show potential spare capacity to accommodate additional usage, none are deemed appropriate to accommodate additional demand as tenure is unsecure at all sites. For this capacity to be considered actual spare capacity, community use agreements would need to be put into place.

Overplay

All three pitches at Wolverhampton Rugby Club are overplayed by a combined total of six match equivalent sessions per week. The second pitch is the most overplayed, with overplay equalling 3.5 match equivalent sessions.

5.5 Supply and demand analysis

Given that none of the pitches with Wolverhampton are used and given that no demand exists for access, focus should be placed on the provision outside of the City at Wolverhampton Rugby Club.

To that end, it is evident that there is a significant shortfall of provision given the high levels of overplay identified across the three pitches. As such, there is a requirement not only to improve the quality of the pitches to increase capacity, but also to work to transfer demand to a suitable and practical alternative, such as, providing additional floodlighting which will aid in the transfer of both midweek training activity as well as evening match demand. Options for this will be explored in greater detail in the Strategy document that accompanies this report.

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Rugby union summary

- ◀ In 2018, there is a total of four senior and one junior pitch across five sites in Wolverhampton. Of these two senior and one junior pitch is available for community use (albeit unused).
- ◀ All of the pitches are located at schools, with one senior pitch at Smestow School and one senior pitch at Wednesfield High School considered to be unavailable for community use.
- ◀ There is one change to the 2015 supply of rugby union provision with one additional senior pitch located at Smestow School.
- ◀ In addition, there are three senior pitches located at Wolverhampton Rugby Club, which is just outside of the City but caters for Wolverhampton residents.
- ◀ All pitches within Wolverhampton are considered to be poor quality, whilst pitches at Wolverhampton Rugby Club are standard quality. There have been no known pitch improvements to pitch quality since 2015.
- ◀ Wolverhampton RUFC has had significant investment into its ancillary provision on its home site in South Staffordshire (in 2016).
- ◀ There are no clubs playing within Wolverhampton. However, Wolverhampton RUFC consists of four senior men's teams, one senior women's team, two colt's teams, six junior teams (including a U15 girls team) and six mini teams. The Club also trains at its site for an average of six hours per week.
- ◀ When studying team generation rates on an analysis area basis, there is not considered to be enough demand to warrant the creation of an additional team. Furthermore, given that there are no rugby clubs within Wolverhampton, it is likely that any future interest will need to export to play at Wolverhampton RUFC.
- ◀ Spare capacity at all sites in Wolverhampton is discounted due to unsecure tenure at each site.
- ◀ All three pitches at Wolverhampton Rugby Club remain overplayed in 2018 by a combined total of six match equivalent sessions per week. The second pitch is the most overplayed, with overplay equalling 3.5 match equivalent sessions.
- ◀ Given identified shortfalls at Wolverhampton RUFC there is a requirement to make qualitative maintenance improvements on the three grass pitches to increase the overall capacity on the site as well as increasing the level of floodlighting which will aid in the transfer of training demand and evening match activity across the site.

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PART 6: HOCKEY

6.1: Introduction

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

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

Table 6.1: England Hockey guidelines on artificial surface types suitable for hockey

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

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For senior teams, a full-size pitch for competitive matches must measure at least 91.4x55 metres excluding surrounding run off areas which must be a minimum of two metres at the sides & three metres at the ends. England Hockey preference is for four metre side and five metre end run offs, with a preferred overall area of 101.4x63 metres though a minimum overall area of 97.4x59 metres is accepted.

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

Consultation

Three clubs service Wolverhampton; Finchfield, Old Wulfrunians & Wolverhampton and Tettenhall hockey clubs. All three clubs completed an online survey in 2015. No further consultation has taken place with clubs in 2018.

6.2: Supply

There are five full size hockey suitable AGPs in Wolverhampton, with WV Active Aldersley accommodating two adjacent to each other. All pitches are available for community use and all are sand-based.

Table 6.2: Full size hockey suitable AGPs

Site ID	Site	Analysis area	No. of pitches	Floodlit?
3	WV Active Aldersley	Tettenhall	2	Yes
66	Ormiston SWB Academy	Bilston	1	Yes
113	Wolverhampton Grammar School	Tettenhall	1	Yes
76	Royal Wolverhampton School*	Central & South	1	Yes

*Considered marginally too short to host competitive hockey fixtures (measuring 90x60 metres); however, the pitch is used by adult teams and as such is included as a full size AGP due to the notable contribution it makes to meeting demand.

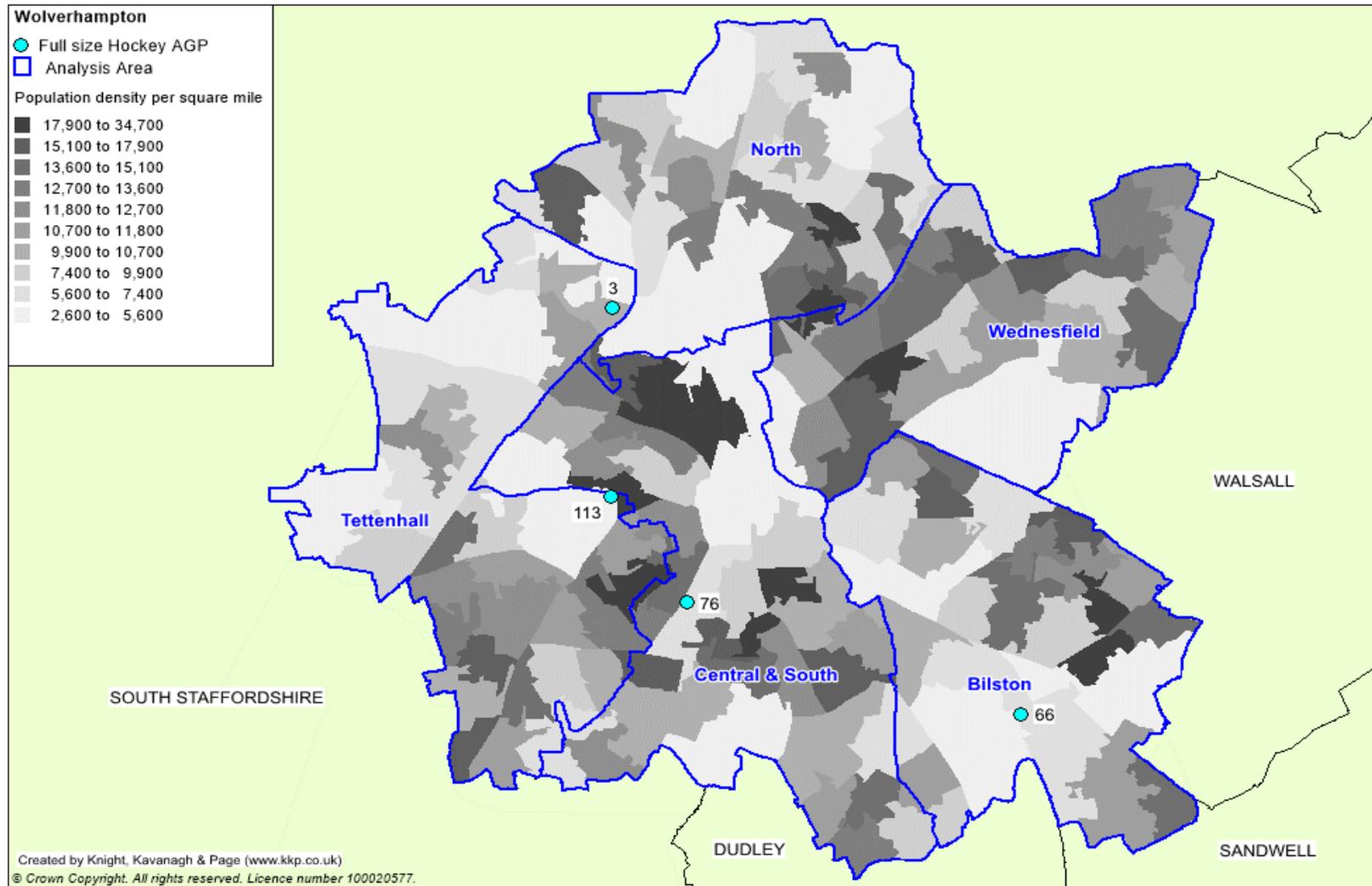
Three full size sand-based AGPs have been lost in Wolverhampton in the past six years. Provision at East Park was completely removed (and is now a grassed area) due to a combination of high usage fees and a lack of demand, the AGP at Heath Park Academy was converted into a 3G pitch in 2016 as part as new build of the school and the AGP at the Jennie Lee Centre was removed and replaced with 3G provision at Our Lady & St Chads Catholic Academy.

Further to this, there is also a smaller sized (40 x 25) AGP at Colton Hills School in Central & South Analysis Area which is unused for any hockey activity.

Figure 6.1 overleaf identifies the location of all hockey suitable AGPs, regardless of size.

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Figure 6.1: Map of full sized hockey suitable AGPs within Wolverhampton by community use



WOLVERHAMPTON CITY PLAYING PITCH STRATEGY ASSESSMENT REPORT

Ownership/management

Of full size AGPs in operation in Wolverhampton, two are managed and operated by WV Active Aldersley, whilst the remaining are at school sites and are managed in house by each respective provider.

Quality

Depending on use, it is considered that the carpet of an AGP usually lasts for approximately ten years and it is the age of the surface, together with maintenance levels, that most commonly affects quality. An issue for hockey nationally is that many providers did not financially plan to replace the carpet when first installed.

All full size AGPs in Wolverhampton were assessed as good quality in 2015 and remain as such in 2018 with the exception of Royal Wolverhampton School which remains as overall poor quality. No new non-technical assessments have been carried out in 2018.

The two at WV Active Aldersley were resurfaced in 2013 and similarly, the AGP at Ormiston SWB Academy was provided in 2013, with no quality deterioration apparent, whilst the AGP at Wolverhampton Grammar School was resurfaced in 2014.

Royal Wolverhampton School remains as overall poor quality (as in 2015) having not been resurfaced for a number of years. That being said, site user Finchfield HC has of 2018, secured £50,000 from the National Hockey Federation towards resurfacing the pitch in partnership with the School. Resurfacing is likely to be completed prior to the 2018/2019 season commencing. It is recommended that a sinking fund is put in place in order to ensure future refurbishment can go ahead if and when required.

Conversion to 3G surfaces

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

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

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

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

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Ancillary provision

Changing facilities service all sites with a hockey suitable AGP. No issues were reported at either WV Active Aldersley or Ormiston SWB Academy. Users of Royal Wolverhampton School and Wolverhampton Grammar School, however, report that changing provision and toilet facilities are located a long distance away from each respective pitch.

6.3: Demand

In 2018, there are 25 hockey teams playing in Wolverhampton operating across three clubs. This is an overall increase of three teams since 2015 when there were 22 teams playing.

From the 2017/2018 hockey season Dudley Ladies HC has amalgamated with Finchfield HC and the Club now operates an additional two men's teams, a ladies section with two teams and one additional junior team.

Table 6.3: Summary of teams playing in Wolverhampton (2018)

Name of club	Men's	Women's	Juniors	Members
Finchfield HC	6	2	2	146
Old Wulfrunians HC	6	-	1	160
Wolverhampton & Tettenhall HC	3	4	1	315
Total	15	6	4	621

In addition to the teams provided above, Old Wulfrunians HC operate two men's master's sides and an indoor men's team which play infrequently throughout the hockey season. A summary for each club can be seen in the sub-sections below.

Finchfield HC

The Club now consists of six men's teams, two senior ladies' teams and two junior teams. All teams within the Club train and play their competitive fixtures at Royal Wolverhampton School, accessing the pitch for a combined total of nine hours per week. As previously mentioned, the pitch at Royal Wolverhampton School does not meet full size requirements for senior hockey, but competitive use is allowed at the discretion of the Midland Region Hockey Association.

Old Wulfrunians HC

The Club fields six senior men's (one of which plays friendly matches only) and a badger's team. This is a loss of one junior team since 2015. All activity (match play and training) takes place at Wolverhampton Grammar School. Now that the carpet of the AGP has been replaced, the Club reports no issues.

Wolverhampton and Tettenhall HC

It fields three senior men's and four senior ladies' teams as well as one badgers team, all of which play and train on the two AGPs at WV Active Aldersley. This is a loss of one ladies team since 2015. No issues were reported during consultation in 2015.

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EH Player Pathway

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

Development centres and academy centres

Development centre and academy centres are local training centres for the U13 to U17 age groups. The former are open to any hockey player who has been nominated by their club, school, or coach, whilst the latter is open to any player who has been nominated by a Development Centre coach. After attending a Development Centre, an Academy Centre is the next step on the player pathway. In the Black Country, both types of centres take place at WV Active Aldersley.

Performance Centre

A Performance Centre is a training centre for the U15 and U17 age groups. There are only 14 in England and none are located in Wolverhampton. The closest available to Wolverhampton residents are located at Warwick School or the Birmingham Performance Centre.

Exported/Imported demand

Exported demand refers to Wolverhampton registered teams that are currently accessing pitches outside of the local authority for home fixtures, normally because their pitch requirements cannot be met. This is usually because of pitch supply, in some cases quality issues or stipulated league requirements for access to certain facilities. Similarly, imported demand refers to teams from outside of the local authority accessing provision within so their pitch requirements can be addressed.

At present, there is no identified displaced demand in Wolverhampton. There is however the possibility of future imported demand into the local authority. The Walsall PPS identified that demand from Bloxwich HC cannot be met in Walsall and therefore it may look to to import demand into Wolverhampton.

Latent demand

Latent demand is demand that evidence suggests may be generated from the current population should they have access to more or better provision. No clubs explicitly identified any latent demand in the Wolverhampton.

WOLVERHAMPTON CITY PLAYING PITCH STRATEGY ASSESSMENT REPORT

Future demand

Growing participation is the number one aim within EH's strategic plan and key drivers include working with clubs, universities and schools, regional and local leagues, developing opportunities for over 40s and delivering a quality programme of competition. Growth in participation will not only come from the traditional 11 aside game but from the informal, recreational ways to play hockey such as small sided hockey, which can be played at any time during the week or at weekends.

In 2015 all three clubs reported an intention to increase their number of teams in the future. Both Finchfield HC and Wolverhampton and Tettenhall HC expressed future demand for one senior men's team, whilst Old Wulfrunians HC expresses future demand for one senior men's, one senior women's and one junior team. All clubs reported that future demand can be absorbed at facilities currently used. England Hockey confirms that these plans remain realistic.

Availability and usage

Sport England's Facilities Planning Model (FPM) applies an overall peak period for AGPs of 34 hours per week (Monday to Thursday 17:00-21:00; Friday 17:00-19:00; Saturday and Sunday 09:00-17:00). Using this calculation, of the full sized AGPs in Wolverhampton all have full availability within the peak period, as seen in the table overleaf.

WOLVERHAMPTON CITY PLAYING PITCH STRATEGY ASSESSMENT REPORT

Table 6.4: Usage of hockey suitable AGPs (available for community use - 2018)

Site ID	Site	Number of AGPs	Floodlit	Analysis Area	Community use hours in the peak period (per AGP)	Clubs/groups using the pitch (teams)	Midweek/training capacity	Match capacity	Comments
3	WV Active Aldersley	2	Yes	Tettenhall	Weekdays: 18 hours Weekend: 16 hours Total: 34 hours	Wolverhampton and Tettenhall HC (8)	Used for hockey training from Wolverhampton and Tettenhall HC for a total of 8 hours per week. Training nights split across Monday/Thursday/Sunday. Likely to be used by other sports clubs but may have some spare capacity.	Spare capacity of 4.5 match equivalent sessions per week across both AGPs.	One AGP on site will be nearing full capacity on competitive match days (Saturday) remaining AGP will be unused.
66	Ormiston SWB Academy	1	Yes	Bilston	Weekdays: 18 hours Weekend: 16 hours Total: 34 hours	-	-	-	No hockey use and all community use is midweek football training.
76	Royal Wolverhampton School	1	Yes	Central & South	Weekdays: 18 hours Weekend: 16 hours Total: 34 hours	Old Wulfrunians HC (7)	Used for hockey training Tuesdays from 7-9pm by Old Wulfrunians HC. This includes both senior and junior training. Likely to be used by other sports clubs but may have some spare capacity.	Spare capacity of one match equivalent session per week on the AGP.	The pitch is considered to be operating close to capacity for weekend matches but can accommodate additional peak time growth.
113	Wolverhampton Grammar School	1	Yes	Tettenhall	Weekdays: 18 hours Weekend: 16 hours Total: 34 hours	Finchfield HC (10)	All men's teams training on Wednesday for 2 hours per week. Ladies train on Thursdays for 1.5 hours.	Spare capacity of one match equivalent session per week on the AGP.	The pitch is considered to be operating close to capacity for weekend matches but can accommodate additional peak time growth.

WOLVERHAMPTON CITY PLAYING PITCH STRATEGY ASSESSMENT REPORT

Peak time demand

Peak time for senior hockey is Saturday as this is when most competitive matches are played, whereas for junior hockey, peak time is Sunday.

6.4: Supply and demand analysis

Based on 23 senior teams (including future demand) from Wolverhampton requiring a pitch at peak time (Saturday) there is a requirement for three (rounded up from 2.88) full size, floodlit hockey pitches based on teams playing home and away (and based on a floodlit AGP being able to accommodate a maximum of four matches on a Saturday). As there are currently five AGPs within Wolverhampton suitable for accommodating senior hockey (given that the smaller sized AGP at Royal Wolverhampton School is also used), supply is considered sufficient to meet senior demand.

That being said, although analysis suggests a need for three AGPs, as Wolverhampton and Tettenhall HC operates on a two-pitch site, in effect, there is a need for four full sized AGPs in Wolverhampton to adequately meet current and future levels of demand. The pitch located at Ormiston SWB Academy is unused for hockey and if feasible, can be considered for conversion to 3G if no future hockey demand is apparent.

Small sided provision at Cotton Hills School is not utilised for hockey and has no strategic worth given that hockey demand for both senior and junior hockey is fully accommodated on full sized provision.

Hockey summary

- ◀ There are five full size hockey suitable AGPs in Wolverhampton, with WV Active Aldersley accommodating two adjacent to each other. This includes the AGP at Royal Wolverhampton School which is slightly under sized for hockey but remains used to accommodate competitive senior fixtures.
- ◀ Of full size AGPs in operation in Wolverhampton, two are managed and operated by WV Active Aldersley, whilst the remaining are at school sites and are managed in house by each respective provider. All are also available for community use.
- ◀ All full size AGPs in Wolverhampton were assessed as good quality in 2015 and remain as such in 2018 with the exception of Royal Wolverhampton School which remains as overall poor quality. No new non-technical assessments have been carried out in 2018.
- ◀ The AGP at Wolverhampton Grammar School is poor quality but it is, however, due to be resurfaced prior to the 2018/2019 hockey season commencing.
- ◀ In 2018, there are 25 hockey teams playing in Wolverhampton operating across three clubs. This is an overall increase of three teams since 2015 when there were 22 teams playing.
- ◀ Although the number of clubs has remained the same, Dudley Ladies HC has amalgamated with Finchfield HC and the Club now operates an additional five teams.
- ◀ In 2015 all three clubs reported future demand equating to four senior and one junior team.
- ◀ The AGP located at Ormiston SWB Academy is the only full size AGP unused for hockey. However, all full size AGPs also accommodate some football training demand.
- ◀ Those pitches accommodating hockey are considered to be operating close to capacity for weekend matches but can accommodate additional peak time growth.
- ◀ Bloxwich HC may look to import demand into Wolverhampton as its demand cannot be accommodated in Walsall.
- ◀ Based on 23 senior teams (including future demand) from Wolverhampton requiring a pitch at peak time (Saturday) there is a requirement for three (rounded up from 2.88) full size AGPs.
- ◀ As there are currently four AGPs used for accommodating competitive senior hockey (including Royal Wolverhampton School), existing supply is considered sufficient to meet senior demand.

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PART 7: TENNIS

7.1: Introduction

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

Consultation

In 2015, all seven tennis clubs servicing Wolverhampton were consulted via an online survey request, resulting in a 100% response rate:

- ◀ Albert Tennis Club
- ◀ Bilston Tennis Club
- ◀ Hanbury Tennis Club
- ◀ Linden Lea Tennis Club
- ◀ Tettenhall Tennis Club
- ◀ Wolverhampton Lawn Tennis & Squash Club
- ◀ Woodfield Tennis Club

No further consultation has taken place with clubs in 2018.

Since 2015, Bilston Tennis Club has folded due to low membership levels which made the Club unsustainable.

7.2: Supply (2018)

In 2018 there are 122 tennis courts identified in Wolverhampton located across 26 sites including sports clubs, playing fields, parks, and schools. Of the courts, 72 (59%) are categorised as being available for community use across 16 sites (60%). All courts unavailable for community use are located within education sites.

Please note that for the purposes of this report, being available for community use refers to courts in public, voluntary, private, or commercial ownership or management (including education sites) recorded as being available for hire by individuals, teams, or clubs.

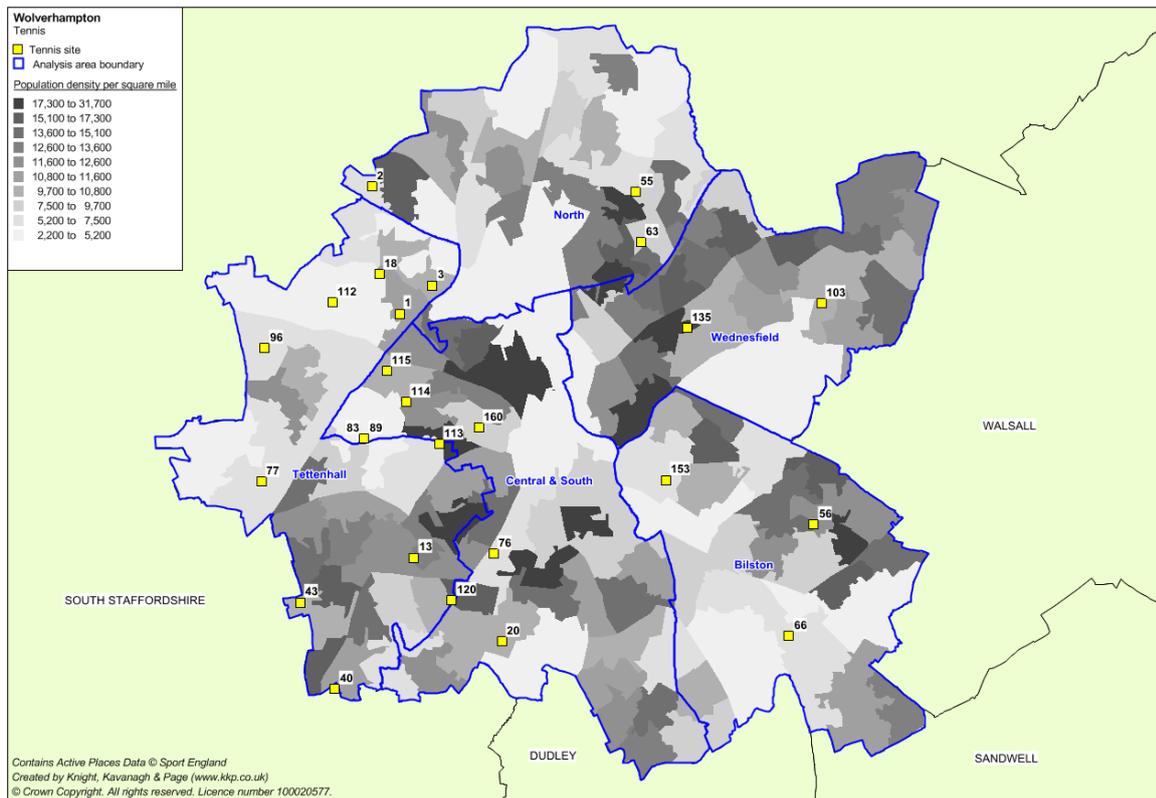
Table 7.1: Summary of the number of courts by analysis area

Analysis area	Courts available for community use	Courts (sites) unavailable for community use
Bilston	6	4
Central & South	24	25
North	7	10
Tettenhall	31	7
Wednesfield	4	4
Wolverhampton	72	50

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As indicated in Table 7.1, the vast majority of community available tennis courts are located in the Tettenhall (43%) and Central & South (33%) analysis areas. Figure 7.1 below shows the location of all tennis courts within Wolverhampton, regardless of community use.

Figure 7.1: Location of tennis courts in Wolverhampton



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Table 7.2: Key to map (2015)

ID	Site name	Analysis area	Ownership	Availability for community use?	No. of courts	Flood-lights?	Court surface	Court quality ¹⁴
1	Albert Lawn Tennis Club	Tettenhall	Club	Yes	6	Yes	Artificial turf	Good
2	Aldersley High School	North	School	No	2	Yes	Macadam	Good
					2	Yes	Macadam	Standard
3	WV Active Aldersley	Tettenhall	Council	Yes	6	Yes	Macadam	Good
13	Bradmore Recreation Ground	Tettenhall	Council	Yes	3	No	Macadam	Standard
18	Claregate Playing Fields	Tettenhall	Council	Yes	3	No	Macadam	Standard
20	Colton Hills High School	Central & South	School	No	8	No	Macadam	Poor
40	Hanbury Lawn Tennis Club	Central & South	Club	Yes	2	No	Artificial turf	Good
43	Highfields Secondary School	Tettenhall	School	No	3	Yes	Macadam	Standard
55	Moreton Community High School	North	School	No	6	Yes	Macadam	Poor
56	Moseley Park School	Bilston	School	No	4	No	Macadam	Poor
63	Our Lady & St Chads Catholic Sports College	North	School	Yes	4	Yes	Macadam	Good
66	Ormiston SWB Academy	Bilston	School	Yes	1	No	Macadam	Good
67	Ormiston NEW Academy	North	School	Yes	3	Yes	Macadam	Good
76	Royal Wolverhampton School	Central & South	School	No	4	No	Macadam	Standard
77	Smestow School	Tettenhall	School	Yes	6	No	Macadam	Standard
83	St Edmunds Catholic High School	Central & South	School	No	3	Yes	Macadam	Good
89	St Peters Collegiate High School	Central & South	School	Yes	4	No	Macadam	Standard
				No	4	No	Macadam	Standard
96	The Kings CE High School	Tettenhall	School	No	1	No	Macadam	Good
					3	No	Macadam	Standard

¹⁴ Assessed using a non-technical site assessment proforma and also takes account of user comments.

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ID	Site name	Analysis area	Ownership	Availability for community use?	No. of courts	Flood-lights?	Court surface	Court quality ¹⁴
103	Wednesfield High School	Wednesfield	School	Yes	4	Yes	Macadam	Standard
112	Tettenhall Tennis Club (Wolverhampton Cricket Club)	Tettenhall	Club	Yes	3	Yes	Macadam	Good
114	Wolverhampton Girls High School	Central & South	School	No	2	No	Macadam	Good
					4	No	Macadam	Standard
115	Wolverhampton Lawn Tennis & Squash Club	Central & South	Club	Yes	5	Yes	Artificial turf	Good
					3	No	Grass	Standard
					3	Yes	Macadam	Good
					1	Yes	Clay	Good
120	Woodfield Sports & Social Club	Tettenhall	Club	Yes	4	Yes	Artificial turf	Standard
135	Heath Park Academy	Wednesfield	School	No	4	No	Macadam	Standard
153	East Park	Bilston	Council	Yes	5	No	Macadam	Poor
160	West Park	Central & South	Council	Yes	6	No	Macadam	Standard

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Management

Of the community available courts, 23 are managed by the Council, 27 by clubs and the remainder by schools.

All courts unavailable for community use are also managed by schools.

Court type

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

In addition to macadam courts, there are clay and grass courts available at Wolverhampton Lawn Tennis & Squash Club and artificial turf courts available at Albert Lawn Tennis Club and at Hanbury Lawn Tennis Club.

Floodlighting

Floodlit courts enable use throughout the year and is identified by the LTA as being particularly key for club development. There are 55 floodlit courts in Wolverhampton, which is a relatively high number when compared to other local authorities. The following community available sites contain floodlit courts:

- ◀ Albert Lawn Tennis Club
- ◀ WV Active Aldersley
- ◀ Our Lady & St Chads Catholic Academy
- ◀ Ormiston New Academy
- ◀ Tettenhall Tennis Club
- ◀ Wolverhampton Lawn Tennis & Squash Club
- ◀ Woodfield Sports & Social Club

Quality (2015)

Following the audit assessment in 2015, of provision that is available for community use, 34 courts (47%) are assessed as good quality, 33 (46%) as standard quality and five (7%) as poor quality.

Table 7.3: Summary of court quality for community available courts

Good	Standard	Poor
34	33	5

The only courts available for community use and assessed as poor quality are located at East Park. The most notable reasons for this quality rating include the severe slope of the courts, poor grip underfoot and the presence of loose gravel. Courts at Colton Hills High School, Moreton Community High School and Moseley Park Academy are also assessed as poor quality; however, these courts are not currently available for community use.

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Clubs were asked to rate the overall quality of their courts on a scale of good, standard and poor. Most responding clubs rated court quality as good, with the exception of Woodfield Tennis Club and Bilston Tennis Club, which rated quality as poor.

Woodfield Tennis Club reports that quality at Woodfield Sports & Social Club is poor due to a lack of refurbishment, noting that no work has been carried out on the courts over the last 15 years other than general, basic maintenance. Although Bilston Tennis Club also rates its courts as poor quality, this relates to courts outside of Wolverhampton as the Club is currently displaced, as highlighted later in this report.

Clubs were also asked if the quality of their courts has improved since the previous season. Wolverhampton Lawn Tennis & Squash Club and Linden Lea Tennis Club state that quality has got “much better”, whilst Woodfield Tennis Club reports that quality has got “slightly poorer”. All other clubs reported “no difference”.

Hanbury Lawn Tennis Club reports plans to have its courts resurfaced and is currently in the process of raising funds for this to go ahead. Woodfield Tennis Club reports similar plans but states that the cost is too expensive for the Club to fund.

Over markings

Many tennis courts within schools are over marked by netball courts. Courts which are over marked tend to receive higher levels of use which can result in a quicker deterioration in quality. This is the case at the following schools:

- ◀ Heath Park Academy
- ◀ Highfields Secondary School
- ◀ Moseley Park Academy
- ◀ Our Lady & St Chads Catholic Academy
- ◀ Ormiston SWB Academy
- ◀ Smestow School
- ◀ St Peters Collegiate High School
- ◀ The Kings Church of England School
- ◀ Wednesfield High School

In addition, tennis courts at WV Active Aldersley are also over marked by netball courts.

Ancillary provision

All clubs responding to consultation report access to changing facilities, however, Tettenhall Tennis Club reports that access is limited at its site due to the clubhouse only being open when the cricket pitches are in use. The Clubhouse is owned by Wolverhampton Cricket Club.

All clubs rate changing room quality as good, with the exception of Wolverhampton Lawn Tennis & Squash Club, which rates quality as standard. The Club notes that an improvement to the changing facilities would result in an increase in participation, especially in terms of female tennis.

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7.3: Demand (2015)

Competitive tennis

In 2015, the six clubs servicing Wolverhampton collectively provide a total of 1,178 senior members and 461 junior members. This number, however, is heavily weighted in favour of Wolverhampton Lawn Tennis & Squash Club, which itself has 802 senior and 263 junior members. Albert Lawn Tennis Club records the next highest membership with 201 senior members and 111 junior members. No other club has over 100 members total.

Table 7.3: Summary of club membership (2015)

Name of club	Number of members	
	Seniors	Juniors
Albert Lawn Tennis Club	201	111
Hanbury Lawn Tennis Club	30	2
Linden Lea Tennis Club	80	20
Tettenhall Tennis Club	35	55
Wolverhampton Lawn Tennis & Squash Club	802	263
Woodfield Tennis Club	30	10
Total	1,178	461

All clubs confirm that the number of courts available at their club is adequate to meet the needs of current and potential future membership, with the exception of Wolverhampton Lawn Tennis & Squash Club. The Club expresses a need for more indoor courts and outdoor floodlit courts in order to meet the needs of its growing membership.

Exported demand

Bilston Tennis Club no longer has a home facility after its four tennis courts became disused due to poor maintenance and low membership resulting in a lack of funding. As a result, the Club now uses Tipton Sports Academy, which is outside of Wolverhampton (in Sandwell), resulting in exported demand.

Future demand (2015)

In 2015, four clubs reported plans to increase their membership; Wolverhampton Lawn Tennis & Squash Club, Tettenhall Tennis Club, Woodfield Tennis Club and Linden Lea Tennis Club. When asked to quantify potential growth, clubs reported plans to increase membership by 170 senior members and 180 junior members.

Of clubs expressing future demand, only Wolverhampton Lawn Tennis & Squash Club reported that potential new members cannot be accommodated on the current supply of courts available.

Informal tennis

Following events such as Wimbledon, demand is likely to increase for recreational use of council courts. Although, the LTA reports that it is hard to measure casual use as some courts are available for free, it is assumed that courts are generally busy throughout the summer months. In Wolverhampton, local authority sites East Park, West Park, Bradmore Recreation

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Ground, and Claregate Park are free to use by the community, whilst courts at WV Active Aldersley can be rented at a cost of £6 for adults and £3 for juniors (per hour).

Use of park courts in Wolverhampton is more common than in other local authorities, in part due to the Wolverhampton Parks Tennis League. At a cost of £15 (per round) anyone aged over 18 can enter the mixed gender league. Players are organised into groups of eight, with players arranging their own matches against each individual within the group at a time and a place which best suits them.

No clubs readily allow for casual use of their courts by the community, with the majority of clubs preferring to remain strictly private, whilst others report that pay and play is difficult to manage.

No education sites which are available for community use report any regular demand from the community. It is believed that the lack of demand is a direct result of council courts being available for free, meaning the community is less likely to pay the hire charge for using school courts.

7.4: Supply and demand analysis

With the exception of Wolverhampton Lawn Tennis & Squash Club, all clubs report spare capacity on their courts in that the current number of courts can accommodate both current and future demand (2015). Park courts are also reported to be readily available for casual users, whilst numerous courts within education sites are available to the community if demand existed.

Priority, therefore, should be placed on improving current facilities as well as helping Wolverhampton Lawn Tennis & Squash Club develop its facility in order to allow for the clubs planned growth. Within this, particular focus should be placed on improving the courts at East Park as this site provides the only community available courts assessed as poor quality.

Tennis summary

- ◀ There is a total of 122 tennis courts across 26 sites provided in Wolverhampton, 72 of which are available for community use across 16 sites.
- ◀ Of provision that is available for community use, 34 courts are assessed as good quality, 33 are deemed standard and five are rated as poor.
- ◀ There are 55 floodlit courts, which is a relatively high number when compared to other local authorities.
- ◀ The large majority of courts have a macadam surface.
- ◀ The seven clubs servicing Wolverhampton collectively provide a total of 1,178 senior members and 461 junior members.
- ◀ When asked to quantify potential growth, four clubs report plans to increase membership by a combined 170 senior members and 180 junior members.
- ◀ Use of park courts in Wolverhampton is more common than in other local authorities, in part due to the Wolverhampton Parks Tennis League.
- ◀ No clubs readily allow for casual use of their courts by the community and no education sites which are available to the community report any regular community demand.
- ◀ Priority should be placed on improving current facilities as well as helping Wolverhampton Lawn Tennis & Squash Club develop its facility in order to allow for the clubs planned growth.

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PART 8: BOWLING GREENS

8.1: Introduction

All bowling greens in Wolverhampton are crown greens. The British Crown Green Bowling Association is the National Governing Body for crown green bowls with overall responsibility for ensuring effective governance of crown green bowls. The bowling season runs from May to September.

Consultation

There are 19 clubs identified as using bowling greens in Wolverhampton. Of these, 14 replied to an online survey distributed in 2015 as part of the original PPS which resulted in a response rate of 74%. The five clubs which did not reply to the survey request are as follows:

- ◀ Bilston Town Bowling Club
- ◀ Goodyear Bowling Club
- ◀ Springvale Bowling Club
- ◀ West Park Bowling Club
- ◀ Woodfield Sports Bowling Club

In addition, the Bilston Bowling League and the Wolverhampton & District Works Bowls League were also consulted.

No further consultation has taken place with clubs/leagues in 2018.

8.2: Supply (2018)

There are 22 crown green bowling greens in Wolverhampton provided across 20 sites, with Pennfields Bowling Club and Springvale Social Club both containing two greens.

Table 8.1: Summary of the number of greens by analysis area

Analysis area	Number of greens
Bilston	4
Central & South	6
North	3
Tettenhall	5
Wednesfield	4
Wolverhampton	22

An additional green located at Ashmore Park in the Wednesfield Analysis Area is lapsed. One green remains in use at the Site.

None of the greens are floodlit.

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Figure 8.1: Distribution of bowling greens

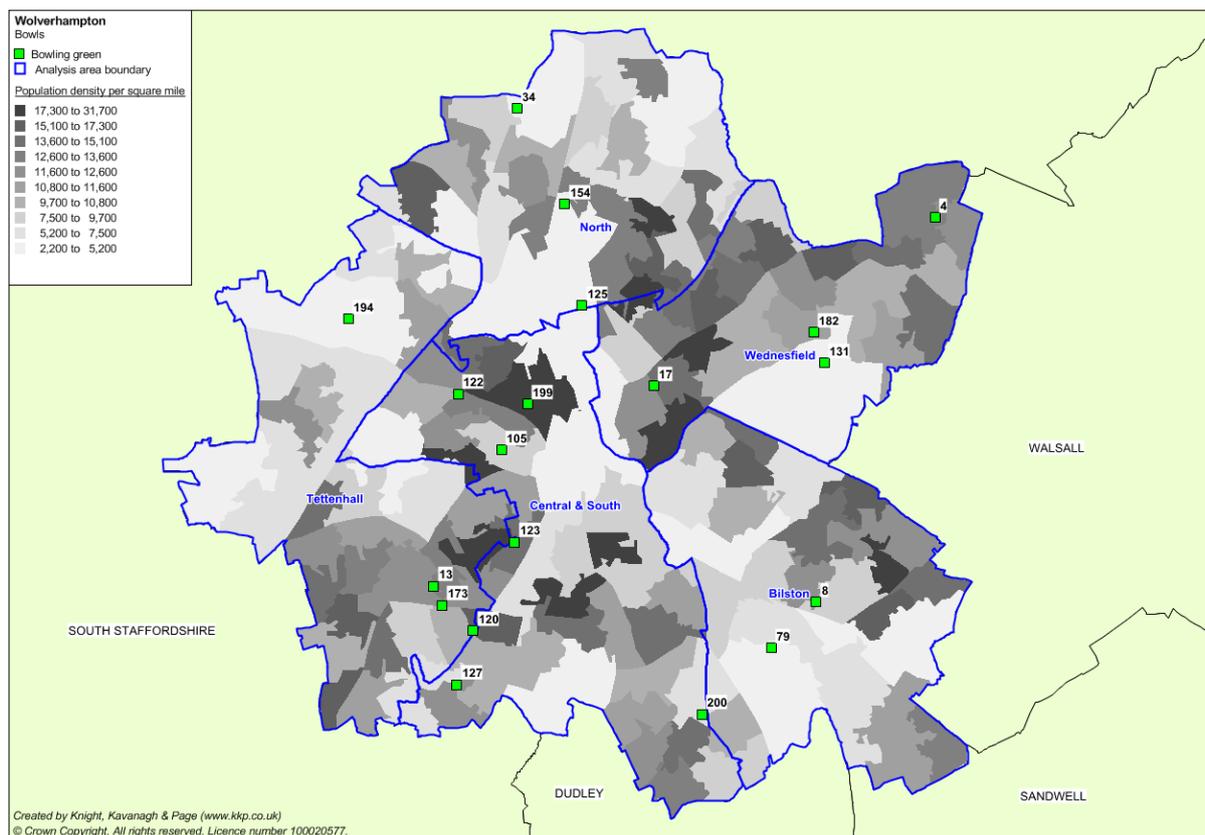


Table 8.2: Key to map

Site ID	Site	Analysis area	No. of greens	Quality (2015)
4	Ashmore Park	Wednesfield	1	Good
8	Bilston Town Bowling Club	Bilston	1	Good
13	Bradmore Recreation Ground	Tettenhall	1	Standard
17	Chubbs Bowling Green	Wednesfield	1	Standard
34	Fordhouses Cricket Club	North	1	Standard
79	Springvale Social Club	Bilston	2	Good
105	West Park	Central & South	1	Standard
120	Woodfield Sports & Social Club	Tettenhall	1	Standard
121	Nordley Bowling Club	Bilston	1	Good
122	Newhampton Inn Bowling Club	Central & South	1	Good
123	Oaklands Bowling & Social Club	Central & South	1	Standard
125	The ECC Sports Club	North	1	Standard
127	Penn Bowling & Social Club	Central & South	1	Good
131	Wednesfield Conservative Club	Wednesfield	1	Good
154	The Pavillion	North	1	Good
173	Pennfields Bowling Club	Tettenhall	2	Good
182	Wednesfield Park	Wednesfield	1	Good
194	Danescourt Road Sports Club	Tettenhall	1	Standard
199	Stile Bowling Club	Central & South	1	Good

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Site ID	Site	Analysis area	No. of greens	Quality (2015)
200	44 Bowling Club	Central & South	1	Good

Quality

Of the bowling greens, 14 are assessed as good quality and eight are assessed as standard quality. None are deemed to be poor. Of the standard quality greens, issues relating to wear and tear, poor condition of ditches/boundaries and evidence of inappropriate use were prevalent.

Ancillary provision

All clubs report being able to access changing accommodation with the exception of Express & Star Bowling Club (Danescourt Road Sports Club) and Chubb Safes Bowling Club (Chubbs Bowling Green).

Of clubs with access to changing provision, Ashmore Park Bowling Club, and Fordhouses Bowling Club rate the facilities at Ashmore Park and Fordhouses Cricket Club (respectively) as poor quality. All remaining clubs assess quality as either standard or good.

8.3: Demand (2015)

In 2015, there was 19 clubs using bowling greens in Wolverhampton, of which, 14 were consulted. There was a total of 655 members across the consulted clubs, consisting of 512 men, 113 women and 30 juniors.

Table 8.3: Summary of club membership

Club name	Members		
	Men	Women	Juniors
44 Club Bowling Club	19	7	1
Ashmore Park Bowling Club	22	3	-
Bradmore Bowling Club	17	2	-
Chubb Safes Bowling Club	29	1	-
ECC Bowling Club	30	15	4
Express & Star Bowling Club	40	10	-
Fordhouses Bowling Club	49	21	3
Newhampton Bowling Club	35	5	-
Oaklands Bowling Club	37	7	3
Penn Bowling Club	85	10	12
Pennfields Bowling Club	70	20	-
Stile Bowling Club	40	2	2
Wednesfield Conservative Bowling Club	25	6	5
Wednesfield Sons of Rest Bowling Club	14	4	-

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Future demand

Of the clubs consulted (2015), 12 have plans to increase the number of members in the future and believe that improved advertising, links with local schools and green quality improvements are the key factors to attracting more people. When asked to quantify potential growth, clubs report plans to increase membership by 87 senior members and 39 junior members.

All clubs report that any increase in membership can be accommodated on the greens currently available to them, with the exception of Penn Bowling Club and Fordhouses Bowling Club. Both of these clubs state a need for an additional green.

Latent demand

Sport England's Segmentation Tool enables analysis of 'the percentage of adults that would like to participate in bowls but are not currently doing so'. The tool identifies latent demand of 454 people who would like to participate within Wolverhampton. The most dominant segment is 'Elsie & Arnold – retirement home singles' (25%).

8.4: Supply and demand analysis

The average club membership in Wolverhampton is 47 (2015 figure). As ten clubs are operating at or below this average, it is likely that they have capacity to increase use of their home green (dependent on quality). Opportunities could also be explored to determine if any of these clubs could be amalgamated onto a less number of greens.

The following four clubs, however, are operating above the average:

- ◀ ECC Bowling Club
- ◀ Express & Star Bowling Club
- ◀ Fordhouses Bowling Club
- ◀ Penn Bowling Club

Of these, ECC Bowling Club (49 members) and Express & Star Bowling Club (50 members) report no additional demand for more greens to be provided. Both clubs state that membership can be increased on the current supply of greens available.

In contrast, Fordhouses Bowling Club (73 members) and Penn Bowling Club (107 members) report a demand for an additional green in order to sustain and increase membership. Penn Bowling Club states plans to create a new green at Penn Bowling & Social Club but reports that funding is yet to be secured, whilst Fordhouses Bowling Club is also yet to secure funding for a new green at Fordhouses Cricket Club but reports that plans have been submitted. As of February 2018, both clubs are yet to deliver the creation of a new bowling green.

Additionally, the Bilston Bowling League reports that Springvale Bowling Club is almost at saturation with its two greens. As the Club did not respond to consultation, further communication with the Club is recommended in order to better understand its needs.

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Bowls summary

- ◀ There are 22 crown green bowling greens in Wolverhampton across 20 sites.
- ◀ Of the greens, 14 are assessed as good quality and the remaining eight are assessed as standard quality.
- ◀ There are 19 clubs using bowling greens in Wolverhampton providing a total of 655 members across the consulted clubs, consisting of 512 men, 113 women and 30 juniors.
- ◀ Of the clubs, 12 have plans to increase the number of members in the future equating to a combined growth of 87 senior members and 39 junior members.
- ◀ Ten clubs are operating below the average membership for bowling greens in Wolverhampton (46 members) and as such are likely to have capacity to increase use of their home green.
- ◀ Despite operating above the average, ECC Bowling Club (49 members) and Express & Star Bowling Club (50 members) report no additional demand for more greens to be provided.
- ◀ In contrast, Fordhouses Bowling Club (73 members) and Penn Bowling Club (107 members) report a demand for an additional green in order to sustain and increase membership.
- ◀ Additionally, the Bilston Bowling League reports that Springvale Bowling Club is almost at saturation with its two greens.

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PART 9: GOLF

9.1: Introduction

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

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

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

Golf courses have been added to the scope as part of the 2018 update. This is because there is likely to be growing pressure on the provision for golf (due to housing growth) as part of the emerging Black Country Core Strategy.

In relation to golf, England Golf confirms that there is no specific requirement to carry out non-technical assessments of golf courses and advises that quality of courses can be determined through a combination of consultation with golf course providers/clubs and England Golf regional managers. In Wolverhampton, quality information was gained through consultation (carried out via survey and telephone interviews) with clubs and where no response was generated through consultation with the Club Support Officer and Regional Manager.

Consultation

All three golf clubs servicing Wolverhampton were invited to complete an online survey. Two clubs then responded through telephone interviews; Wergs and South Staffordshire, resulting in a 67% response rate.

In addition to information from these consultations, England Golf England has supplied the following to inform the assessment:

- ◀ Mapping report for Wolverhampton and the clubs and facilities within it
- ◀ Understanding Your Market supporting resource
- ◀ Club Questionnaire Results 2016

Further to this, England Golf Club Support Officer and Regional Manager were consulted to provide some further local knowledge.

9.2: Supply

There are three golf clubs situated within Wolverhampton. These are as follows:

- ◀ Oxley Park Golf Club
- ◀ South Staffordshire Golf Club
- ◀ Wergs Golf Club

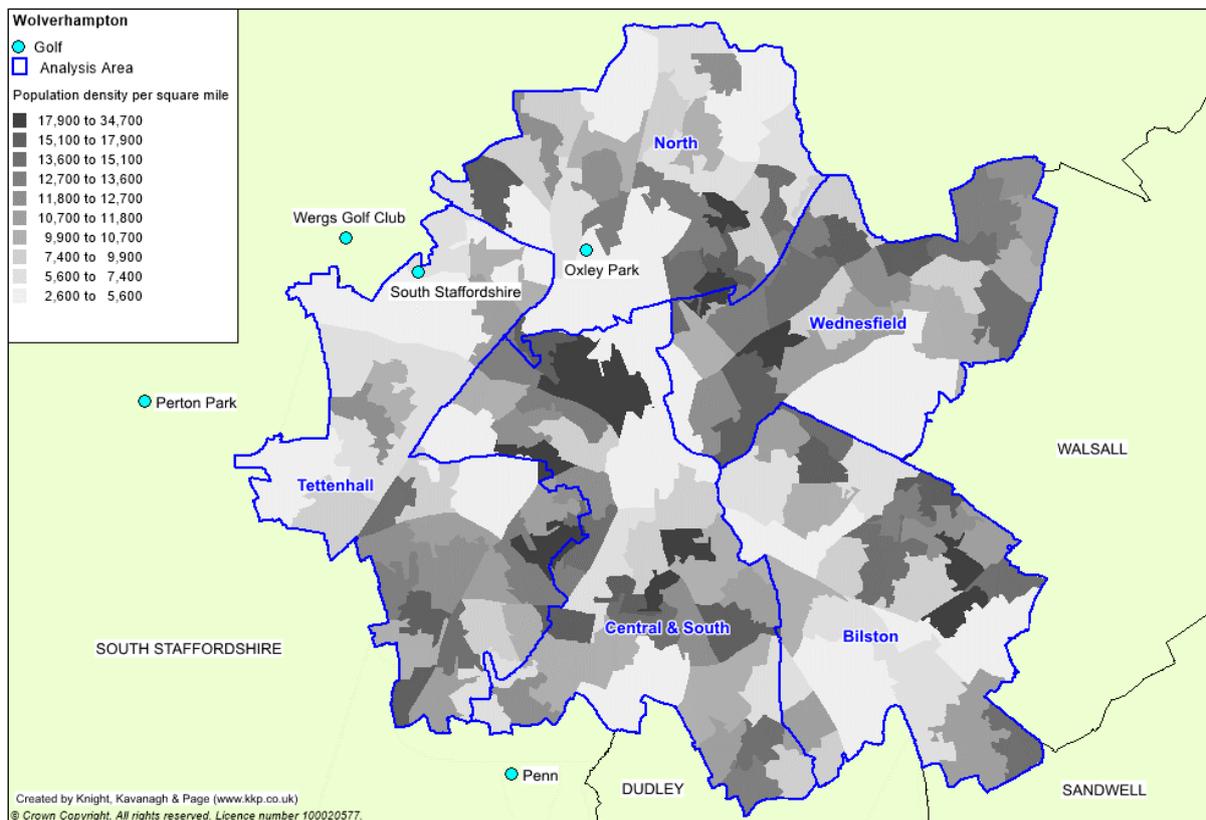
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In addition, there are two clubs situated in close proximity to the Wolverhampton boundary, in South Staffordshire. These have been included within the supply analysis due the numerous members attracted from within the City (as advised by England Golf). They are:

- ◀ Penn Golf Club
- ◀ Perton Park Golf Club

All five clubs are affiliated to England Golf. The location of the clubs can be seen below.

Figure 9.1: Location of golf courses in Wolverhampton



Given the urban density of the Area, all golf courses servicing Wolverhampton are generally located within the West of the authority. South Staffordshire and Wergs golf clubs/courses are actually located next to each other only separated by a small road with the clubhouses located three minutes apart. Further to this, Oxley Park Park is also located close by and is only three miles from South Staffordshire Golf Course.

Management

Each club is privately managed. As such, there are no municipal facilities offered in Wolverhampton.

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Club facilities

All five golf clubs provide standard 18-hole courses, with further details shown in the table below. Perton Park, South Staffordshire and Wergs golf clubs also have driving ranges.

Table 9.1: Summary of golf courses

Course name	Holes	Par	Yardage		
Oxley Park Golf Club	18	71	6,228	6,069	5,533
South Staffordshire Golf Club	18	73	6,512	6,227	5,709
Wergs Golf Club	18	72	6,949	6,251	4,991
Penn Golf Club	18	71	6,453	6,174	5,447
Perton Park Golf Club	18	73	6,624	6,461	5,526

In addition to the courses, each club offers a variety of accompanying facilities, with the following sections summarising what is provided at each site. It is considered that golf clubs need multiple revenue sources to operate effectively, with the provision of driving ranges and/or clubhouses often key as such provision can provide an income stream, not only from members but also through external hiring for occasions (e.g. wedding receptions).

South Staffordshire Golf Club

This 18 hole course is of championship standard (since 2017). The Club reports that it is excellent quality with good drainage and although there is ongoing development of the course nothing major is currently required. The head professional is highly regarded within golf having played on the European Tour and in the 1993 Ryder Cup. There is also a 10 acre practice area with a driving range.

In addition, its clubhouse has a restaurant and also offers the ability to be hired out for private functions. Car parking is reported by the Club as being relatively small but does also have use of neighbouring cricket club car park.

Wergs Golf Club

The course is accompanied by a clubhouse that is available for private functions. This provision includes a sports lounge that provides a modern environment for members and visitors. There is also a large car park provided. The driving range has recently been improved and extended and the Club reports no further development plans in place.

Penn Golf Club

The Club has a clubhouse that includes changing rooms, a function room, a bar/kitchen area and a meeting room, all of which are available to external hirers. In addition to day to day duties, the head professional offers a comprehensive junior and ladies coaching academy and the Club is a HSBC Golf Roots Centre.

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Oxley Park Golf Club

The 18-hole course is accompanied by a clubhouse that serves bar meals daily, with a dining room available that has the option to be hired for private functions. The head professional at the Club also teaches from another facility (the Range, in South Staffordshire), allowing members and visitors use of additional facilities away from the course.

Perton Park Golf Club

An 18-bay driving range is on site, as is a clubhouse, which is available for external hire, that provides changing rooms, a function room and a bar/kitchen area. In addition, members are offered a discounted rate for use of an onsite gym.

Quality

All five courses are considered to be good quality, with a dedicated maintenance regime carried out at each facility. The two clubs in Wolverhampton which responded to consultation report the quality of their course has improved since last season (South Staffordshire and Wergs). Further to this, South Staffordshire Golf Club is of a particularly high standard given its championship course status.

Membership and costs

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

All clubs included within this study offer pay and play green fees; however, each club is primarily a membership club. The cheapest clubs to access both for membership and pay and play are Wergs Golf Club and Perton Park Golf Club, whereas the most expensive is comfortably South Staffordshire Golf Club, reflecting its status as a flagship course.

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

Table 9.2: Summary of membership costs and green fees

Course name	Cost summary
Oxley Park Golf Club	<p>Per year, membership costs £884 for adults, £520 for those aged 22-24 and £286 for 18-21 year olds. In addition, a five day membership is available for adults costing £728. For juniors, membership is based on handicap, with those 16 and below paying £170, those above 16 paying £100 and those without a handicap paying £70.</p> <p>Pay and play for adults during the week is £30 without a member and £15 with a member. At weekends, it is £40 without a member but remains at £15 with a member. For juniors, it is £10 across the board.</p>

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Course name	Cost summary
South Staffordshire Golf Club	Membership is £1,270 a year for those aged over 35, £1,050 for 33-35 year olds, £850 for 31-32 year olds, £650 for 26-30 year olds, £420 for 23-25 year olds, £310 for 21-22 year olds and £210 for 18-20 year olds; however, an entrance fee of £500 also applies. For juniors, membership is £170 for 16-17 year olds, £110 for 10-15 year olds and £50 for those below 10. Pay and play is available for £43 from Monday-Friday, although this reduces to £20 if accompanied by a member. At weekends pay and play is only available via special arrangement.
Wergs Golf Club	Membership is £795 a year for those aged 30 and above, £500 for those aged 26-29, £350 for those aged 22-25, £250 for those aged 19-21, £150 for those aged 16-18 and £100 for those aged under 16. For those aged over 30, a five day membership is available at a £200 discount. Pay and play costs £20 during the week and £25 during weekends.
Penn Golf Club	Full membership for adults costs £936 per year, although undisclosed discounts are applied for those aged 18-25. For juniors, membership costs £50 for the first year but increases beyond this. In addition, the Club is currently running a 2 for 1 offer on ladies' membership in order to encourage more females to join. Pay and play is available on weekdays at a cost of £40 and at weekends at a cost of £50.
Perton Park Golf Club	Full membership for adults costs £775 per year, with a five day membership available for £585. For 19-21 year olds, costs total £260, whereas it is £130 for 16-18 year olds. For those below 16, membership varies based on handicap, with those below 28 paying £95 and those above 28 paying £60. Pay and play during the week costs £15 before noon and £12.50 after noon. At weekends, £20 is charged regardless of the time.

For Oxley Park and Perton Park golf clubs, it must be flagged that their membership criteria for junior members is unique in that pricing is directly correlated to handicap. Although England Golf cannot influence this given that the clubs are independent businesses, the NGB does not endorse aligning costs with ability as it goes against its strategy which focusses on being customer focused.

9.3: Demand

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

Based on the most recent affiliation figures provided by England Golf (2016), membership across the clubs in Wolverhampton is relatively similar.

Table 9.3: Summary of demand

Course name	2016 England Golf affiliation numbers ¹⁵
Oxley Park Golf Club	394
South Staffordshire Golf Club	310 (420 in 2018)

¹⁵ Based on England Golf affiliation figures (2016)

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Course name	2016 England Golf affiliation numbers ¹⁵
Wergs Golf Club	453 (390 in 2018)
Penn Golf Club	418
Perton Park Golf Club	395
Total	1,970

Whilst all five clubs appear to be operating below the national average, it must be noted that each club will have a different financial model in terms of income generation from membership versus green fees. As such, it would appear that clubs are currently operating sustainably, however, given the relative decline in membership (notwithstanding recent increases at South Staffordshire Golf Club shown below) the national average membership should not be considered a benchmark for a club's long-term sustainability.

Participation trends

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

Wergs Golf Club reports that its 2018 total membership currently stands at 390 (which is a reduction of 63 members since the 2016 affiliation figures but an overall increase of 90 members since 2014) but that this is not uncommon as membership tends to fluctuate up and down annually. The Club is looking at introducing junior lessons to attract new members but has no links with local schools.

In contrast, South Staffordshire Golf Club reports that its 2018 total membership currently stands at 420 which is a significant increase since the 2016 affiliation figures which recorded a total membership of 310 (however, this is an overall decrease of 82 members since 2014 and remains below the national average). The recent increase is thought to be as a result of the course being granted championship status in 2017. Although there is no waiting list in place in reports operating close to its capacity. It has also recently reduced its membership distance criteria. The Club also reports links with Tettenhall College and with local primary schools, however, has had less success establishing links with local secondary schools.

According to the 2016 affiliation figures, Perton Park Golf Club has seen a reduction. Similarly, Penn and Oxley Park golf clubs had a reduction in membership between 2014 and 2015, although numbers rose in 2016.

Table 9.4: Summary of participation trends between 2014 and 2016

Course name	Membership				Change since 2014
	2014*	2015*	2016*	2018	
Oxley Park Golf Club	408	289	394	-	-14
South Staffordshire Golf Club	502	456	310	420	-82
Wergs Golf Club	300	493	453	390	+90
Penn Golf Club	511	390	418	-	-93
Perton Park Golf Club	438	430	395	-	-143
Total	2,159	2,058	1,970	-	-189

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*Based on England Golf affiliation figures and 2018 figures (where known) from consultation with clubs in 2018.

Future demand

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

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

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

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

In order to increase membership and to target the golfing profiles detailed above, England Golf sets out the following key themes:

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

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

Table 9.5: Summary of demand in Wolverhampton by segment

Segment no.	Segment name	Average number of people per affiliated facility (20-minute drive time)
◀ 1	◀ Relaxed members	9,757
◀ 2	◀ Older traditionalists	8,012
◀ 3	◀ Younger Traditionalists	10,092
◀ 4	◀ Younger fanatics	8,400

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Segment no.	Segment name	Average number of people per affiliated facility (20-minute drive time)
5	Younger actives	9,285
6	Late enthusiasts	8,251
7	Occasional time pressed	9,640
8	Social couples	8,635
9	Casual fun	7,894

In total, an average of 79,966 people are identified as current or potential users of golf courses within Wolverhampton. This demand is relatively evenly spread across the profiles, with “younger traditionalists” generating the most demand and “casual fun” generating the least.

Each profile is applied on a facility by facility basis in the table below.

Table 9.6: Summary of demand per course by profile type

Course name	Segment no.								
	1	2	3	4	5	6	7	8	9
Oxley Park Golf Club	13,671	11,123	14,189	11,577	12,986	11,430	13,503	12,076	10,768
South Staffordshire Golf Club	5,843	4,902	5,994	5,222	5,585	5,072	5,777	5,194	5,020
Wergs Golf Club	6,191	5,221	6,335	5,580	5,924	5,408	6,119	5,512	5,393
Penn Golf Club	11,617	9,490	12,047	9,973	11,045	9,780	11,488	10,235	9,349
Perton Park Golf Club	5,060	4,310	5,121	4,588	4,846	4,464	4,977	4,554	4,473

The preceding table summarises that demand is likely to be highest for Oxley Park Golf Club, which has 111,323 potential users and for Penn Golf Club, which has 95,024 potential users. These are substantially higher numbers than for Wergs Golf Club (51,583), South Staffordshire Golf Club (48,609) and Perton Park Golf Club (42,393), although such demand remains significant.

Notwithstanding the above, given that each club provides a traditional 18-hole course generally accessed through private membership, it must be said that the current golfing offer is not tailored to suit the needs of certain segments. This particularly relates to the “occasional time pressed”, “social couples” and “casual fun” segments, which would generally prefer to access different types of golfing facilities such as pay and play courses, Par-3 courses, chip and putt courses and standalone driving ranges. No such provision exists in, or nearby to, Wolverhampton.

Footgolf

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

Nationally, there are currently 160 recognised golf courses that incorporate Footgolf, with many clubs recognising it as a chance to provide an income stream that can provide sustainability at a time when participation in the traditional game has decreased. The sport is generally played on a smaller than average courses, with Par 3 courses being ideal.

Of the three courses in Wolverhampton, just Perton Golf Club operates footgolf.

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9.4: Supply and demand analysis

There is significant identified demand for golf within Wolverhampton and the demand cuts across all nine golfing profiles as set out by England Golf. For the club-based segments, current supply is considered sufficient to meet demand as all five clubs included within the study are tailored to meet such needs. For independent segments, it is clear that demand is not currently being catered for as the provision offered is predominately geared towards private membership and is expensive to access for the more casual golfer.

Whilst all five clubs appear to be operating below the national average, it must be noted that each club will have a different financial model in terms of income generation from membership versus green fees. As such, it would appear that clubs are currently operating sustainably, however, given the relative decline in membership (notwithstanding recent increases at South Staffordshire Golf Club) the national average membership should not be considered a benchmark for a club's long-term sustainability.

As such, emphasis should be placed on ensuring existing clubs are able to retain current members and users as well as assisting them in capitalising on any untapped demand and future demand. As each club has its own unique selling point, there may be opportunities for some of them to work more collaboratively in terms of creating pathways, where appropriate, to collectively cater for the needs of all golfing profiles.

In conclusion, there is adequate supply of golf courses servicing Wolverhampton and although there is capacity to increase membership at each course, this is not considered to represent a surplus of golf provision.

Golf summary

- ◀ There are three golf courses within Wolverhampton and two within South Staffordshire that are nearby and cater for residents of the City.
- ◀ All five clubs provide standard 18-hole courses and are managed privately, meaning no municipal facilities are available.
- ◀ South Staffordshire and Wergs golf clubs/courses are located next to each other with the clubhouses located three minutes apart. Further to this, Oxley Park is also located close by and is only three miles from South Staffordshire Golf Course.
- ◀ All five courses are considered to be good quality. Further to this, South Staffordshire Golf Club is of a particularly high standard given its championship course status.
- ◀ Each club offers pay and play green fees; however, each club is primarily a membership club.
- ◀ In total, 1,970 members are catered for across the clubs, although each club is operating below the national average according to England Golf 2016 affiliation figures (and 2018 membership from two clubs consulted).
- ◀ Although all five clubs are operating below the national average membership, it would appear that clubs are currently operating sustainably.
- ◀ There is significant identified demand for golf within Wolverhampton and the demand cuts across all nine golfing profiles as set out by England Golf with an average of 79,966 people are identified as current or potential users of golf courses within Wolverhampton.
- ◀ Demand is likely to be highest for Oxley Park Golf Club, which has 111,323 potential users, and lowest for Perton Golf Club, which has 42,393 potential users.
- ◀ For club-based segments, current supply is considered sufficient to meet demand as all five clubs are tailored to meet such needs; for independent segments, it is clear that demand is not currently being catered for.
- ◀ In conclusion, there is adequate supply of golf courses servicing Wolverhampton and although there is capacity to increase membership at each course, this is not considered to represent a surplus of golf provision.

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PART 10: OTHER SPORTS

10.1 Rugby league

In 2015 there were two rugby league clubs in Wolverhampton; Wolverhampton Wasps RLFC and Moreton Dragons RLFC. However, there is no longer rugby league activity taking place within Wolverhampton.

Wolverhampton Wasps RLFC fielded one senior men's team, two junior boys' teams (U14s and U16s) and one primary team (U12s) in 2015. The senior team played home matches at Wolverhampton Rugby Club, whilst the junior and primary teams played at Moreton Community High School. The Club has not fielded any competitive teams since 2016.

Moreton Dragons RLFC was a rugby league academy aimed at students aged 16-19 years old who wanted to play elite rugby league whilst carrying on with their studies. In 2015 the Club fielded one team, which played at Moreton Community High School. The academy does not now field a team.

In terms of supply, there is one rugby league pitch in Wolverhampton, located at Moreton Community High School. The pitch at Moreton Community High School was assessed in 2015 as standard quality, meaning it should accommodate two matches per week.

10.2: Athletics

Supply

There have been no significant changes to athletic provision in Wolverhampton since 2015.

There is one track located at WV Active Aldersley which is an eight lane, floodlit, synthetic surface. All disciplines of athletics are provided for, including throw and long jump facilities. The track also has a spectator area that can accommodate up to 465 people.

The Council is responsible for repairs, maintenance and cleaning of the facility. A designated grounds maintenance team is employed which completes general maintenance duties throughout the summer months and both before and after the athletics season. Overall, the facility is assessed as good quality.

Additionally, there are two cinder tracks located at St. Edmunds Catholic Academy and the King's Church of England School. Both tracks are 400 metres. Both schools report that no demand exists for use by the community and therefore no community use is offered.

Demand

There is one athletics club in Wolverhampton, Wolverhampton & Bilston Athletics Club. The Club uses WV Active Aldersley as its home base with training sessions on Tuesdays and Thursdays from 6pm until 8pm.

An annual membership to the Club costs £50 for adults (aged over 20), £35 for juniors (aged 9-20) and £9 for children (aged under nine). There is then an additional £2 charge for each training session attended. The Club has roughly 500 members (split relatively 50/50 between seniors and juniors) and there are currently 25 coaches attached to the Club.

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The Club also runs a wide range of adult road-running groups of varying abilities which train and compete throughout the year.

Supply and demand analysis

Demand for athletics in Wolverhampton is currently being met, with one synthetic athletics track to accommodate one club. Priority should therefore be focused on ensuring the quality at WV Active Aldersley is sustained in order to continue accommodating Wolverhampton & Bilston Athletics Club and any future demand.

10.3: Cycling

There have been no significant changes to cycling provision in Wolverhampton since 2015.

There are six recognised disciplines which British Cycling is responsible for. Each discipline has an associated, dedicated facility type:

- ◀ Track – Velodrome
- ◀ Road – Closed Road Circuits
- ◀ Mountain Bike – MTB Trails
- ◀ BMX – BMX Track (Race tracks, Pump tracks)
- ◀ Cycle Speedway – Cycle Speedway track
- ◀ Cyclo Cross – non-dedicated, non-permanent venues
- ◀

Within Wolverhampton there is one Velodrome and two Cycle Speedway track.

Supply

There is one outdoor velodrome located at WV Aldersley. In 2015, British Cycling commissioned a condition survey and risk assessment at the facility which returned recommendations with regards to its future maintenance needs.

A BMX race track located at Aldersley High School is now disused after the School took the decision to no longer manage the facility. It is reported by the School that it could not staff the track at required times, which led to high amounts of unofficial use and therefore greater risk of an accident. The track is now unmaintained to limit levels of unofficial use; however, it is reported by the School that a fence surrounding the track is required in order to prevent access.

Additionally, there are two cycle speedway tracks located at East Park and Ashmore Park. Both tracks are serviced by clubs.

Demand

Wolverhampton Wheelers Cycling Club are based at the WV Active Aldersley and access it three times a week for training, as well as using it as a home venue in the Track League. The Club also runs road cycling sessions for its members.

Wolverhampton Racing Cycling Club are also based in Wolverhampton. The Club is affiliated to British Cycling and competes in various road races and time trails. The Club uses Bradmore Community Centre as a clubhouse.

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East Park Wolves Cycle Speedway Club are based at the cycle speedway track at East Park, whilst Wednesfield Aces Cycle Speedway Club are based at Ashmore Park.

Supply and demand analysis

Supply is deemed sufficient enough to meet demand for cycling in that no clubs which require access to a track facility are without access. Priority should therefore be focused on ensuring good quality at all cycling facilities within Wolverhampton so that demand can continue to be supplied.

Consideration should be given to the future requirements for cycling facilities within Wolverhampton given the large numbers of latent demand. Further analysis is required to determine the extent of this demand and the current facilities capabilities of accommodating any growth.

10.4: Netball

There have been no significant changes to netball provision in Wolverhampton since 2015.

Supply

There is a large supply of outdoor netball courts across Wolverhampton, the majority of which are located within schools and double up to provide tennis provision. The following schools have netball courts:

- ◀ Aldersley High School
- ◀ Coppice Performing Arts School
- ◀ Heath Park Academy
- ◀ Highfields Secondary School
- ◀ Moseley Park Academy
- ◀ Ormiston NEW Academy
- ◀ Our Lady & St Chads Catholic Academy
- ◀ Royal Wolverhampton School
- ◀ Ormiston SWB Academy
- ◀ Smestow School
- ◀ St Peters Collegiate High School
- ◀ The Kings Church of England School
- ◀ Wednesfield High School
- ◀ Wolverhampton Grammar School

All courts located within schools are a macadam surface and the majority are over marked by tennis courts. Only Our Lady & St Chads Catholic Academy, St Peters Collegiate High School and Wednesfield High School readily offer community use, however, no school reports any regular demand.

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The only courts across Wolverhampton which record any community demand are located at WV Active Aldersley. There are six macadam courts at the site, all of which are floodlit and over marked by tennis courts. The courts are assessed as good quality, as are courts at Our Lady & St Chads Catholic Academy. Courts at Wednesfield High School and St Peters Collegiate High School are assessed as standard.

Demand

There is one England Netball affiliated league operating from Wolverhampton, the City of Wolverhampton League. The League runs both during midweek and on a Saturday, with the midweek competition consisting of 40 teams (five divisions) and the Saturday competition consisting of 14 teams (two divisions). WV Active Aldersley is used as the sole venue, with matches being played back-to-back. The League runs in both the summer and the winter.

England Netball reports that there are also a handful of clubs based in Wolverhampton which are a part of the Club Action Planning Scheme (CAPS). CAPS is a programme designed to support each affiliated club in delivering quality netball development programmes and is aligned to the Sport England Clubmark accreditation scheme.

Back to Netball

Back to Netball is a scheme put into place by England Netball in 2010, with participation increasing ever since. Sessions are ran weekly by qualified coaches across England with the aim of re-introducing female players over the age of 16 to the sport.

In Wolverhampton, sessions are running every Tuesday evening (20.00-21.00pm) at WV Active Aldersley. Sessions at the venue are operated on outdoor courts.

Supply and demand analysis

Demand for netball in Wolverhampton is being met. Focus should therefore be directed towards sustaining and improving the current supply of courts, particularly in relation to WV Active Aldersley.

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APPENDIX 1: SPORTING CONTEXT

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

National context

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

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

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

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

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

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

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

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

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

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National Planning Policy Framework

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

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

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

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

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

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

The FA National Game Strategy (2015 – 2019)

The Football Association's (FA) National Game Strategy provides a strategic framework that sets out key priorities, expenditure proposals and targets for the national game (i.e., football) over a four-year period. The main issues facing grassroots football are identified as:

- ◀ Sustain and Increase Participation.
- ◀ Ensure access to education sites to accommodate the game.
- ◀ Help players to be the best that they can be and provide opportunities for them to progress from grassroots to elite.
- ◀ Recruit, retain and develop a network of qualified referees
- ◀ Support clubs, leagues, and other competition providers to develop a safe, inclusive and positive football experience for everyone.
- ◀ Support Clubs and Leagues to become sustainable businesses, understanding and serving the needs of players and customers.
- ◀ Improve grass pitches through the pitch improvement programme to improve existing facilities and changing rooms.
- ◀ Deliver new and improved facilities including new Football Turf Pitches.

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- ◀ Work with priority Local Authorities enabling 50% of mini-soccer and youth matched to be played on high quality artificial grass pitches.

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

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

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

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

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

The RFU National Facility Strategy 2013-2017 provides a framework for development of high-quality, well-managed facilities that will help to strengthen member clubs and grow the game in communities around them. In conjunction with partners, this strategy will assist and support clubs and other organisations, so that they can continue to provide quality opportunities for all sections of the community to enjoy the game. It sets out the broad facility needs of the sport and identifies investment priorities to the game and its key partners. It identifies that with 1.5 million players there is a continuing need to invest in community club facilities in order to:

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

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

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

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

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

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

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

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

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

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

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

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

‘The right pitches in the right places’¹⁶

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

- ◀ Single System – clubs and providers which have a good understanding of the Single System and its principles and are appropriately places to support the delivery.
- ◀ ClubsFirst accreditation – clubs with the accreditation are recognised as producing a safe effective and child friendly hockey environment
- ◀ Sustainability – hockey providers and clubs will have an approved development plan in place showing their commitment to developing hockey, retaining members and providing an insight into longer term goals. They will also need to have secured appropriate tenure.

England Hockey Strategy

EH’s new Club Strategy will assist hockey clubs to retain more players and recruit new members to ultimately grow their club membership. EH will be focusing on participation growth through this strategy for the next two years. The EH Strategy is based on seven core themes. These are:

- 1 Having great leadership
- 2 Having Appropriate and Sustainable Facilities
- 3 Inspired and Effective People
- 4 Different Ways to Play
- 5 Staying Friendly, Social, and Welcoming
- 6 Being Local with Strong Community Connections
- 7 Stretching and developing those who want it

¹⁶

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

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British Tennis (LTA) - Place to Play Strategy

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

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

The strategy sets out:

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

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

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

- ◀ Access for everyone to well-maintained high quality tennis facilities which are either free or pay as you play
- ◀ A Clubmark accredited place to play within a ten minute drive of their home
- ◀ Indoor tennis courts within a 20 minute drive time of their home
- ◀ A mini tennis (ten and under) performance programme within a 20 minute drive of their home (Performance Centres)
- ◀ A performance programme for 11 - 15 year olds within a 45 minute drive time of their home (High Performance Centre)
- ◀ A limited number of internationally orientated programmes strategically spread for players 16+ with an international programme (International High Performance Centres)

Bowls England: Strategic Plan 2014-2017

Bowls England will provide strong leadership and work with its stakeholders to support the development of the sport of bowls in England for this and future generations.

The overall vision of Bowls England is to:

- ◀ Promote the sport of outdoor flat green bowls.
- ◀ Recruit new participants to the sport of outdoor flat green bowls.
- ◀ Retain current and future participants within the sport of flat green bowls.

In order to ensure that this vision is achieved, ten key performance targets have been created, which will underpin the work of Bowls England up until 31st March 2017.

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- ◀ 115,000 individual affiliated members.
- ◀ 1,500 registered coaches.
- ◀ Increase total National Championship entries by 10%.
- ◀ Increase total national competition entries by 10%.
- ◀ Medal places achieved in 50% of events at the 2016 World Championships.
- ◀ 35 county development plans in place and operational.
- ◀ County development officer appointed by each county association.
- ◀ National membership scheme implemented with 100% uptake by county associations.
- ◀ Secure administrative base for 1st April 2017.
- ◀ Commercial income to increase by 20%.

Despite a recent fall in affiliated members, and a decline in entries into National Championships over the last five years, Bowls England believes that these aims will be attained by following core values. The intention is to:

- ◀ Be progressive.
- ◀ Offer opportunities to participate at national and international level.
- ◀ Work to raise the profile of the sport in support of recruitment and retention.
- ◀ Lead the sport.
- ◀ Support clubs and county associations.

England Athletics: Whole Sport Plan 2013-2017

The England Athletics plan outlines a strategy to attract and retain 3 million athletics participants by 2017, from a current base of 1.9 million as measured by Active People, whilst cementing athletics as the most popular individual sporting activity in England.

“The ambition is to make England an athletic nation. Traditional athletics for some, running for many, fitness for all”.

In order to achieve this, the goals of the strategic plan are:

- ◀ To grow and sustain participation levels in the sport.
- ◀ To improve the experiences of every participant in the sport.
- ◀ To improve performance levels and to grow the next generation of senior athletic champions.

The plan also reflects a total commitment to delivering an inclusive sport, setting specific disability targets that are woven into the core measures for growth and retention of participation. Key personnel within the England Athletics staffing structure will now lead this area of work, focusing on:

- ◀ Delivering inclusive formats of the sport.
- ◀ National policy and programme development.
- ◀ Coaching and teaching resources.

UK Athletics Facilities Strategy (2014-2019)

Facilities are essential to attracting, retaining and developing athletes of the future. Having the right facilities in the right place will be crucial in meeting growing demand, increasing

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participation in physical activity and athletics, improving the health of the nation and supporting a new generation of athletes in clubs and schools through to national and world class level.

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

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

UKA's 2014-19 Facilities Strategy key outcomes:

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

England Netball - Your Game, Your Way 2013-17 Whole Sport Plan

England Netball remains committed to its '10-1-1' mission, vision and values that form the fundamentals for its strategic planning for the future for the sport and business.

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

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

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- ◀ Establish high standards of leadership and governance that protect the game and its people and facilitates the on-going growth and transformation of the NGB and sport.

Raising Our Game: The Strategic Plan for England Golf (2014-2017)

The recently launched England Golf Strategy 2014-2017 focuses on preventing the continued decline of people participating in golf. Since 2004, membership at clubs has declined by around 180,000 members, which is seriously challenging the economy and culture of the sport within England. Active People Survey data shows a current latent demand of 830,000 adults, with a further 2 million golfers playing independently.

The ambition of the strategy is to:

- ◀ Reverse the decline in club membership which has been occurring annually since 2005 and stabilise club membership at the July 2014 level of 675,000 members
- ◀ Increase the number of people who play golf at least once a week from the baseline of 750,000 in 2014 to 910,000 by March 2017.
- ◀ Strengthen the talent development pathway from club to national level, leading to even more international success for English players.
- ◀ Improve communications, governance and partnerships at all levels within England Golf.

There are a number of measurable performance indicators within this strategic plan, with progress tracked and reported on a regular basis. There will be an annual review of progress in April each year, commencing in April 2015 and this will be reported as part of the Annual Report of England Golf. To achieve its aims, England Golf will concentrate on seven key themes:

- ◀ More players - Increasing the number of players who play golf regularly.
- ◀ More members - Increasing the number of players in club membership.
- ◀ Stronger clubs - Supporting clubs to attract and retain members and to achieve a sustainable business model.
- ◀ Winning golfers - Identifying and developing talented golfers at every level, leading to international amateur success.
- ◀ Outstanding championships - Providing excellent championships and competitions for golfers of all levels.
- ◀ Improved image - Changing the perception of golf and improving communications within the sport.
- ◀ Excellent governance - Improving the governance, building the infrastructure, and strengthening the partnerships to develop golf in England.